# MissionSite top unreached locations

Mooresville F Trenton Greenville ROSEBORO, NC CENSUS TRACT: 37163970400 Pinetops Multiply **REGION: Region 3: Southeast Coast** FranCOUNTY: Sampson SITESCAPE: Townscape In partnership with the: Eastover China Grove Leland DENSITY PATTERN: 13 Intercultural Institute s Mountain Myrtle Grove *For Contextual Ministry*orings Enfield Avery Cr Maggie Valley Chocowinity Asheville Pinebluff loodville North Carolina Baptists Caring. Sharing. Daring. Ocracoke East Laurinburg Bethlehem Winfall North t ©Copyrighti 2013, Intercultural Institute for Contextual Ministry re Beach Topsail Beach Tabor City

Spruce Pine St

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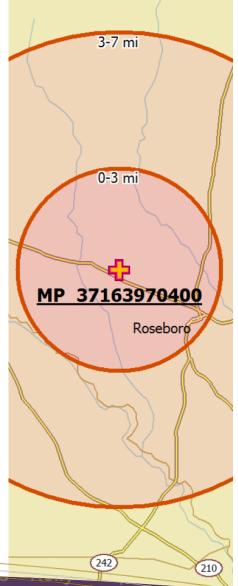
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#### Site Location Summary

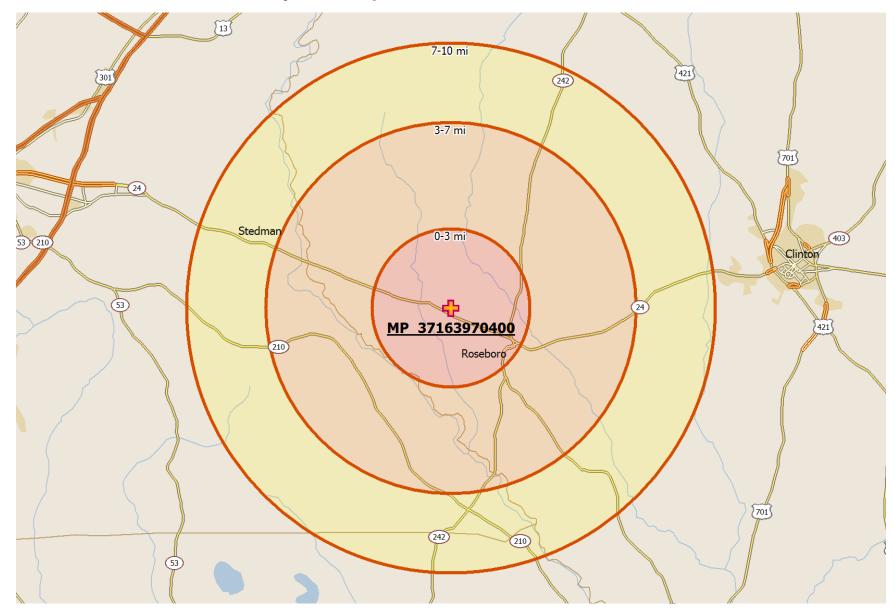
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	3703	Region 3: Southeast Coast
3	County Location	37163	Sampson
4	Zipcode	28382	Sampson
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.13	Small towns adjacent to a small town
8	Sitescape Density Pattern	13	10000-10000-10000



Valdese Leland Toast Richfield Gastonia South Henderson Webster Stanfield Salem Wingate Ocean Contextual Ministry Summerfield Prospect Flat Rock Cameron Duck Mario 3 Copyright 2013, Intercultural Institute for Contextual Ministry Summerfield Prospect Etowab Emerald Isle Star

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



Towhee Nashville Peachland Fairmont Goldsboro Carrboro Mooresville North Wilkesboro Falcon Kitty Ider Angier Dobbins Heights Graham Sugar Mountain Star Columbus Intercultural Institute man Ellerbe Wallace East Bend Cleveland Skippers Corner Henderson (or Contestual Ministry Vocopyright 2013, 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	CO DE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	6	Noncore adjacent to a small metro area with town of at least 2,500 residents
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric Locale Codes	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
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	18	Percent commuting from non metro to metro areas

eld Hountain View Turkey Simpson Bessemer City Madison Stem Fayetteville Hidebran Candor Oxford on Parmele Claremont Pinehurst Stoneville West Jefferson Fairview Intercultural Institute Fountain Gaston Sawmills Marvin Avery Creek Boonville Jamestown For Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	3,430	7,913	7,659
2010 Households	1,297	3,044	2,982
2010 Group Quarters Population	2	22	11

