MissionSite

top unreached locations

SHANNON, NC

CENSUS TRACT: 37093970400
REGION: Region 3: Southeast Coast
COUNTY: Hoke
SITESCAPE: Countryscape
DENSITY PATTERN: A

iMultiply
CONGREGATIONAL REPRODUCTION

In partnership with the:

Intercultural Institute for Contextual Ministry

North Carolina Baptists
Caring. Sharing. Daring.

©Copyright 2011, Intercultural Institute for Contextual Ministry

MissionSite (TM)
Table of Contents

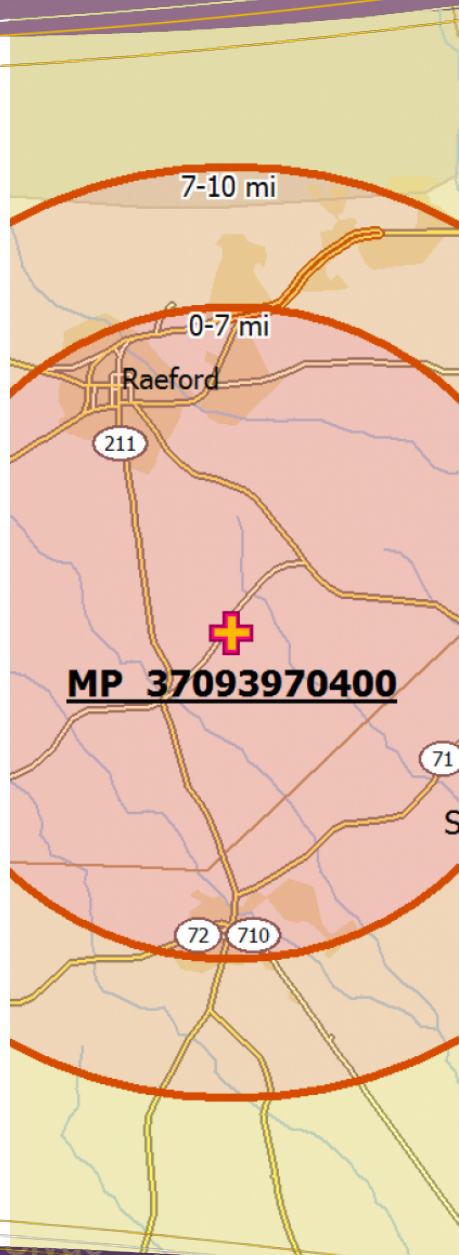
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers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

©Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary

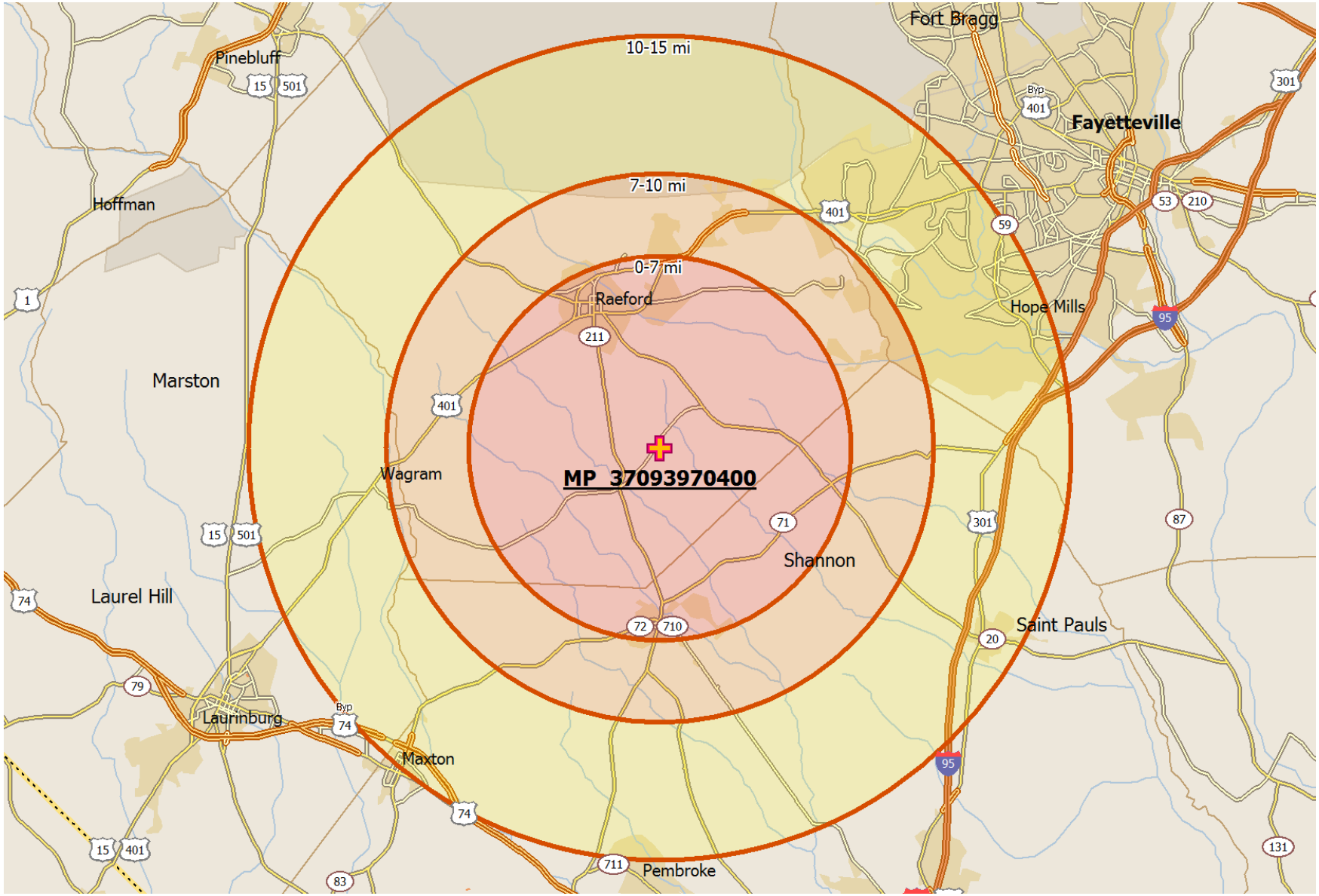
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	3703	Region 3: Southeast Coast
3	County Location	37093	Hoke
4	Zipcode	28386	Hoke
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.3	Fringe Settlements
7	Sitescape Subgroup	1.31	Settlements adjacent to a medium town
8	Sitescape Density Pattern	A	2500-50000-50000



©Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



©Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale Codes	31	Town: Fringe: Territory inside an urban cluster that is less than or equal to 10 miles from an urbanized area.
6	IICM RUCA Values Index	28	Small town low commuting: Secondary flow 10% to 30% to an Urban Area
7	ERS RUCA Commuting Value	9	Small town low commuting: primary flow 10% to 30% to a small urban cluster
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

©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	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	25,050	29,978	124,624
2010 Households	7,953	9,284	43,186
2010 Group Quarters Population	308	81	2,209

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	8	22	30
Language Diversity National Index	40	54	52
Foreign Born Diversity National Index	20	23	8
Ancestry Diversity National Index	4	6	8
Racial Diversity National Index	81	93	93

©Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

©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 0-7 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	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	154	1.94%
Mainstay Communities	Established, Diverse Households	488	6.14%
Working Communities	Blue-collar, Working Families	259	3.26%
Country Communities	Rural, Agri. & Mining Families	1,901	23.9%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,306	29%
Urban Communities	High Density, Inner-city Neighborhoods	2,846	35.79%

©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.

©Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

3. Band composition and the comparison of population between the bands on page 6 may have implications regarding types of anticipated ministry development - from "a neighborhood" congregation to a more "regional" approach. The numbers and types of group quarters (usually some form of multi-family housing) may suggest the need for multi-housing ministry. The density and diversity indices compare this site to other site locations across the country. Values over 50 in each of these indicates a higher level of diversity or density than most other locations.

4. Each US location exists in a county or county-equivalent, as shown on page 7. This overall context may affect the environment of this site location. The type of economic dependence of a county may shape the background of a church planter that will be needed for this particular site.

5. The dominant social environments in this particular site noted on page 8 create specific cultural practices and values that will need to be taken into consideration when starting a new ministry or new congregation. Please read the summary articles at MissionalCyclopedia.org for the top 2 largest social environments. What implications do you see based on the dominant social environments in this location?

©Copyright 2011, Intercultural Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-7 mile band that are in each category. The index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

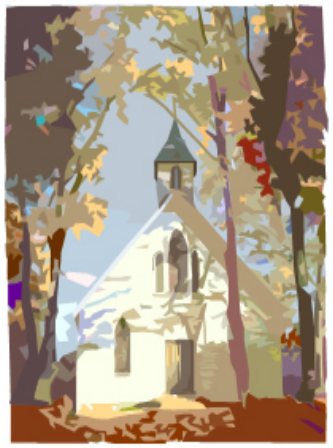
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-7 MILE BAND	% INDEX
Unreached Households	9,419	5,215	55.37%
Unreached %	66.53%	65.58%	98.57
Religious But NOT Evangelical HH	2,819	1,608	57.02%
Religious But NOT Evangelical %	19.91%	20.21%	101.51
Spiritual But NOT Relig or Evang HH	1,115	466	41.76%
Spiritual But NOT Relig or Evang %	7.88%	5.85%	74.33
Not Evangelical, Not Interested HH	5,584	3,245	58.11%
Not Evangelical, Not Interested %	39.44%	40.8%	103.45

©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 RING	PERCENT &INDEX
Num of BCNC Churches	12	1	8.33%
Active BCNC Attenders	1,688	95	5.63%
Active Evangelical Households	1,486	129	8.69%
Active Evangelical Percent	10.49%	13.89%	132.33
Inactive Evangelical Households	3,253	283	8.69%
Inactive Evangelical Percent	22.98%	30.41%	132.33
# New Churches Needed	0	0	0%



©Copyright 2011, Intercultural Institute for Contextual Ministry

Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Dundarrach - Shannon	2.11 mi	95	Plateauing
2	Zion Hill - Shannon	4.09 mi	164	Plateauing
3	Shannon - Shannon	4.73 mi	30	Declining
4	South Hoke - Red Springs	4.76 mi	144	Growing
5	Galilee - Red Springs	4.88 mi	133	Plateauing
6	Mount Elim - Red Springs	4.88 mi	192	Plateauing
7	Rock of Ages - Red Springs	4.88 mi	74	Growing
8	Red Springs First - Red Springs	4.88 mi	135	Plateauing
9	Westside - Red Spring	5.25 mi	90	Growing
10	Raeford First - Raeford	5.55 mi	97	Plateauing
11	Lumber Bridge - Lumber Bridge	6.38 mi	13	Declining
12	Pittman Grove - Raeford	6.67 mi	35	Insufficient Data
13	Hillcrest - Raeford	7.16 mi	843	Declining
14	The Bridge Community Church	7.31 mi	75	Insufficient Data
15	Tabernacle - Raeford	7.31 mi	129	Declining
16	Ephesus - Raeford	7.31 mi	72	Plateauing
17	Iglesia Bautista Roca Eternal - Raeford	7.31 mi	55	Insufficient Data
18	Atonement Missionary - Raeford	8.35 mi	30	Plateauing
19	Sandhill Community - Red Springs	8.37 mi	59	Plateauing
20	New Beginning - Raeford	9.60 mi	54	Declining
21	Mount Calvary - Fayetteville	10.59 mi	86	Declining
22	Spring Hill - Wagram	10.65 mi	54	Plateauing
23	Parkton - Parkton	10.88 mi	83	Declining
24	West Saddletree - Shannon	11.51 mi	33	Plateauing
25	Lake Rim - Fayetteville	11.63 mi	46	Growing
26	Stoney Point - Fayetteville	11.78 mi	200	Insufficient Data
27	Carolina - Saint Pauls	12.13 mi	0	Insufficient Data
28	Golfview - Hope Mills	12.62 mi	64	Plateauing
29	Great Marsh - Saint Pauls	12.63 mi	95	Plateauing
30	St Pauls Community	13.30 mi	0	Insufficient Data

©Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Spirituality Indicators

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

Issues for Your Consideration

1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.