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	13	12	14
Language Diversity National Index	14	19	34
Foreign Born Diversity National Index	6	5	5
Ancestry Diversity National Index	12	14	20
Racial Diversity National Index	46	68	54

rel Park Hope Mills Hays Cedar Rock Chimney Rock Village Mount Airy Beaufort Seagrove Southport L ty Kenansville Davidson Bethania Rosman Alamance Lenoir Winter Intercultural Institute Ramseur C Lake Waccamaw Spruce Pine Staley Hertford Kelford Askewville Pine in Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## Site Location Summary - County Environment

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

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

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

Swepsonville West Canton Black Mountain Long View Spruce Pine Granite Falls Warrenton Surf City Hashville Seven Springs Richfield Lowell McLeansville Everetts North Intercultural Institute Spindale Light Oak Belwood Spencer Weddington Maggie Valley Kings Grant Fairview Louisburg 7 Copyright 2013, Intercultural Institute for Contextual Ministry

## Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	3	0.23%
Mainstay Communities	Established, Diverse Households	142	10.95%
Working Communities	Blue-collar, Working Families	100	7.71%
Country Communities	Rural, Agri. & Mining Families	355	27.37%
Aspiring Communities	Young Singles / Aspiring-Multihousing	275	21.2%
Urban Communities	High Density, Inner-city Neighborhoods	422	32.54%

An Princeville Weddington Randleman Carthage Rockingham Washington Park Caswell Beach Kill Devil Saratoga Jonesville Wingate Star Concord Lake Santeetlah La Grander Plain View Proctorville Mount Intersville Godwin Pinebluff China Grove Gamewell Biltmore Forest Hone Fore

# 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

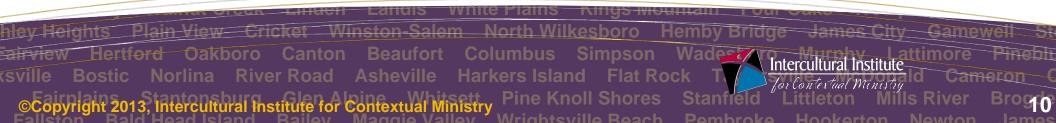
- 1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for 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.

Speed Broadway Claremont Foxfire Ossipee Rolesville St. James Garner Elizabethtown Hot Springs Service Royal Pines Ocean Isle Beach Flat Rock Durham Red Cross Fair <u>Intercultural Institute</u> Ventworth Peachland Kelford Bent Creek Pikeville Cedar Point Woodla Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, 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?



# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	15,164	847	5.59%
Unreached %	65.41%	65.33%	99.89
Religious But NOT Evangelical HH	4,463	269	6.02%
Religious But NOT Evangelical %	19.25%	20.7%	107.54
Spiritual But NOT Relig or Evang HH	1,766	81	4.57%
Spiritual But NOT Relig or Evang %	7.62%	6.22%	81.62
Not Evangelical, Not Interested HH	9,119	518	5.68%
Not Evangelical, Not Interested %	39.33%	39.9%	101.46



Shannon Wrightsboro Wilson Stem Butner Lumberton Ellenboro Kill Devil Hills Welcome Ivanhoe Watha Middleburg Boiling Springs Dillsboro Aberdeen Southern Shar Intercultural Institute Tarboro Macon Canton Norman Granite Falls Angier Vandemere Trop for Confertual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## **Spirituality Indicators - Churchscape**

IICM's Churchscape indicates the number of BCNC within 3 miles of the site location. It also compares the percentage of active and inactive evangelicals in the county to those in this site location. The index value provides a snapshot of how this site location compares to the county levels. The number of new churches needed at this site location is based upon the need to have one church for every 2000 households (or roughly every 4-5,000 people).