2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider - both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.

3. The list of churches on page 13 only includes BCNC churches. You will need to take other chruches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.

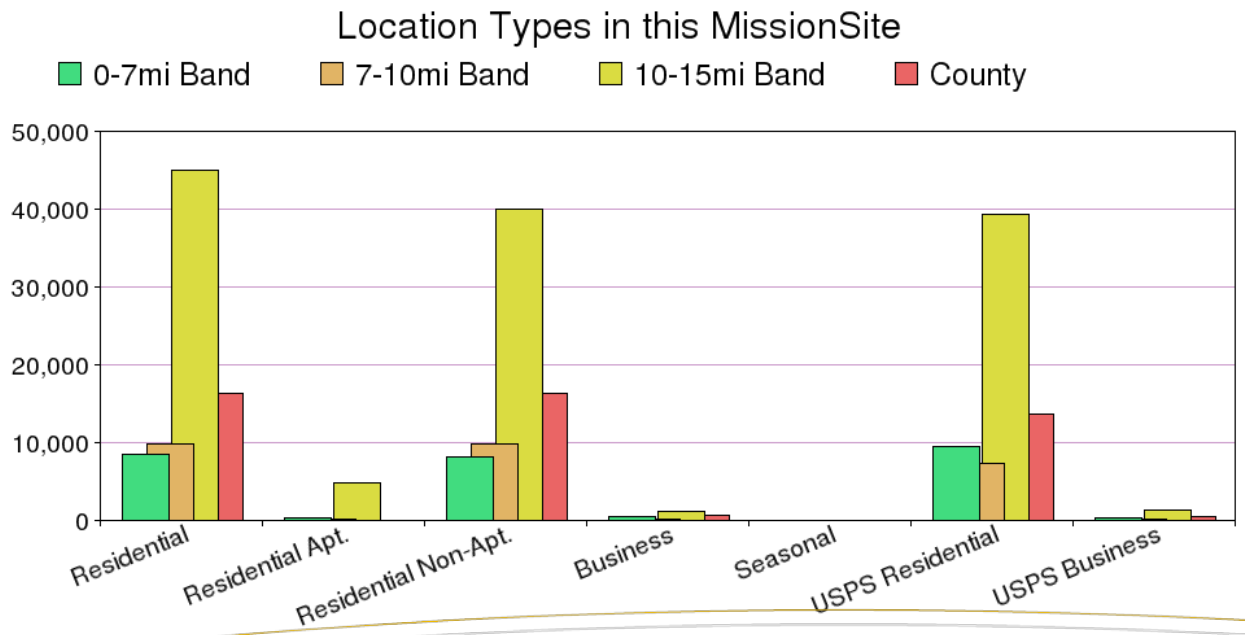
©Copyright 2011, Intercultural Institute for Contextual Ministry

Current Demographic Summary

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 0-7 mile band. The percentage of the county population and number of households that appears in the 0-7 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	22,856	18,703	81.83%
2000 Population	33,646	21,727	64.58%
2010 Population	46,576	25,050	53.78%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	7,405	6,436	86.91%
2000 Households	11,373	7,553	66.41%
2010 Households	14,158	7,953	56.17%



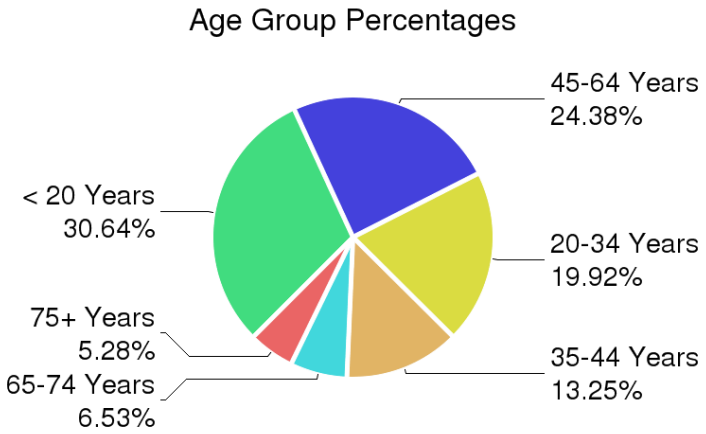
Location Type	0-7mi Band
Residential	8,441
Residential Apt.	356
Residential Non-Apt.	8,085
Business	477
Seasonal	0
USPS Residential	9,467
USPS Business	402

©Copyright 2011, Intercultural Institute for Contextual Ministry

Current Demographic Summary

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.



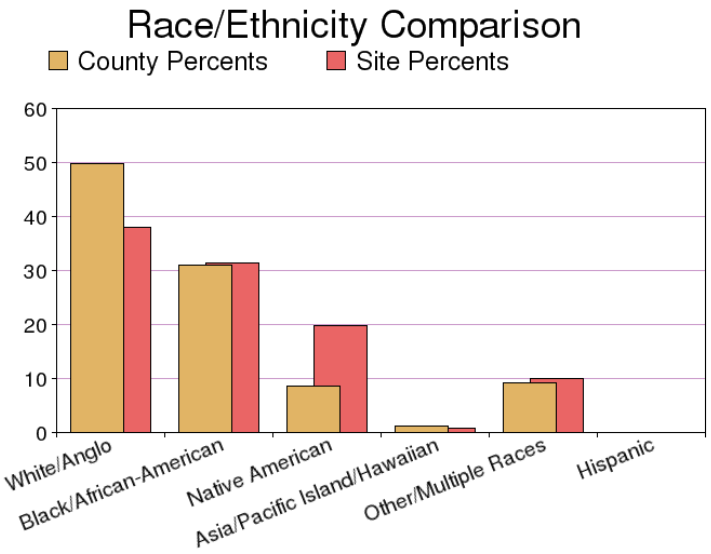
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	7.44%	7.04%	94.62
4-5 Years	3.48%	2.95%	84.77
6-8 Years	5.09%	4.59%	90.18
9-11 Years	4.71%	4.44%	94.27
12-13 Years	2.97%	2.98%	100.34
14-17 Years	5.37%	5.72%	106.52
18-19 Years	2.52%	2.91%	115.48
0-5 Years	10.93%	9.99%	91.4
6-12 Years	11.3%	10.55%	93.36
13-19 Years	9.36%	10.1%	107.91
< 20 Years	31.59%	30.64%	96.99
20-34 Years	24.32%	19.92%	81.91
35-44 Years	14.61%	13.25%	90.69
45-64 Years	21.43%	24.38%	113.77
65-74 Years	4.81%	6.53%	135.76
75+ Years	3.25%	5.28%	162.46
Median Age	32	36	115.34
Median Age (Male)	30	35	114.05
Median Age (Female)	33	38	116.21

©Copyright 2011, Intercultural Institute for Contextual Ministry

Current Demographic Summary

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	49.9%	38%	76.15
Black, African-American	30.96%	31.36%	101.28
Native American	8.68%	19.77%	227.78
Asian	1.16%	0.79%	68.77
Pacific Island, Hawaiian	0.14%	0.09%	63.83
Other/Multiple Races	9.16%	9.98%	109.01
Hispanic	0%	14.89%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	28,682	15,708	
Less than 9th Grade	7.33%	11.41%	64.27
No High School Diploma	11.79%	15.74%	74.9
High School Graduate	31.43%	31.91%	98.5
Some College, no degree	24.09%	18.33%	131.43
Associate Degree	10.44%	7.43%	140.51
College Degree	9.99%	9.77%	102.18
Graduate/Prof. degree	4.94%	5.41%	91.23

©Copyright 2011, Intercultural Institute for Contextual Ministry

Current Demographic Summary

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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 ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< $10,000	8.26%	13.64%	197.9
$10,000 to $19,999	13.07%	16.2%	123.94
$20,000 to $29,999	11.73%	13.38%	114.04
$30,000 to $49,999	24.14%	21.51%	89.11
$50,000 to $59,999	6.73%	5.61%	83.31
$60,000 to $69,999	8.09%	6.63%	81.94
$70,000 to $79,999	7.1%	4.87%	68.55
$80,000 to $89,999	5.61%	3.46%	61.66
$90,000 to $99,999	3.52%	2.36%	67.2
$100,000 to $124,999	7.51%	7.33%	97.64
$125,000 to $149,999	2.91%	3.34%	114.94
$150,000 to $199,999	1.32%	1.19%	90.44
$200,000 to $249,999	0.01%	0.08%	534.06
$250,000 or more	0%	0.31%	0
Median Household	42,630	36,586	85.82
Average Household	52,299	48,732	93.18
Per Capita Household	16,261	15,481	95.2
Family/Non-Family Household Income			
Median Family Income	52,102	45,477	87.28
Average Family Income	60,231	56,447	93.72
Median Non-Family Income	25,162	25,034	99.49
Average Non-Family Income	32,994	29,170	88.41

©Copyright 2011, Intercultural Institute for Contextual Ministry

Current Demographic Summary

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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 ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	70.88%	67.51%	95.25
Families with Children	40.64%	38%	93.5
Families without Children	30.24%	29.51%	97.6
Non-Family Households			
% Non-Family Households	29.12%	32.49%	111.57
Non-Families with Children	0.1	0.1	101.73
Non-Families without Children	29.02	32.39	111.6
Housing Units			Index
Total Housing Units	17,354	9,509	
Vacant percent	18.42%	16.36%	88.85
Owned percent	60.67%	59.04%	97.32%
Rented Percent	20.92%	24.61%	117.65
Households by Size			Index
Avg household size	3.21	3.11	96.88
Avg family hh size	4.00	3.95	98.75
Avg non-family hh size	1.30	1.37	105.38
Households By Count of Persons			Percent
One	3,191	2,132	66.81%
Two	2,455	1,448	58.98%
Three or Four	5,601	2,704	48.28%
Five+	2,911	1,668	57.3%

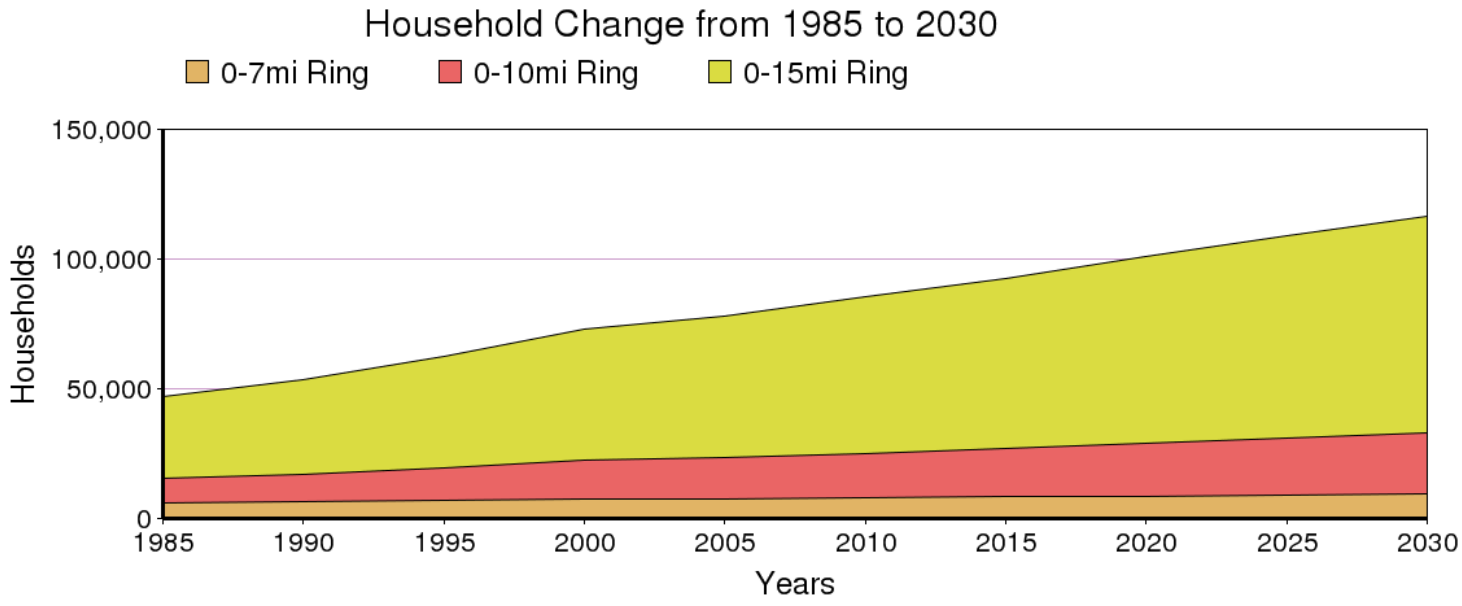
©Copyright 2011, Intercultural Institute for Contextual Ministry