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCNC Churches	61	5	8.2%
Active BCNC Attenders	4,992	459	9.19%
Active Evangelical Households	4,274	240	5.61%
Active Evangelical Percent	18.44%	18.47%	100.21
Inactive Evangelical Households	3,746	210	5.61%
Inactive Evangelical Percent	16.16%	16.19%	100.21
# New Churches Needed	0	0	0%





#### Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHI
1	Peters Creek - Roseboro	0.78 mi	73	Plateauing	16	Freedom -
2	Beaver Dam - Roseboro	0.78 mi	174	Plateauing	17	Union Gro Salemburg
3	Roseboro First - Roseboro	1.12 mi	64	Plateauing	18	Piney Gree Salemburg
4	Pleasant Union - Roseboro	1.83 mi	70	Plateauing	19	Stedman -
5	Mill Creek - Roseboro	2.98 mi	78	Plateauing	20	Sharon - F
6	Salemburg - Salemburg	5.71 mi	129	Plateauing	21	Freedom E of Fayette
7	Concord - Stedman	5.72 mi	22	Declining	22	Clement -
8	Autryville - Autryville	5.72 mi	89	Declining	23	New Bethe
9	Evergreen - Autryville	5.72 mi	73	Plateauing	24	Parkersbu
10	Elizabeth Missionary - Roseboro	5.93 mi	20	Plateauing	25	Magnolia -
11	Corinth - Salemburg	6.05 mi	28	Insufficient Data	26	Hickory G
12	Long Branch - Autryville	6.62 mi	52	Declining	27	Immanuel
13	Mintz - Roseboro	6.75 mi	119	Growing	28	Iglesia Bau Maranatha
14	Harmony - Clinton	7.29 mi	54	Declining	29	Baptist Ch Autryville
15	White Oak - Clinton	7.33 mi	53	Plateauing	30	Clinton Fir

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
16	Freedom - Salemburg	7.49 mi	73	Declining
17	Union Grove - Salemburg	7.71 mi	144	Growing
18	Piney Green - Salemburg	8.98 mi	80	Growing
19	Stedman - Stedman	9.38 mi	120	Plateauing
20	Sharon - Faytteville	9.72 mi	23	Declining
21	Freedom Biker Church of Fayetteville	9.85 mi	0	Insufficient Data
22	Clement - Autryville	10.32 mi	126	Declining
23	New Bethel - Clinton	10.53 mi	109	Plateauing
24	Parkersburg - Garland	10.58 mi	50	Plateauing
25	Magnolia - Stedman	10.89 mi	89	Plateauing
26	Hickory Grove - Clinton	11.01 mi	28	Insufficient Data
27	Immanuel - Clinton	11.21 mi	148	Plateauing
28	Iglesia Bautista Maranatha	11.22 mi	60	Insufficient Data
29	Baptist Chapel - Autryville	11.57 mi	183	Plateauing
30	Clinton First - Clinton	12.01 mi	283	Plateauing

Leggett Yangeville Fountain Whitsett Pinetops Cherryville Carthage Forest Oaks Avery Creek Inge Et Hobgood Vander Warrenton Elkin Danbury King Linden Rocking Intercultural Institute eboro West Canton Conover Autryville Swannanoa Carolina Shores La for Contextual Ministry Contextual Ministry Copyright 2013, 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

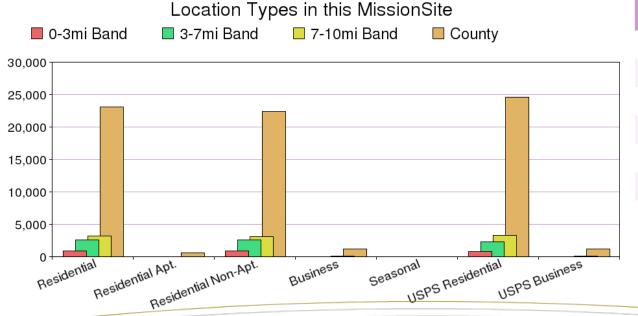
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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.

Locust Unionville Morganton Laurinburg Faith Norlina Grifton Lenoir Norman Mayodan Pinetops Hount Holly Cameron Millers Creek Harrisburg Cedar Rock Newton Confectual Institute Spencer Saratoga Greenville Bolton Garland White Lake Walnut Confectual Ministry Confectual Ministry OCopyright 2013, Intercultural Institute for Contextual Ministry

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	47,297	2,997	6.34%
2000 Population	60,161	3,333	5.54%
2010 Population	64,023	3,430	5.36%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	17,526	1,115	6.36%
2000 Households	22,273	1,292	5.8%
2010 Households	23,184	1,297	5.59%

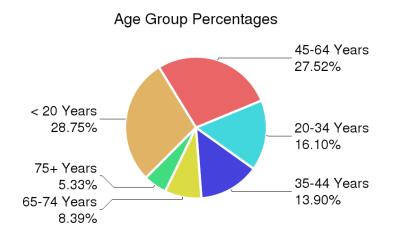


Location Type	0-3mi Band
Residential	864
Residential Apt.	6
Residential Non-Apt.	858
Business	32
Seasonal	0
USPS Residential	783
USPS Business	25

Welcome Silver City Norwood Kelly Garysburg Pikeville Walstonburg Highlands Lowesville Landis Staley Hobgood Hendersonville North Wilkesboro Surf City Glen Aler Intercultural Institute Simpson Moravian Falls Shallotte Rocky Mount Badin Lillington Cash for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

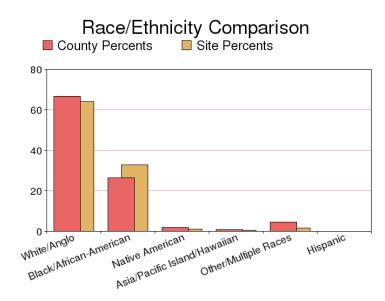


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.77%	4.17%	87.42
4-5 Years	2.84%	2.1%	73.94
6-8 Years	4.53%	4.29%	94.7
9-11 Years	4.44%	4.96%	111.71
12-13 Years	2.9%	3.82%	131.72
14-17 Years	5.65%	6.33%	112.04
18-19 Years	2.79%	3.12%	111.83
0-5 Years	7.61%	6.27%	82.39
6-12 Years	10.42%	11.02%	105.76
13-19 Years	9.89%	11.49%	116.18
< 20 Years	27.92%	28.78%	103.08
20-34 Years	18.67%	16.12%	86.34
35-44 Years	13.57%	13.91%	102.51
45-64 Years	25.7%	27.55%	107.2
65-74 Years	7.87%	8.4%	106.73
75+ Years	6.28%	5.34%	85.03
Median Age	38	39	104.26
Median Age (Male)	36	39	106.88
Median Age (Female)	39	41	103.55

Mebane Spencer Mountain Seaboard Pikeville Red Cross Sneads Ferry Biscoe Delway Weaverville El Ashiey Heights Hemby Bridge Newton Red Springs Troy Kenansville Intercultural Institute tcher Woodfin Cedar Point Webster Midland Indian Beach Hertford Red Contextual Ministry it Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	66.56%	64.02%	96.19
Black, African-American	26.39%	32.77%	124.19
Native American	1.86%	1.14%	61.07
Asian	0.52%	0.44%	84.59
Pacific Island, Hawaiian	0.21%	0%	0
Other/Multiple Races	4.46%	1.63%	36.59
Hispanic	0%	6.36%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	42,143	2,264	
Less than 9th Grade	10.06%	11.31%	89
No High School Diploma	14.67%	14.93%	98.29
High School Graduate	36.8%	37.9%	97.1
Some College, no degree	19.85%	18.86%	105.23
Associate Degree	7.53%	8.48%	88.84
College Degree	8.22%	6.23%	132.06

2.86%

2.3%

124.49

Ce Newland Earl Hildebran Pinetops Pine Level Raeford Wadesboro Mooresboro Robbinsville Harrel Mainut Creek Cleveland South Henderson Tarboro Ocean Isle Beach Stanler Red Springs Asheville Swatt Intercultural Institute on Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Henderson Sandy Creek Mesic Clipton Gaston Rowland