Projected Demographic Summary

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 0-7 mile ring. The percentage of the county population and number of households that appears in the 0-7 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	22,856	18,703	81.83%
2000 Population	33,646	21,727	64.58%
2010 Population	46,576	25,050	53.78%
2015 Population	53,707	26,779	49.86%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	7,405	6,436	86.91%
2000 Households	11,373	7,553	66.41%
2010 Households	14,158	7,953	56.17%
2015 Households	16,015	8,312	51.9%

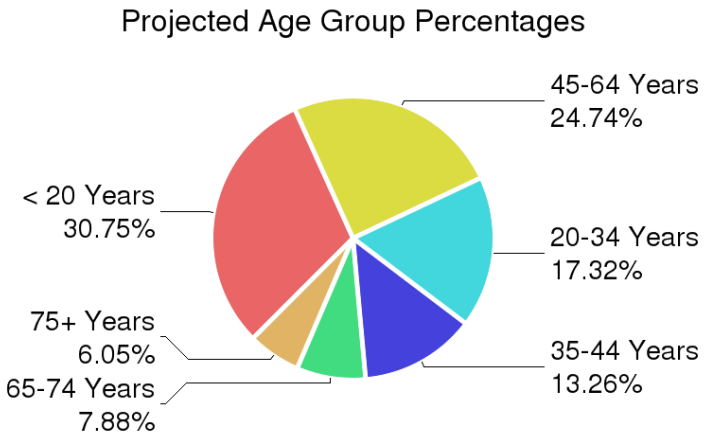


©Copyright 2011, Intercultural Institute for Contextual Ministry

Projected Demographic Summary

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 0-7 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.



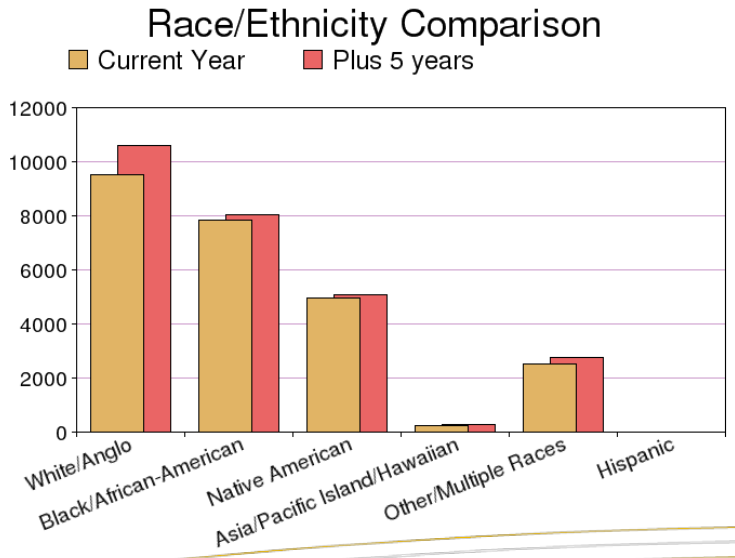
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	7.04%	6.51%	92.47
4-5 Years	2.95%	2.87%	97.29
6-8 Years	4.59%	4.65%	101.31
9-11 Years	4.44%	4.6%	103.6
12-13 Years	2.98%	3.2%	107.38
14-17 Years	5.72%	5.88%	102.8
18-19 Years	2.91%	3.03%	104.12
0-5 Years	9.99%	9.38%	93.89
6-12 Years	10.55%	10.87%	103.03
13-19 Years	10.1%	10.5%	103.96
< 20 Years	30.64%	30.75%	100.36
20-34 Years	19.92%	17.32%	86.95
35-44 Years	13.25%	13.26%	100.08
45-64 Years	24.38%	24.74%	101.48
65-74 Years	6.53%	7.88%	120.67
75+ Years	5.28%	6.05%	114.58
Median Age	32	38	120.87
Median Age (Male)	30	36	119.47
Median Age (Female)	33	40	123.51

©Copyright 2011, Intercultural Institute for Contextual Ministry

Projected Demographic Summary

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 0-7 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	38%	39.64%	104.32
Black, African-American	31.36%	30.06%	95.88
Native American	19.77%	18.93%	95.72
Asian	0.79%	0.91%	115.17
Pacific Island, Hawaiian	0.09%	0.12%	134.21
Other/Multiple Races	9.98%	10.33%	103.42
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	15,708	16,915	
Less than 9th Grade	11.41%	10.16%	89.03
No High School Diploma	15.74%	13.81%	87.72
High School Graduate	31.91%	32.33%	101.33
Some College, no degree	18.33%	17.87%	97.51
Associate Degree	7.43%	8.91%	119.92
College Degree	9.77%	10.56%	108.11
Graduate/Prof. degree	5.41%	6.36%	117.45

©Copyright 2011, Intercultural Institute for Contextual Ministry

Projected Demographic Summary

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 0-7 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 0-7 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 0-7 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	13.64%	11.97%	87.74
$10,000 to $19,999	16.2%	15.88%	98.06
$20,000 to $29,999	13.38%	12.24%	91.45
$30,000 to $49,999	21.51%	20.69%	96.18
$50,000 to $59,999	5.61%	5.05%	90.1
$60,000 to $69,999	6.63%	7.24%	109.3
$70,000 to $79,999	4.87%	5.29%	98.4
$80,000 to $89,999	3.46%	4.21%	108.21
$90,000 to $99,999	2.36%	2.49%	105.35
$100,000 to $249,999	7.33%	8.81%	120.13
$125,000 to $149,999	3.34%	3.99%	119.42
$150,000 to $199,999	1.19%	1.42%	118.85
$200,000 to $249,999	0.08%	0.07%	95.68
$250,000 or more	0.31%	0.36%	114.82
Median Household	36,586	40,547	110.83
Average Household	48,732	52,930	108.61
Per Capita Household	15,481	16,440	106.19
Family/Non-Family Household Income			
Median Family Income	45,477	51,594	113.45
Average Family Income	56,447	62,902	111.44
Median Non-Family Income	25,034	25,885	103.4
Average Non-Family Income	29,170	31,628	108.43

©Copyright 2011, Intercultural Institute for Contextual Ministry

Projected Demographic Summary

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 0-7 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 0-7 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 0-7 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	67.51%	64.63%	95.73
Families with Children	38	35.65	93.81
Families without Children	29.51	28.27	95.8
Non-Family Households			
% Non-Family Households	32.49%	35.37%	108.86
Non-Families with Children	0.1	0.06	108.86
Non-Families without Children	32.39	35.31	109.02
Housing Units			
Total Housing Units	9,509	9,933	104.46%
Vacant percent	16.36%	16.32%	99.73
Owned percent	59.04%	58.98%	99.89
Rented Percent	24.61%	24.72%	100.44
Households by Size			
Avg household size	3.11	3.18	102.25%
Avg family hh size	3.95	4.23	107.09%
Avg non-family hh size	1.37	1.27	92.7%
Households By Count of Persons			
One	2,132	2,382	111.73%
Two	1,448	1,224	84.53%
Three or Four	2,704	2,799	103.51%
Five+	1,668	1,908	114.39%

©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:	0-7 MILES	7-10 MILES	10-15 MILES
Foreign Born Pop	1,671	1,466	5,252
Northern Europe	56	41	162
Western Europe	123	110	864
Southern Europe	14	2	67
Eastern Europe	11	34	93
Other Europe	0	0	0
Eastern Asia	121	73	625
So. Central Asia	134	22	115
SE Asia	87	59	533
Western Asia	0	0	35
Other Asia	0	0	0

BORN IN:	0-7 MILES	7-10 MILES	10-15 MILES
Eastern Africa	0	0	17
Middle Africa	0	0	0
Northern Africa	8	0	7
Southern Africa	0	0	0
Western Africa	25	0	101
Other Africa	0	7	11
Oceania	3	4	15
Caribbean	35	41	287
Central Amer.	989	1,050	1,967
South America	56	10	202
North America	9	13	151
Born at sea	0	0	0

©Copyright 2011, Intercultural Institute for Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only	16,753	21,954	82,580
Spanish	1,837	1,804	5,458
Other Indo-Euro language	311	541	1,852
French (incl. Patois, Cajun)	55	126	294
French Creole	0	0	17
Italian	15	19	130
Portuguese	0	5	31
German	116	267	1,088
Yiddish	0	0	23
Other West Germanic	0	0	0
A Scandinavian Language	0	6	37
Greek	0	0	29
Russian	0	0	42
Polish	0	0	12
Serbo-Croatian	1	10	7
Other Slavic Language	0	22	6
Armenian	0	0	0
Persian	0	0	7
Gujarathi	66	31	14
Hindi	11	13	52
Urdu	0	26	12

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
Other Indo-Euro	1	16	36
Asian/PI languages	0	0	0
Chinese	65	10	9
Japanese	56	34	109
Korean	11	55	670
Mon-Khmer, Cambodian	2	32	0
Miao, Hmong	0	11	5
Thai	0	6	75
Laotian	20	0	8
Vietnamese	1	10	294
Other Asian	0	0	21
Tagalog	7	62	186
Other Pacific Is	0	0	0
Other languages	33	25	188
Navajo	0	10	27
Other Native N. American	0	0	8
Hungarian	0	0	0
Arabic	8	7	55
Hebrew	0	0	0
African languages	25	0	98
Other unspecified	0	8	0

Wanchese Polkville Varnamtown Stallings Lake Norman of Catawba Alamance Gaston West Canton
Vandemere Pink Hill Half Moon Lasker Spencer Brookford Kings Grant Godwin
Brunswick Fremont Fair Bluff Wadesboro Dover Columbus Spring Lake Belmont
Spencer Mountain St. Stephens Madison Nags Head Boardman Fountain Maysville South Rosemary
Stokesdale Grantsboro Stovall Highlands China Grove Kenansville Stem West Marion Magnolia Salem
Intercultural Institute for Contextual Ministry
©Copyright 2011, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-7 MILES	7-10 MILES	10-15 MILES
Reporting ancestry	15,737	21,071	78,769
Arab	6	4	35
Armenian	0	0	0
Austrian	0	0	46
British	45	36	198
Canadian	4	16	145
Croatian	0	0	21
Czech	9	0	119
Czechoslovak	4	21	25
Danish	3	9	55
Dutch	24	73	299
English	526	708	3,593
European	35	200	749
Finnish	8	0	47
French (not Basque)	80	144	882
French Canadian	17	55	492
German	540	1,226	5,612
Greek	7	33	118
Hungarian	22	18	93
Iranian	0	0	6

ANCESTRY	0-7 MILES	7-10 MILES	10-15 MILES
Irish	327	820	3,692
Italian	131	278	1,531
Lithuanian	23	10	33
Norwegian	21	90	257
Polish	37	114	640
Portuguese	0	0	55
Romanian	3	12	25
Russian	22	0	117
Scandinavian	0	3	21
Scotch-Irish	405	375	2,098
Scottish	525	485	1,240
Slovak	3	12	44
Subsaharan African	123	180	866
Swedish	9	39	183
Swiss	0	4	24
Ukrainian	0	14	51
US/American	1,524	2,216	9,035
Welsh	24	24	176
West Indian	17	58	457
Yugoslavian	1	5	9
Other	11,212	13,790	45,678

©Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

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

2. The age categories on pages 16 and 21 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?

3. The racial/ethnic and education categories listed on pages 17 & 22 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?