Graduate/Prof. degree

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	11.1%	11.95%	142.08
\$10,000 to \$19,999	18.87%	21.05%	111.54
\$20,000 to \$29,999	14.19%	16.73%	117.9
\$30,000 to \$49,999	20.06%	22.21%	110.71
\$50,000 to \$59,999	8.54%	5.4%	63.23
\$60,000 to \$69,999	6.15%	6.01%	97.77
\$70,000 to \$79,999	5.35%	4.16%	77.78
\$80,000 to \$89,999	4.07%	2.85%	70.06
\$90,000 to \$99,999	2.59%	2.47%	95.33
\$100,000 to \$124,999	5.34%	4.39%	82.3
\$125,000 to \$149,999	2.1%	1.39%	66.2
\$150,000 to \$199,999	1.23%	1%	81.54
\$200,000 to \$249,999	0.19%	0.15%	83.14
\$250,000 or more	0.23%	0.23%	101.18
Median Household	34,921	31,391	89.89
Average Household	46,702	44,174	94.59
Per Capita Household	17,238	16,704	96.9
Family/Non-Family Household			
Income			
Median Family Income	45,395	38,529	84.87
Average Family Income	55,482	51,833	93.42
Median Non-Family Income	17,543	17,714	100.97
Average Non-Family Income	24,923	19,546	78.43

Randleman Oak-Island Pink Hill Wallace Bethlehem Matthews Ocean Isle Beach Elkin Goldston Valley Frenton Belwood Littleton Lilesville Shallotte Biltmore Forest Lansing Mathe Cramerton Wadesbor West Jefferson China Grove Pineville Harrells Connelly Springs Montre Forest Confertual Ministry Dit Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	71.27%	72.55%	101.8
Families with Children	37.41%	38.16%	102.03
Families without Children	33.86%	34.39%	101.54
Non-Family Households			
% Non-Family Households	28.73%	27.45%	95.53
Non-Families with Children	0.16	0.31	193.24
Non-Families without Children	28.57	27.14	94.99
Housing Units			Index
Total Housing Units	26,500	1,450	
Vacant percent	12.51%	10.55%	84.32
Owned percent	61.25%	64.69%	105.62%
Rented Percent	26.24%	24.76%	94.36
Households by Size			Index
Avg household size	2.71	2.64	97.42
Avg family hh size	3.33	3.21	96.4
Avg non-family hh size	1.16	1.14	98.28
Households By Count of Persons			Percent
One	5,729	300	5.24%
Two	6,806	413	6.07%
Three or Four	7,965	461	5.79%
Five+	2,684	123	4.58%

Banner Elk Webster St. Helena Indian Trail Harrisburg Hamlet Hildebran Cajah's Mountain Lewiston We Rutherford College Greensboro Rural Hall Bakersville Cleveland Mebary Libesville Godwin Norwood n Louisburg Salem Black Creek Zebulon Elk Park Lake Park Thomas for Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Second Strain Black Creek Debulon Black Ministry

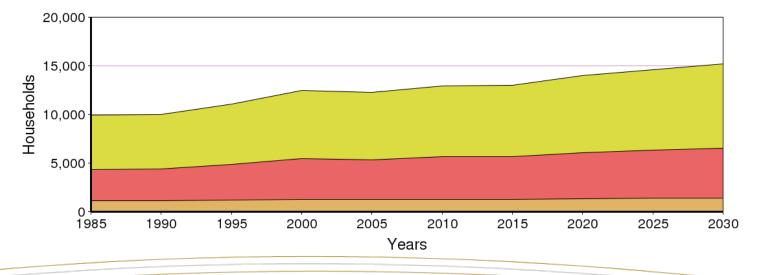
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	47,297	2,997	6.34%
2000 Population	60,161	3,333	5.54%
2010 Population	64,023	3,430	5.36%
2015 Population	65,567	3,476	5.3%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 📕 0-7mi Ring

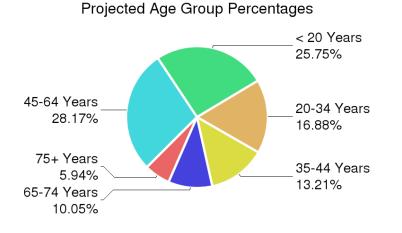
ig 🛛 📃 0-10mi Ring



Raynham Nags-Head Southport Hemby Bridge Long View Patterson Springs Atkinson West Jefferson E Southors Boiling Spring Lakes Goldsboro Robbins Connelly Intercultural Institute Warsaw Mount Olive Tryon Lumberton Kingstown Seven Springs Specific Contextual Ministry Contextual Ministry Siler City 20 Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