©Copyright 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?

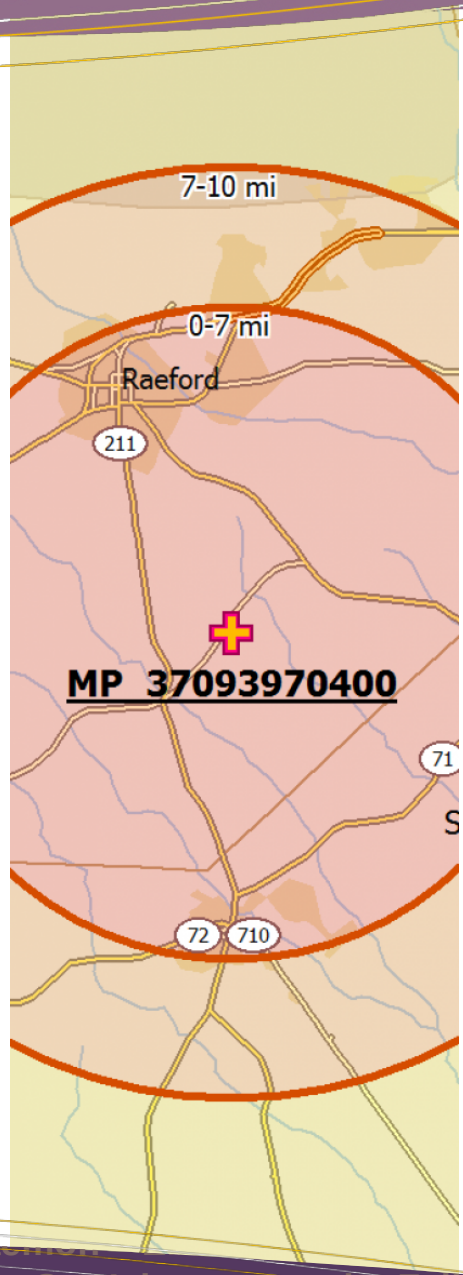
6. The ethnic summary on pages 25, 26 & 27 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?

©Copyright 2011, Intercultural Institute for Contextual Ministry

Unreached Households by Lifestyle Segment

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.



©Copyright 2011, Intercultural Institute for Contextual Ministry

Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-7 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 HHlds	0-7 HH & Percent		Unreached HH & Percent	
Total	7,953	100%	5,214	100%
AFFLUENT SUBURBIA	26	0.33%	18	0.35%
America's Wealthiest	1	0.01%	1	0.02%
Dream Weavers	16	0.2%	11	0.21%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	7	0.09%	5	0.1%
New Suburbia Fam.	2	0.03%	1	0.02%
UPSCALE AMERICA	128	1.61%	86	1.65%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	128	1.61%	86	1.65%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	260	3.27%	168	3.22%
Successful Urban Sprawl	7	0.09%	0	0%
2nd City Homebodies	188	2.36%	5	0.1%
Prime Middle America	0	0%	122	2.34%
Urban Optimists	65	0.82%	0	0%
Family Convenience	0	0%	41	0.79%
Mid-Market Enterprise	0	0%	0	0%

©Copyright 2011, Intercultural Institute for Contextual Ministry

Unreached Households by Lifestyle Segment

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-7 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 HHlds	0-7 HH & Percent		Unreached HH & Percent	
Total	7,953	100%	5,214	100%
BLUE COLLAR BACKBONE	80	1.01%	54	1.04%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	6	0.08%	4	0.08%
Lower Income Essentials	74	0.93%	50	0.96%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	228	2.87%	147	2.82%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	226	2.84%	145	2.78%
Professional Urbanites	1	0.01%	1	0.02%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	1	0.01%	1	0.02%
Mature America	0	0%	0	0%
METRO FRINGE	179	2.25%	124	2.38%
Steadfast Conservative	126	1.58%	86	1.65%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	19	0.24%	14	0.27%
Grass-Roots Living	34	0.43%	24	0.46%

©Copyright 2011, Intercultural Institute for Contextual Ministry

Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-7 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 HHlds	0-7 HH & Percent		Unreached HH & Percent	
Total	7,953	100%	5,214	100%
REMOTE AMERICA	1,858	23.36%	944	18.11%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	322	4.05%	189	3.62%
Coal & Crops	64	0.8%	39	0.75%
Native America	1,472	18.51%	716	13.73%
ASPIRING CONTEMP'S	2,306	29%	1,708	32.76%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	2,306	29%	1,708	32.76%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	43	0.54%	27	0.52%
Aspiring Hispania	33	0.41%	0	0%
Industrious Country Living	0	0%	22	0.42%
America's Farmland	2	0.03%	0	0%
Comfy Country Living	5	0.06%	1	0.02%
Small Town Connections	3	0.04%	3	0.06%
Hinterland Fam.	0	0%	1	0.02%

©Copyright 2011, Intercultural Institute for Contextual Ministry

Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-7 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 HHlds	0-7 HH & Percent		Unreached HH & Percent	
Total	7,953	100%	5,214	100%
STRUGGLING SOCIETIES	2,314	29.1%	1,568	30.07%
Rugged Southern Style	11	0.14%	6	0.12%
Latino Nuevo	469	5.9%	319	6.12%
Struggling city Centers	1,834	23.06%	1,243	23.84%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	532	6.69%	370	7.1%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	450	5.66%	315	6.04%
Urban Diversity	0	0%	0	0%
New Generation Activists	82	1.03%	55	1.05%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

©Copyright 2011, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

Within the 0-7 mile, 7-10 mile and 10-15 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?

©Copyright 2011, Intercultural Institute for Contextual Ministry

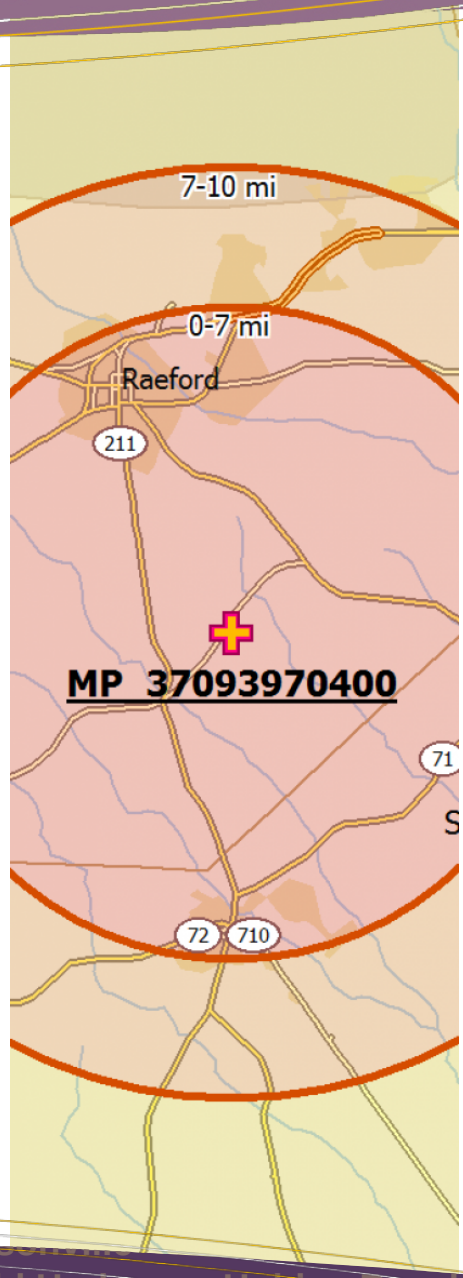
Potential Cultural Bridges

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

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

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

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



©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
PC-HH Own	66%	71%	72%
Use Comp. for Internet/E-mail	48%	53%	54%
Use Comp. for Comp. Games	32%	35%	35%
Internet Use: E-Mail	32%	38%	40%
HH Owns DVD Player	29%	30%	30%
Use Comp. for Education	27%	29%	29%
Use Comp. for Word Processing	25%	30%	31%
Use Comp. for Shopping	23%	28%	28%
PC-Network-HH Has One	22%	22%	22%
Use Comp. for Banking	20%	25%	25%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Use Comp. for Digital Camera Photo Editing	17%	22%	24%
Internet Use: Banking	17%	22%	22%
Internet Use: News/ Weather	17%	20%	21%
Use Comp. for Accounting	15%	17%	16%
Use Comp. for News/Info./Data Service	14%	17%	18%
HH Owns Video/Webcam	9%	10%	10%
Use Comp. for Filing/DB Mngmnt	8%	9%	10%
Internet Use: Research/ Education	8%	9%	10%
Use Comp. for Personal Financial Mngmnt	8%	10%	11%
Internet Use: Shopping: Gathered Info. for Shopping	8%	9%	10%

©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Listening To Music	66%	67%	67%
Reading Books	51%	51%	52%
Dining Out (Not Fast Food)	42%	47%	49%
Card Games	35%	37%	39%
Cooking for Fun	34%	35%	35%
Go To A Beach/Lake	29%	32%	32%
Board Games	27%	30%	31%
Gardening	25%	27%	28%
Going To Bars/Nightclubs/Dancing	16%	17%	17%
Visit Zoo	15%	18%	17%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Any Ailment	64%	65%	66%
Gen./Fam. Practitioner	32%	35%	36%
Hypertension/High Blood Pressure	24%	22%	22%
Dentist	22%	22%	24%
High Cholesterol	21%	20%	20%
Backache	21%	21%	21%
None Of These	18%	18%	18%
Eye Dr.	17%	17%	19%
Overweight (30 Pounds Or More)	16%	16%	16%
Any Arthritis	16%	15%	15%

©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Concert	21.52%	22.84%	23.98%
Live Theater	17.47%	17.3%	18.91%
Live Theater Most Often	14.56%	14.44%	15.52%
Rock/Pop Concerts Most Often	12.14%	12.39%	13.07%
Dance Performance	10.9%	9.74%	9.83%
Dance Performance Most Often	8.59%	7.55%	7.24%
Movies: Comedy	40.66%	41.11%	40.62%
Movies: Action/Adventure	36.4%	37.46%	37.54%
Movies: Fam.	24.28%	23.68%	23.22%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Movies: Mystery	20.46%	19.78%	18.71%
Movies: Horror	19.34%	17.53%	15.26%
Movies: Drama	19.28%	19.2%	19.22%
College Football Reg. Season	3.8%	4.52%	4.95%
NFL Football Reg. Season	3.69%	4.63%	5.33%
MLB Baseball Reg. Season	2.89%	4.4%	5.05%
College Basketball Reg. Season	2.8%	3.32%	3.48%
NBA Basketball Reg. Season	2.55%	2.83%	3.17%
College Football Post-Season	1.8%	1.98%	1.83%

©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Walking for Exercise	32.37%	33.36%	35.53%
Swimming	24.21%	28.18%	28.43%
Bowling	18.94%	20.36%	21.3%
Billiards/Pool	17.15%	18.57%	17.87%
Basketball	16.87%	16.58%	17%
Freshwater Fishing	15.29%	18.13%	17.73%
Jogging/Running	13.19%	13%	13.75%
Weight Training	12.63%	13.9%	14.31%
Football	11.6%	11.75%	11.75%
Stationary Cycling	10.16%	10.25%	10.63%
Baseball	10.07%	10.65%	11.11%
Golf	9.45%	10.54%	11.12%
Aerobics	9.06%	8.58%	9.59%
Mountain/Road Biking	8.59%	9.62%	9.99%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Using Cardio Machine	8.22%	9.61%	10.62%
Tennis	7.78%	7.63%	7.73%
Volleyball	7.67%	7.72%	7.89%
Camping Trips	7.08%	9.67%	9.89%
Soccer	6.78%	6.75%	6.98%
Target Shooting	6.48%	7.58%	7.68%
Softball	6.43%	6.85%	7.48%
Racquetball	6.02%	5.6%	5.61%
Martial Arts	5.77%	5.13%	4.85%
Saltwater Fishing	5.76%	6.89%	7.15%
Yoga	5.29%	5.23%	5.7%
Roller Skating	5.27%	4.96%	5.37%
Hunting	5.24%	6.85%	6.94%
Ice Skating	5.12%	4.75%	4.87%

©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Backpacking/Hiking	4.8%	5.87%	6.64%
Power Boating	4.58%	5.23%	5.45%
Horseback Riding	4.24%	5.13%	5.06%
Canoeing/Kayaking	4.14%	4.46%	4.8%
Motorcycling	3.95%	4.94%	5.07%
Jet Skiing	3.81%	3.89%	3.93%
Fly Fishing	3.68%	4%	3.97%
Snorkeling	3.59%	3.69%	3.76%
Skateboarding	3.4%	3.13%	3.32%
Hockey	3.3%	2.94%	3.4%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Downhill & X-Country Skiing	3.02%	3.13%	3.44%
Water Skiing	2.99%	3.17%	3.36%
Snowmobiling	2.92%	2.94%	3.03%
Snowboarding	2.87%	2.71%	2.81%
Archery	2.62%	3.28%	3.28%
Sailing	2.57%	2.56%	2.63%
Rowing	2.45%	2.53%	2.71%
Rock Climbing	2.45%	2.47%	2.7%
Surfing & Windsurfing	2.34%	2.26%	2.39%
Auto Racing	2.14%	2.17%	2.38%

©Copyright 2011, Intercultural Institute for Contextual Ministry

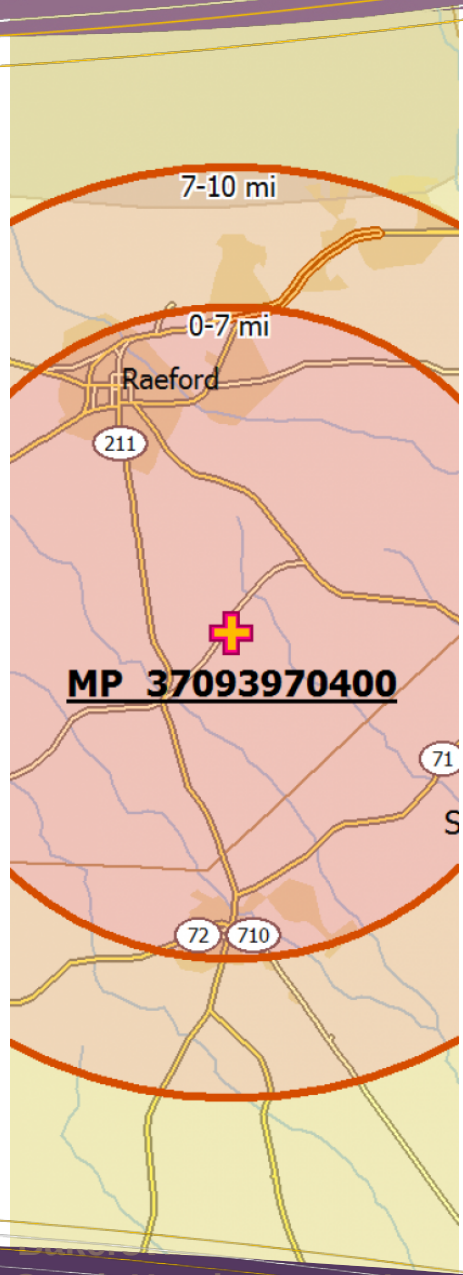
Potential Cultural Barriers -- Introduction (part 1)

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

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

ECCLESIAL BARRIERS
Ecclesial barriers are barriers that arise from the perceptions that people outside the church have of the church, its people, its programming, and it' leadership. In a classic study of the attitudes of the unchurched, people were asked: "What keeps people like you from considering the Christian faith?" Approximately 75 percent of unchurched people answered the question by refering 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.



©Copyright 2011, Intercultural Institute for Contextual Ministry

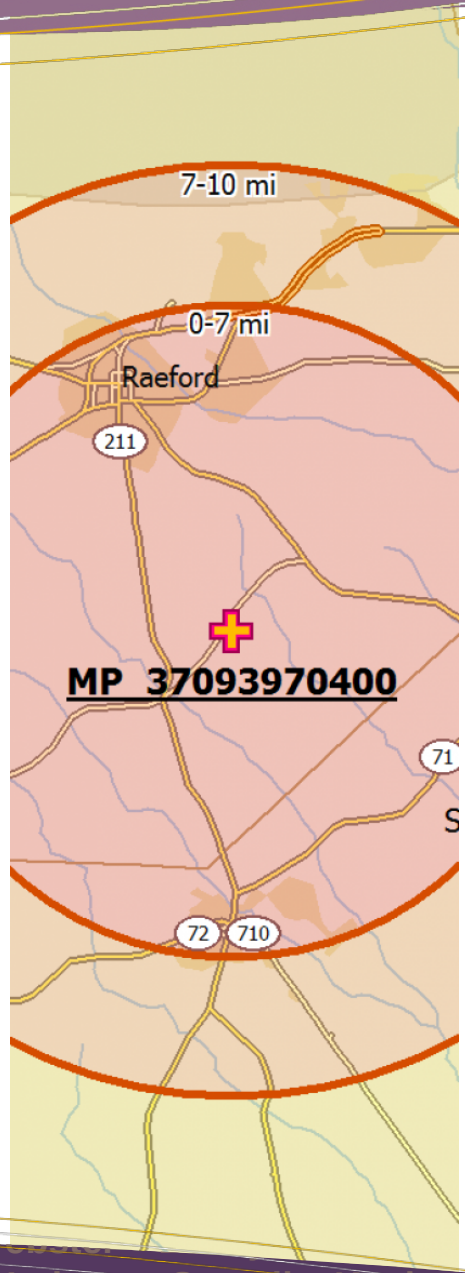
Potential Cultural Barriers -- Introduction (part 2)

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.



©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Important Continue Learning New Things	54%	53%	53%
Like Control Over People And Resources	38%	36%	36%
Speak My Mind Even If It Upsets People	37%	36%	36%
Find It Difficult To Say No To My Kids	37%	38%	39%
Woman's Place Is In The Home	32%	32%	33%
Too Much Sponsorship In Arts/Sports	32%	29%	28%
Don't Judge People/Way They Live Life	31%	30%	29%
If Won Lottery Would Never Work Again	27%	27%	27%
Like To Do Unconventional Things	26%	28%	28%
I Am A Workaholic	26%	24%	23%
Prefer To Have Few Possessions As Possible	25%	25%	27%
Like To Pursue Challenge/Novelty/Change	25%	23%	22%

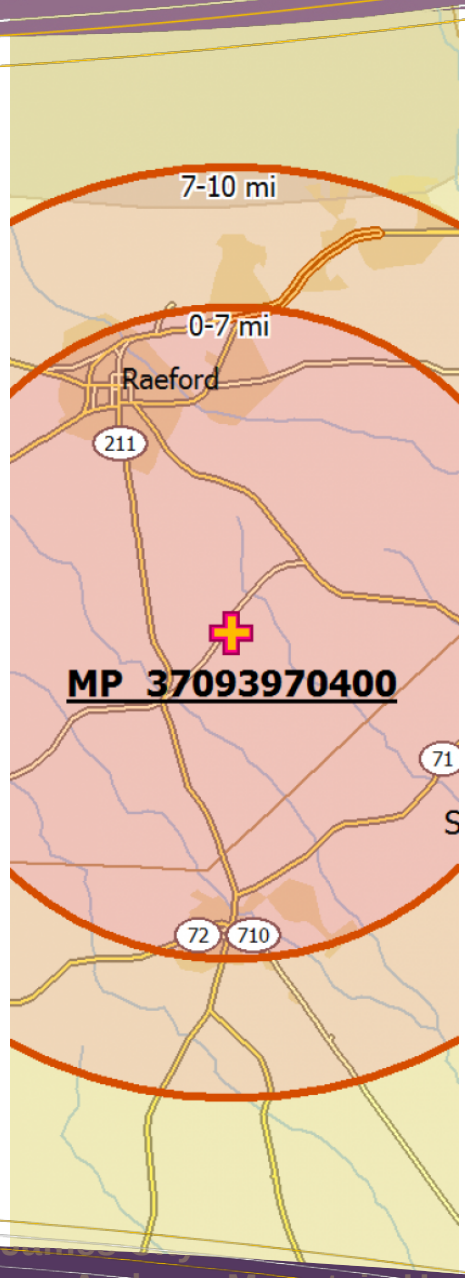
BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Like to Stand Out In A Crowd	25%	24%	23%
Money Is Best Measure Of Success	24%	24%	25%
Marijuana Should Be Legalized	22%	21%	21%
Friends More Important Than My Fam.	21%	21%	22%
We Should Strive for Equality for All	19%	17%	16%
Rarely Sit Down to a Meal Together At Home	18%	18%	17%
Only Work Current Job for The Money	17%	16%	16%
Happy With My Standard Of Living	14%	13%	13%
On Whole People Get What They Deserve	11%	11%	11%
I Am A Perfectionist	11%	9%	9%
Very Happy With My Life As It Is	10%	8%	8%
More Important Do Duty Than Enjoy Life	9%	7%	7%

©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



©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-- 0-7 miles, 7-10 miles, 10-15 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.

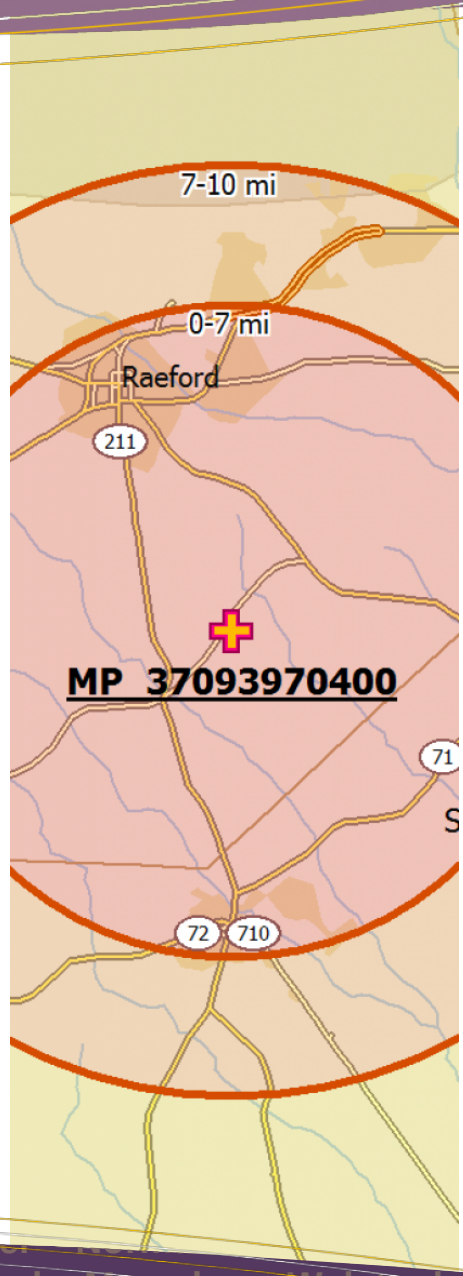
THEMES	0-7 MILES	7-10 MILES	10-15 MILES
You Should Seize Opportunities In Life	56%	56%	56%
Important To Respect Customs And Beliefs	54%	58%	59%
Prefer Work Part Of Team Than Alone	39%	38%	38%
Important Feel Respected By My Peers	35%	34%	34%
Important To Juggle Various Tasks	34%	32%	33%
Like To Understand About Nature	33%	34%	34%
Good At Fixing Things	33%	31%	31%
Have Keen Sense Of Adventure	31%	30%	29%
Prefer To Have Few Possessions As Possible	25%	25%	27%
Looking for New Ideas To Improve Home	23%	22%	21%
People Have To Take Me As They Find Me	23%	23%	23%
Provide My Kids With The Little Extras	21%	18%	18%