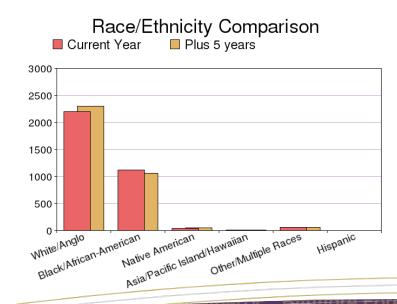


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.17%	2.27%	54.44
4-5 Years	2.1%	1.52%	72.38
6-8 Years	4.29%	3.6%	83.92
9-11 Years	4.96%	4.49%	90.52
12-13 Years	3.82%	3.74%	97.91
14-17 Years	6.33%	6.56%	103.63
18-19 Years	3.12%	3.54%	113.46
0-5 Years	6.27%	3.8%	60.61
6-12 Years	11.02%	9.87%	89.56
13-19 Years	11.49%	12.05%	104.87
< 20 Years	28.78%	25.72%	89.37
20-34 Years	16.12%	16.86%	104.59
35-44 Years	13.91%	13.2%	94.9
45-64 Years	27.55%	28.14%	102.14
65-74 Years	8.4%	10.04%	119.52
75+ Years	5.34%	5.93%	111.05
Median Age	38	41	109.64
Median Age (Male)	36	40	112.38
Median Age (Female)	39	42	107.86

Silver Lake Bethania King Sneads Ferry Cameron Midway Hildebran South Rosemary Sugar Mountain Autander Hope Mills Duck Pleasant Hill Wilmington Garland Momeyer Linkland Murphy Whitsett Spindale Dundarrach Benson St. James Clinton Mulberry Bent Cropping Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	64.02%	66.2%	103.39
Black, African-American	32.77%	30.44%	92.88
Native American	1.14%	1.32%	116.39
Asian	0.44%	0.43%	98.68
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.63%	1.61%	98.68
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			

Total Adults over age 25 years.	2,264	2,364	
Less than 9th Grade	11.31%	10.19%	90.16
No High School Diploma	14.93%	13.07%	87.55
High School Graduate	37.9%	38.71%	102.13
Some College, no degree	18.86%	20.3%	107.66
Associate Degree	8.48%	9.31%	109.74
College Degree	6.23%	6.26%	100.52
Graduate/Prof. degree	2.3%	2.16%	93.93

Apex Locust Foxfire Matthews Glen Alpine Elk Park Nashville Black Mountain Morven Flat Rock and Autryville McDonald Wilmington East Arcadia Cajah's Mountain Shall intercultural Institute open Holly Spring Unionville Harmony Light Oak Sandy Creek Wingate Forest Oaks Cap for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Wallace Momeyer Chimney Rock Village Cove City 22

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	11.95%	10.99%	91.96
\$10,000 to \$19,999	21.05%	21.67%	102.94
\$20,000 to \$29,999	16.73%	16.45%	98.3
\$30,000 to \$49,999	22.21%	20.34%	91.61
\$50,000 to \$59,999	5.4%	5.92%	109.76
\$60,000 to \$69,999	6.01%	5.69%	94.61
\$70,000 to \$79,999	4.16%	4.05%	95.48
\$80,000 to \$89,999	2.85%	3.2%	114.75
\$90,000 to \$99,999	2.47%	2.88%	116.89
\$100,000 to \$249,999	4.39%	4.75%	108.19
\$125,000 to \$149,999	1.39%	1.71%	123.56
\$150,000 to \$199,999	1%	1.09%	108.87
\$200,000 to \$249,999	0.15%	0.47%	303.27
\$250,000 or more	0.23%	0.55%	235.88
Median Household	31,391	31,981	101.88
Average Household	44,174	45,730	103.52
Per Capita Household	16,704	16,879	101.05
Family/Non-Family Household			
Income			
Median Family Income	38,529	41,223	106.99
Average Family Income	51,833	53,951	104.09
Median Non-Family Income	17,714	17,890	100.99
Average Non-Family Income	19,546	20,356	104.14

East Bend Het Springs Lillington Waco Dillsboro Millers Creek White Oak Proctorville Mayodan Od Cenover Spindale Balfour Clinton Warrenton Spring Lake Davidson Intercultural Institute Fill Cullowhee Everetts Chapel Hill Tabor City Spencer Mountain Mac Intercultural Institute of Oaks Boon Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	72.55%	71.94%	99.16
Families with Children	38.16	38.11	99.87
Families without Children	34.39	33.36	97.01
Non-Family Households			
% Non-Family Households	27.45%	28.06%	102.23
Non-Families with Children	0.31	0.16	102.23
Non-Families without	27.14	27.9	102.81
Children			
Housing Units			
Total Housing Units	1,450	1,434	98.9%
Vacant percent	10.55%	10.53%	99.79
Owned percent	64.69%	64.64%	99.93
Rented Percent	24.76%	24.83%	100.27
Households by Size			
Avg household size	2.64	2.71	102.65%
Avg family hh size	3.21	3.34	104.05%
Avg non-family hh size	1.14	1.08	94.74%
Households By Count of			
Persons			
One	300	307	102.33%
Two	413	384	92.98%
Three or Four	461	466	101.08%
Five+	123	127	103.25%

Ingold Kirkland St. Stephens Marshall Walnut Cove New Bern Cedar Rock Sanford Winton Shannon Richlands Rutherford College Seaboard Earl Chocowinity Half Moon intercultural Institute Knightdale Askewville Lillington Lenoir Calypso La Grange Milton for Contextual Ministry Ve Copyright 2013, Intercultural Institute for Contextual Ministry

# **Ethnographic Summary**

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

BORN IN:	0-3	3-7	7-10	BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	0	150	365	Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	0	0	0	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	0	3	21	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	0	0	3	Southern Africa	Southern Africa 0	Southern Africa 0 9
Eastern Europe	0	5	1	Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	0	0	6	Oceania	Oceania 0	Oceania 0 2
So. Central Asia	0	0	0	Caribbean	Caribbean 0	Caribbean 0 4
SE Asia	0	5	11	Central Amer.	Central Amer. 0	Central Amer. 0 122
Western Asia	0	0	0	South America	South America 0	South America 0 0
Other Asia	0	0	0	North America	North America 0	North America 0 0
				Born at sea	Born at sea 0	Born at sea 0 0

London Peachland Pinetops Cricket Minnesott Beach Angier Altamahaw Canton Raemon Wallace But the few Greenville Dallas Monroe Ashley Heights Marietta Mills River <u>Intercultural Institute</u> okin Center Saxapahaw Butner Roanoke Rapids Macon Stantonsburg Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	0	9,394	7,638	Other Indo-Euro	0	4	0
Spanish	0	225	558	Asian/PI languages	0	0	0
Other Indo-Euro	0	61	52	Chinese	0	0	4
language	U	01	02	Japanese	0	3	0
French (incl. Patois,	0	29	28	Korean	0	0	1
Cajun)	·			Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian	-	-	-
Italian	0	11	6	Miao, Hmong	0	0	4
Portuguese	0	0	0	Thai	0	0	2
German	0	7	14	Laotian	0	0	3
Yiddish	0	0	0	Vietnamese	0	2	10
Other West Germanic	0	3	3	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	1	3
Language				Other Pacific Is	0	1	5
Greek	0	4	0	Other languages	0	0	16
Russian	0	0	0	Navajo	0	0	0
Polish	0	3	1	Other Native N.	0	0	16
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	00				

Land Conway Fountain Vass Mount Olive Salemburg Eastover Rockingham Belmont Neuse Forest For The Beach Dobbins Heights Hope Mills Halifax Macon Linden Indian Ministry Salem Powellsville Spencer Ossipee West Marion Canton Henderson (or Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Mar-Mac Welcome Pembroke Falcon Kings Mountain

# Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10		ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
eporting ancestry	0	7,556	6,090		Irish	Irish 0	Irish 0 198
Arab	0	0	7		Italian	Italian 0	Italian 0 161
Armenian	0	0	0	I	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	0	6	No	orwegian	orwegian 0	orwegian 0 28
British	0	14	7	Polish		0	0 66
Canadian	0	2	0	Portuguese	ļ	e 0	0 2
Croatian	0	1	0	Romanian		0	0 0
Szech	0	0	4	Russian		0	0 6
Czechoslovak	0	2	0	Scandinavian		0	0 0
Danish	0	0	0	Scotch-Irish		0	0 127
Dutch	0	31	32	Scottish		0	0 120
English	0	549	535	Slovak		0	0 0
European	0	98	52	Subsaharan African		0	0 34
Finnish	0	5	0	Swedish		0	0 13
French (not Basque)	0	87	83	Swiss		0	0 0
French Canadian	0	4	10	Ukrainian		0	0 2
German	0	230	242	US/American		0	0 1,668
Greek	0	4	7	Welsh		0	0 10
Hungarian	0	2	2	West Indian		0	0 4
Iranian	0	0	0	Yugoslavian		0	0 0
				Other		0	0 4,087