THEMES	0-7 MILES	7-10 MILES	10-15 MILES
Like To Just Enjoy Life	20%	19%	19%
Consider Myself Interested In The Arts	19%	18%	18%
Try Not To Worry About The Future	17%	16%	16%
Real Men Don't Cry	15%	15%	15%
Worried About Pollution Caused By Cars	14%	15%	16%
Enjoy Spending Time With My Fam.	13%	13%	13%
Is An Important Part Of Who I Am	11%	12%	12%
Children Should Be Allowed To Express Themselves	10%	9%	9%
Like Spending Most Time With Fam.	5%	5%	5%
Feel Very Alone In The World	5%	5%	5%
Would Like To Set Up Own Business	4%	3%	4%
Decor Particular Interest To Me	3%	4%	3%

©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Places

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



Intercultural Institute for Contextual Ministry

©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-7 MILES	7-10 MILES	10-15 MILES
Fast Food/Drive-In Restaurant-Visit Any	87.28%	87.55%	87.18%
Fam. Restaurants/Steak Houses-Visit Any	75.99%	78.53%	79.62%
McDonald's	56.3%	57.96%	57.43%
Kentucky Fried Chicken (KFC)	38.93%	36.6%	35.67%
Burger King	35.99%	36.13%	36.64%
Wendy's	29.76%	30.29%	30.7%
Applebee's	28.71%	30.93%	30.74%
Subway	28.45%	29.74%	29.91%
Taco Bell	26.04%	28.48%	27.74%
Arby's	25.22%	26.12%	25.54%
Pizza Hut	24.33%	24.06%	23.98%
Sonic	20.08%	20.46%	18.84%

PLACE	0-7 MILES	7-10 MILES	10-15 MILES
Domino's Pizza	19.63%	18.19%	17.5%
Golden Corral	18.44%	17.61%	17.12%
Dairy Queen	18.43%	18.72%	17.77%
Popeyes	17.04%	14.4%	14.15%
Red Lobster	16.47%	16.04%	17.14%
Olive Garden	16.36%	17.81%	18.53%
IHOP (International House Of Pancakes)	15.37%	15.16%	15.85%
Denny's	15.32%	14.26%	12.95%
Krispy Kreme	13.76%	12.65%	12.04%
Chick-Fil-A	13.16%	14.77%	15.79%
Cracker Barrel	13.15%	15.14%	15.42%
Outback Steakhouse	13.07%	13.95%	14.23%

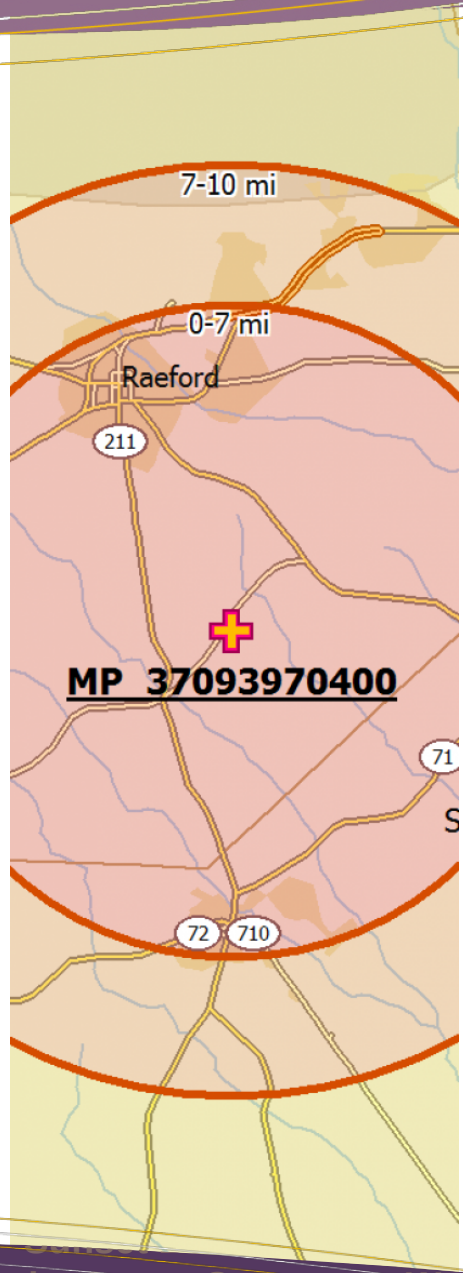
©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

Shared projects are those social or community projects in which people at this site location are involved that Christians could join in with them as a means of developing relationships while "serving with them." So often Christians either expect nonbelievers to come to them ("come to our church service or event") or the church creates a social type activity (church softball league, etc) in the community to invite nonbelievers to attend or join. These type of church-sponsored events and activities are often intimidating to a nonbeliever.

Shared projects are community activities that already exist in the missional site location in which nonbelievers are already participating. When missional believers, who live in the community, join community organizations and participate in community events, they have opportunities to be salt and light in their neighborhoods.

This section of the MissionSite report provides a list of common community activities together with the percentage of the site location that we would expect to be already participating. Find these community organizations, activities or events and join in with others in your community! What a way to build evangelistic relationships!



©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Voted in fed/state/local election	39.21%	40.01%	42.85%
Recycled products	23.87%	25.82%	27.61%
Worked as volunteer (non political)	11.43%	12.53%	13.13%
Engaged in fund raising	9.56%	9.45%	10.6%
Religious club member	7.86%	7.76%	8.39%
Church Board	7.38%	6.65%	7.29%

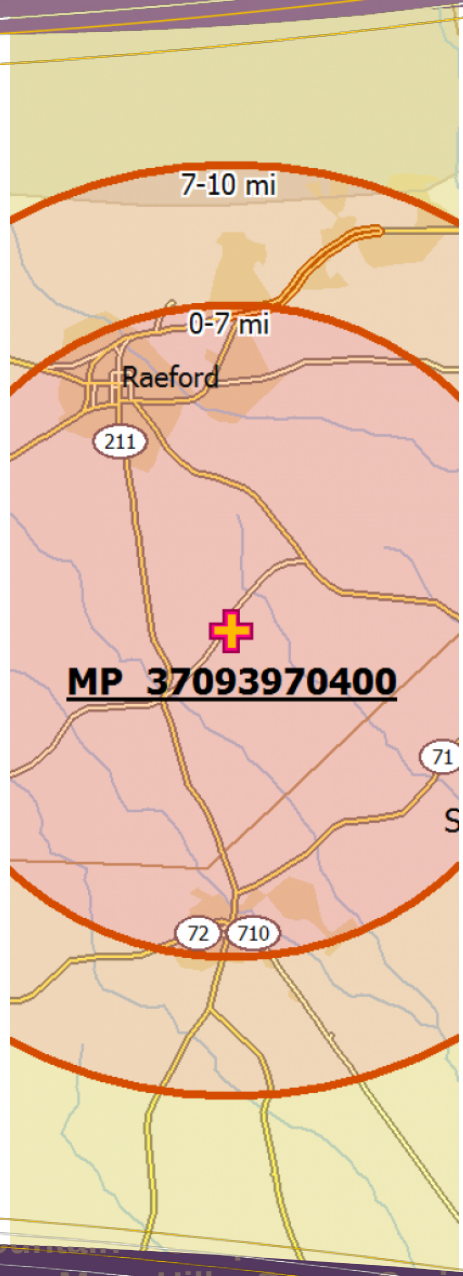
PROJECTS	0-7 MILES	7-10 MILES	10-15 MILES
Union member	4.79%	4.79%	5.39%
Wrote to editor of mag or newspaper	4.6%	4.77%	4.97%
Wrote to elected offcl about publ bus	4.47%	4.84%	5.2%
Took active part in local civic issue	4.42%	4.37%	4.76%
Addressed a public meeting	3.86%	4.12%	4.3%
Charitable Organization	3.74%	3.99%	4.41%

©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.



©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Novel	13.17%	13.9%	14.87%
Children's Books	11.7%	11.95%	12.42%
Religious (not Bibles)	9.17%	9.26%	9.96%
Cookbooks	8.21%	8.72%	8.79%
Mystery	7.61%	8.9%	8.97%
Romance	6.66%	7.01%	7.09%
Biography	5.32%	5.28%	5.83%
History	4.85%	5.39%	5.56%
Personal/Business Self-help	4.81%	5%	5.64%

MAGAZINES	0-7 MILES	7-10 MILES	10-15 MILES
Newspaper Distributed	58.65%	59.16%	62.36%
Gen. Editorial	52.89%	50.23%	51.01%
Womens	44.17%	42.82%	44.6%
Service	28.98%	31.26%	31.37%
Mens	18.96%	18.33%	18.83%
Music	18.69%	16.2%	16.92%
Business/Finance	17.68%	16.56%	18.31%
Parenthood	14.53%	14.4%	14.01%
Health	13.76%	13.88%	14.04%

©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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 particpation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-7 MILES	7-10 MILES	10-15 MILES
Gen. News	46.63%	48.73%	50.28%
Classified	31.42%	32.75%	32.57%
Sport	30.32%	30.77%	31.24%
Editorial Page	24.58%	26.33%	27.2%
Comics	22.31%	23.89%	23.86%
Business/Finance	21.51%	22.64%	24.29%
Food/Cooking	20.99%	22.07%	22.88%
Movie Listings & Reviews	20.65%	21.09%	22.42%
TV/Radio Listings	19.7%	20.47%	21.18%
Home/Gardening	17.23%	18.14%	19.27%
Fashion	14.66%	14.09%	15.44%
Travel	14.37%	15.05%	16.67%
Science/Technology	13.03%	13.42%	14.83%

RADIO	0-7 MILES	7-10 MILES	10-15 MILES
Urban Contemporary	33.9%	27.14%	29.28%
Country	17.88%	22.22%	19.7%
CHR Contemp Hit Radio	16.53%	16.49%	17.29%
Adult Contemporary	12.73%	14.42%	13.77%
Variety	11.91%	10.37%	10.68%
Oldies	11.89%	11.59%	10.96%
Jazz	10.5%	8.4%	9.84%
Gospel	7%	6.15%	6.35%
Rock	6.96%	8.56%	8.6%
News/Talk	5.68%	6.66%	7.21%
All News	5.58%	4.83%	6.26%
Religious	5.33%	5.72%	6.16%
Hispanic	5.17%	4.17%	3.3%
Classic Rock	4.59%	5.96%	5.79%
Soft Contemporary	4.01%	4.72%	5.15%
Alternative	3.6%	4.68%	4.75%
Adult Standards	3.51%	3.34%	3.52%
All Talk	2.36%	2.5%	3.23%

©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
Fox News Channel	58.41%	59.83%	60.74%
Soapnet	50.53%	50.69%	50.71%
Other Video-On-Demand	47.87%	45.87%	43.63%
Satellite Dish	45.41%	47.89%	48.76%
Sci-Fi Channel	36.27%	36.63%	36.61%
MSNBC	35.69%	35.4%	34.39%
Adult Pay Per View TV	32.15%	32.65%	32.68%
Subscribe Digital Cable	30.84%	29.84%	31.24%
TV Info From Sunday TV Magazine	27.54%	28.53%	28.61%
Nick At Nite	26.69%	27.47%	26.23%
Nickelodeon	25.37%	27.07%	26.72%
TV Info From Newspapers	24.63%	25.52%	25.92%

MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
TV Info From Other	24.5%	23.99%	23.84%
Lifetime	24.24%	23.72%	23.38%
TCM (Turner Classic Movies)	23.7%	24.09%	23.78%
USA Network	22.8%	23.13%	23.49%
Hallmark Channel	22%	22.89%	22.99%
The Golf Channel	21.15%	21.3%	21.78%
TV Info From Monthly Cable Guide	21.14%	22.6%	22.4%
BET (Black Entertainment TV)	20.44%	20.73%	20.33%
ABC Fam.	20.14%	20.72%	20.7%
Comedy Central	19.43%	21.21%	22.99%
HGTV (and Garden Television)	19.2%	19.09%	19.29%
Adult Swim	18.95%	21.89%	21.29%

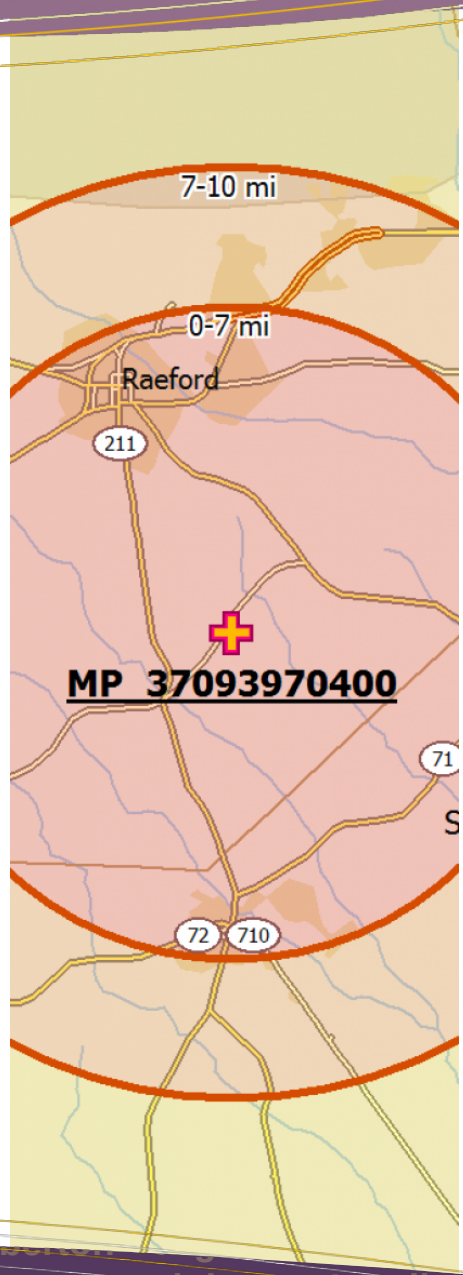
©Copyright 2011, Intercultural Institute for Contextual Ministry

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.



©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Book Readers			
Heavy Users (7+)	15.01%	16.11%	16.79%
Medium Users (4-6)	8.04%	8.58%	8.78%
Light Users (1-3)	17%	17.46%	18.81%
Quintiles (20%)			
Newspaper I (Heavy)	0.81%	1.03%	0.88%
Newspaper II	1.57%	1.56%	1.74%
Newspaper III	2.24%	2.19%	2.33%
Newspaper IV	0.64%	0.83%	0.67%
Newspaper V (Light)	0.7%	0.82%	0.67%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.01%	20.62%	20.14%
Magazines II	9.87%	9.93%	9.88%
Magazines III	10.33%	10.78%	10.52%
Magazines IV	12.22%	12.31%	12.11%
Magazines V (Light)	1.11%	0.96%	1.04%
Outdoor I (Heavy)	7.97%	6.94%	7%
Outdoor II	4.83%	3.93%	3.8%
Outdoor III	5.06%	4.51%	4.42%
Outdoor IV	14.49%	14.48%	14.96%
Outdoor V (Light)	19.75%	20.35%	21.27%
Yellow Pages I (Heavy)	16.74%	16.45%	16.16%
Yellow Pages II	8.93%	8.01%	8.03%
Yellow Pages III	11.77%	9.8%	9.06%
Yellow Pages IV	25.14%	24.52%	24.09%
Yellow Pages V (Light)	5.11%	4.43%	4.18%

©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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.79%	3%	3.21%
Drive Time III (Medium)	0.91%	0.8%	0.9%
Radio IV & V (Light)	2.13%	1.92%	2.41%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	10.8%	10.91%	10.17%
Radio III (Medium)	3.47%	4.03%	4.09%
Radio IV & V (Light)	3.94%	3.89%	4.04%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	14.36%	14.57%	14.46%
Cable III (Medium)	7.11%	6.51%	5.94%
Cable IV & V (Light)	40.57%	38.08%	37.21%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.66%	3.5%	3.71%
Prime Time III (Medium)	1.78%	2.13%	2.02%
Prime Time IV & V (Light)	10.02%	10.62%	9.46%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	35.69%	36.5%	37.62%
Fringe III (Medium)	55.82%	54.76%	53.89%
Fringe IV (Light)	54.35%	54.98%	55.02%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	17.01%	15.59%	15.86%
All Day III (Medium)	21.52%	21.45%	21.59%
All Day IV (Light)	20.69%	18.26%	17.83%

©Copyright 2011, Intercultural Institute for Contextual Ministry

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Day-time Radio Listeners			
Dayparts [summary]	8.55%	9.39%	10.1%
6:00am - 10:00am	12.46%	12.25%	13.55%
10:00am - 3:00pm	9.94%	8.39%	8.93%
3:00pm - 7:00pm	13.89%	13.4%	13.02%
7:00pm - Midnight	9.99%	10.24%	10.46%
Midnight - 6:00am	7.85%	6.76%	6.54%
Weekend Radio Listeners			
Dayparts [summary]	12.47%	13.47%	13.35%
6:00am - 10:00am	4.37%	4.58%	4.22%
10:00am-3:00pm	5.41%	4.92%	5.58%
3:00pm - 7:00pm	6%	6.26%	6.37%
7:00pm - Midnight	9.45%	9.68%	9.42%
Midnight - 6:00am	11.94%	11.28%	11.39%

USAGE	0-7 MILES	7-10 MILES	10-15 MILES
Prime Time TV Viewers			
8:00-11:00pm	5.87%	6.71%	6.7%
Saturday: 8:00-11:00pm	10.1%	9.96%	9.74%
Sunday: 7:00-11:00pm	8.31%	9.12%	8.56%
9:00am-1:00pm	26.69%	27.47%	26.23%
9:00am-4:00pm	30.18%	31.04%	30.11%
4:00pm-7:00pm	29.32%	28.71%	29.58%
11:00pm-1:00am	46.11%	45.02%	43.78%
AVG Prime time Mon-Sun	4.8%	4.08%	4.1%

©Copyright 2011, Intercultural Institute for Contextual Ministry

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Weekday			
6-7am	13.49%	14.15%	13.57%
7-9am	17.69%	18.62%	19.6%
9am-12noon	21.47%	22.76%	21.91%
12noon-4pm	8.71%	8.27%	8.19%
4-6pm	44.59%	44.47%	46.05%
6-7pm	18.48%	18.9%	18.65%
7-7:30pm	1.56%	1.32%	1.64%
7:30-8pm	10.32%	10.5%	10.74%
8-11pm	5.87%	6.71%	6.7%
11pm-12am	35.69%	35.4%	34.39%
11pm-1am	46.11%	45.02%	43.78%
1-6am	31.9%	30.44%	30.94%

TV VIEWERS	0-7 MILES	7-10 MILES	10-15 MILES
Weekend			
Sat: 7-10am	14.06%	15.1%	15.41%
Sat: 10am-1pm	7.73%	7.95%	8.02%
Sat: 1-4pm	26.01%	26.3%	25.74%
Sat: 4-6pm	9.07%	8.76%	8.63%
Sat: 6-7pm	1.3%	1.37%	1.54%
Sat: 7-8pm	0.89%	0.78%	0.91%
Sat: 8-11pm	10.1%	9.96%	9.74%
Sat: 11pm-1am	8.2%	7.33%	7.37%
Sat: 1am-7pm	22.8%	23.13%	23.49%
Sun: 7-10am	2.57%	2.45%	2.53%
Sun: 10am-1pm	5.19%	5.98%	5.95%
Sun: 1-4pm	4.24%	5.33%	5.12%
Sun: 4-7pm	10.04%	11.64%	11.63%
Sun: 7-11pm	8.31%	9.12%	8.56%
Sun: 11pm-1am	4.74%	5.35%	5.04%
Sun: 1-7am	17.6%	19.57%	19.41%

©Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

1. Please read pages 62 and 63 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.

2. Look through the cultural bridges listed on pages 37-41. Has anyone on the missional team been personally involved or interested in any of these bridge areas in the past? How can the team get involved in these activities with people who live and/or work in the mission site area?

3. Review the cultural barriers listed on page 44. Discuss how each of the attitudes reflected in this mission site may become a barrier to the spread of the gospel. Also discuss what steps the missional team may take to overcome these barriers.

4. Review the cultural themes listed on page 46. Choose two or three of the major themes that are prevalent at this mission site and begin developing presentations that wrap the gospel around these themes. Discuss how to "steer" the conversation to these themes and bridge into the gospel presentation.

©Copyright 2011, Intercultural Institute for Contextual Ministry

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?

©Copyright 2011, Intercultural Institute for Contextual Ministry

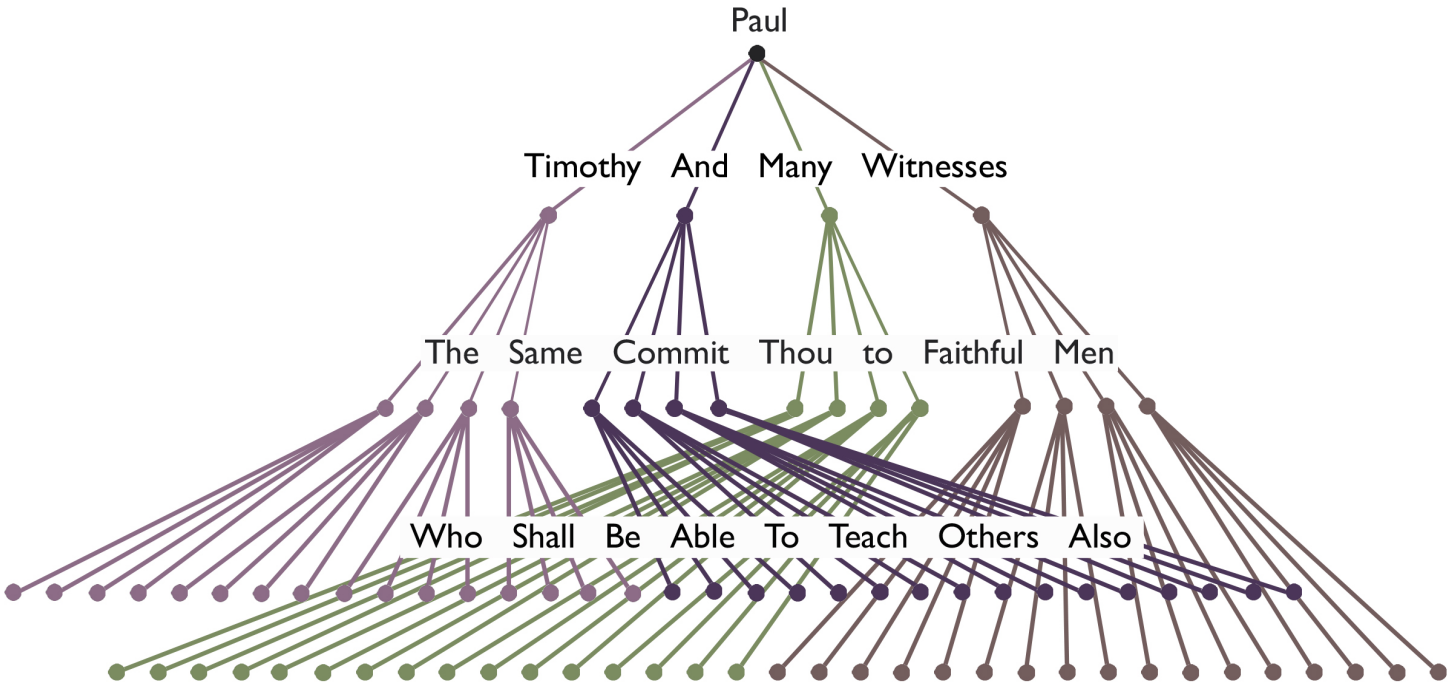
Biblical Missional Multiplication

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

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

Missional Multiplication Principle

2nd Timothy 2:2



©Copyright 2011, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

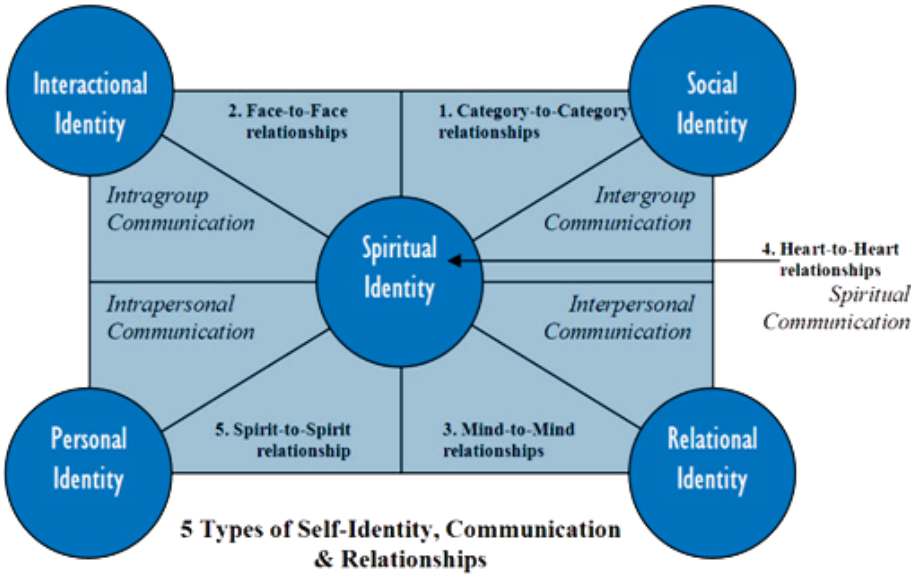
1. Category-to-Category: Connect through a common social identity; some activity, interest, or behavior that you share with the person.

2. Face-to-Face: Begin interacting with the person; building a personal rapport.

3. Mind-to-Mind: After building a rapport, move the conversation towards spiritual issues.

4. Heart-to-Heart: As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.

5. Spirit-to-Spirit: This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.



5 Types of Self-Identity, Communication & Relationships

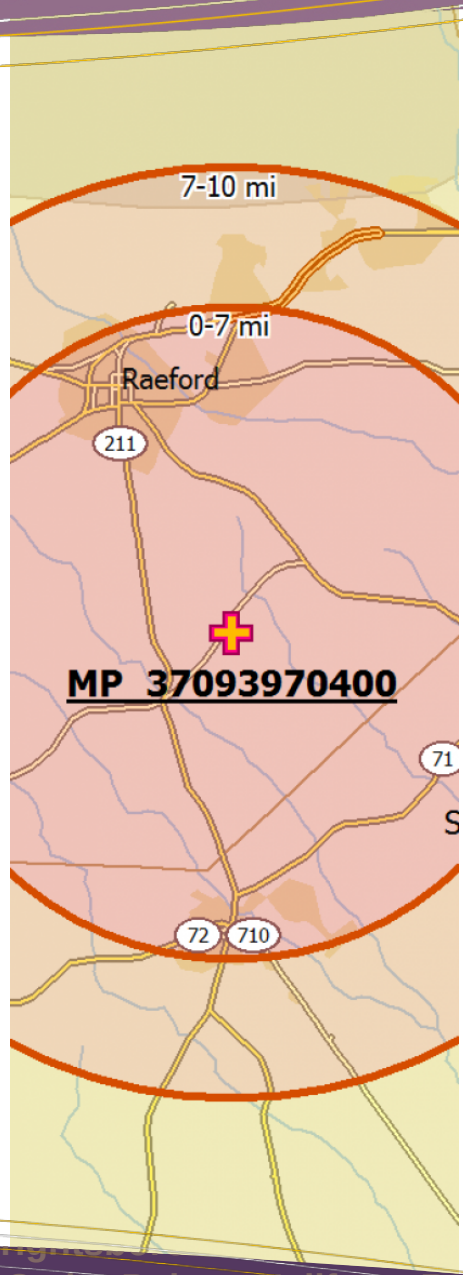
©Copyright 2011, Intercultural Institute for Contextual Ministry

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



©Copyright 2011, Intercultural Institute for Contextual Ministry

Notes and Sources

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

2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.

3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS

4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.

5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.

6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.

©Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Dundarrach - Shannon	375 Hall Rd Shannon, NC 28386	2.11 mi	95	Plateauing
2	Zion Hill - Shannon	100 Church St Shannon, NC 28386	4.09 mi	164	Plateauing
3	Shannon - Shannon	10530 Shannon Rd Shannon, NC 28386	4.73 mi	30	Declining
4	South Hoke - Red Springs	4205 Old Maxton Rd Red Springs, NC 28377	4.76 mi	144	Growing
5	Galilee - Red Springs	1716 Mount Tabor Rd Red Springs, NC 28377	4.88 mi	133	Plateauing
6	Mount Elim - Red Springs	921 Wilson Rd Red Springs, NC 28377	4.88 mi	192	Plateauing
7	Rock of Ages - Red Springs	Lewis McNeil Rd Red Springs, NC 28377	4.88 mi	74	Growing
8	Red Springs First - Red Springs	701 E 4th Ave Red Springs, NC 28377	4.88 mi	135	Plateauing
9	Westside - Red Spring	527 N Vance St Red Springs, NC 28377	5.25 mi	90	Growing
10	Raeford First - Raeford	333 N Main St Raeford, NC 28376	5.55 mi	97	Plateauing
11	Lumber Bridge - Lumber Bridge	100 E Main St Lumber Bridge, NC 28357	6.38 mi	13	Declining
12	Pittman Grove - Raeford	4921 Pittman Grove Church Rd Raeford, NC 28376	6.67 mi	35	Insufficient Data
13	Hillcrest - Raeford	2699 US Highway 401 Bus Raeford, NC 28376	7.16 mi	843	Declining
14	The Bridge Community Church	7623 Rockfish Rd Raeford, NC 28376	7.31 mi	75	Insufficient Data
15	Tabernacle - Raeford	3219 Lindsay Rd Raeford, NC 28376	7.31 mi	129	Declining

©Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Ephesus - Raeford	4750 Arabia Rd Raeford, NC 28376	7.31 mi	72	Plateauing
17	Iglesia Bautista Roca Eternal - Raeford	3849 US Highway 401 Bus Raeford, NC 28376	7.31 mi	55	Insufficient Data
18	Atonement Missionary - Raeford	150 Jody Ln Raeford, NC 28376	8.35 mi	30	Plateauing
19	Sandhill Community - Red Springs	575 N McPhatter Rd Red Springs, NC 28377	8.37 mi	59	Plateauing
20	New Beginning - Raeford	2909 Fulford McMillan Rd Raeford, NC 28376	9.60 mi	54	Declining
21	Mount Calvary - Fayetteville	3529 Dundle Rd Fayetteville, NC 28306	10.59 mi	86	Declining
22	Spring Hill - Wagram	24220 Main St Wagram, NC 28396	10.65 mi	54	Plateauing
23	Parkton - Parkton	108 E 2nd St Parkton, NC 28371	10.88 mi	83	Declining
24	West Saddletree - Shannon	6221 Rennert Rd Shannon, NC 28386	11.51 mi	33	Plateauing
25	Lake Rim - Fayetteville	7758 Raeford Rd Fayetteville, NC 28304	11.63 mi	46	Growing
26	Stoney Point - Fayetteville	6554 Rockfish Rd Fayetteville, NC 28306	11.78 mi	200	Insufficient Data
27	Carolina - Saint Pauls	4431 Blanchard Rd Saint Pauls, NC 28384	12.13 mi	0	Insufficient Data
28	Golfview - Hope Mills	4211 Black Bridge Rd Hope Mills, NC 28348	12.62 mi	64	Plateauing
29	Great Marsh - Saint Pauls	270 E Great Marsh Church Rd Saint Pauls, NC 28384	12.63 mi	95	Plateauing
30	St Pauls Community	350 S 5th St Saint Pauls, NC 28384	13.30 mi	0	Insufficient Data

©Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Union Chapel Community - Pembroke	4148 Union Chapel Rd Pembroke, NC 28372	13.38 mi	154	Declining
32	Turnpike - Wagram	31000 Hill Creek Rd Wagram, NC 28396	13.47 mi	100	Growing
33	Friendship Missionary - Pembroke	2173 Prospect Rd Pembroke, NC 28372	13.57 mi	72	Plateauing
34	Saint Pauls First - Saint Pauls	300 S 2nd St Saint Pauls, NC 28384	13.62 mi	83	Plateauing
35	Saint Pauls Second - Saint Pauls	417 S 3rd St Saint Pauls, NC 28384	13.62 mi	300	Insufficient Data
36	Green Springs - Parkton	1095 E Green Springs Rd Parkton, NC 28371	13.67 mi	178	Plateauing
37	Cumberland - Fayetteville	4957 Cumberland Rd Fayetteville, NC 28306	14.00 mi	75	Declining
38	Great Light Community Baptist Church	North Chicken Road/Mount Airy Drive Pembroke, NC 28372	14.06 mi	0	Insufficient Data
39	Pembroke First - Pembroke	308 Union Chapel Rd Pembroke, NC 28372	14.06 mi	114	Plateauing
40	Mount Airy - Pembroke	7209 Nc Highway 72 Pembroke, NC 28372	14.06 mi	288	Plateauing
41	Harpers Ferry - Pembroke	1545 Harpers Ferry Church Rd Pembroke, NC 28372	14.06 mi	170	Plateauing
42	Island Grove - Pembroke	6045 Nc Highway 710 Pembroke, NC 28372	14.06 mi	203	Plateauing
43	Bear Swamp - Pembroke	1948 Saint Anna Rd Pembroke, NC 28372	14.06 mi	211	Growing
44	Friendship - Hope Mill	3232 Davis St Hope Mills, NC 28348	14.09 mi	55	Plateauing
45	Cliffdale Community - Fayetteville	7763 Cliffdale Rd Fayetteville, NC 28314	14.13 mi	248	Plateauing

©Copyright 2011, Intercultural Institute for Contextual Ministry

Intercultural Institute for Contextual Ministry

6 Wateroak Court
North Augusta, SC 29841

In Partnership with:

North Carolina Baptists
Caring. Sharing. Daring.

An evangelical mission agency supported by individuals, foundations, churches, denominations, mission agencies & para-church ministries. For more information about the mission and vision of IICM please visit www.iicm.net.

CONTACT US:

Email:	cwatke@iicm.net
Office:	803-279-5828
Web:	www.iicm.net
	www.apept.org
	www.missionalcoach.org
	www.missionalcontext.org
	www.missionalcorps.org
	www.missionalcyclopedia.org
	www.missionalzipcode.org
	www.missionalpartners.org

Stanfield Star Kingstown Gaston McLeansville Long View Emerald Isle Boone Garysburg Pineville
Park Waxhaw West Canton Delway Mount Gilead Linden Glen Alpine Locust Cedar Point Burns
Mount Pleasant Summerfield Avery Creek Cedar Rock JAARS Mom Tar Heel Norlina
Webster Morrisville Nashville Lake Park Spencer Mountain Montreat Glen Raven Ellerbe Lake Lure
Stokesdale Rose Hill Hoffman Lewisville Elon Macclesfield Franklinton South Weldon Foxfire

Intercultural Institute for Contextual Ministry

©Copyright 2011, Intercultural Institute for Contextual Ministry