heimer Ossipee Crossnore Gastonia Hobgood Rural Hall Haw River Richfield Lewisville Stallings Di Ogden Littleton Laurinburg Unionville Salem Boardman Saluda Berner Richfield Lewisville Mooresborg ate Vanceboro Cary Minnesott Beach Lansing Rockfish Elrod Glen R Joi Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Recovery Bend Kelford Stopewall Wrightsboro Mulberry Mount

WITHOT

## 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?

Gorman Spring Lake Momeyer Coats Stokesdale Maiden Dundarrach Southport Nags Head Kelford Swansboro Ocracoke Goldston Rutherford College Mooresboro Stanley Intercultural Institute Simpson Cleveland Tar Heel Dobson Matthews Statesville Banney (Soutextual Ministry) Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry New Bern, Hertford, South Rosemary, Raemon, Harkers States

# Using the Demographic Indicators

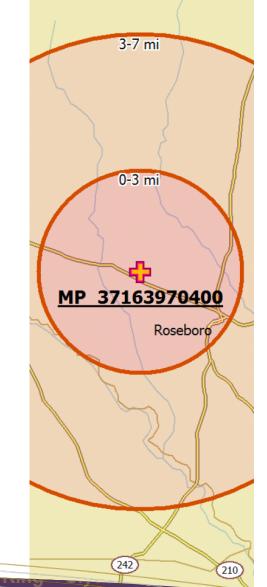
#### Issues for Your Consideration - continued

- 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?

Lake Park Swannanea Maysville Clayton Robersonville Snow Hill Lake Lure Seven Springs Newport Boardman Stallings Marietta Kure Beach East Flat Rock Fremont Intercultural Institute Bath Walkertown Mars Hill Boiling Spring Lakes Southport Carolina Berger Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Falls Contextual Falls Contextual Falls Contextual Falls Contextual Falls Contextual Falls Contextual Ministry Contextual Falls Co

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.



Salem West Marion Harkers Island Bogue Wilson Fuquay-Varina Castle Hayne Frinity Boiling Spring Loss Hightsville Red Cross Breeze Archdale Ayden Asheboro Summerfield Vander Kenly Moure Intercultural Institute Mount Gilead JAARS Barker Heights Rutherford College Richfield Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,297	100%	849	100%
AFFLUENT SUBURBIA	3	0.23%	2	0.24%
America's Wealthiest	0	0%	0	0%
Dream Weavers	3	0.23%	2	0.24%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	12	0.93%	8	0.94%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	12	0.93%	8	0.94%
Mid-Market Enterprise	0	0%	0	0%



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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,297	100%	849	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	130	10.02%	84	9.89%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	130	10.02%	84	9.89%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	100	7.71%	69	8.13%
Steadfast Conservative	100	7.71%	69	8.13%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

The Farmville Catawba Tarboro Cary Landis Rex Pantego Murfreesboro La Grange Tryon Walnut Generation Entercultural Institute Lincointon Entercultural Institute Intercultural Institute for Contextual Ministry Sville Gamewell Aurora Etowah Gibsonville Trento32

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,297	100%	849	100%
REMOTE AMERICA	287	22.13%	173	20.38%
Hardy Rural Fam.	3	0.23%	2	0.24%
Rural Southern Living	116	8.94%	68	8.01%
Coal & Crops	168	12.95%	103	12.13%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	275	21.2%	204	24.03%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	275	21.2%	204	24.03%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	68	5.24%	30	3.53%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	4	0.31%	2	0.24%
Small Town Connections	10	0.77%	6	0.71%
Hinterland Fam.	54	4.16%	22	2.59%

alypse Oxford JAARS Black Creek Dobson Cedar Point Lasker Wade Mint Hill Atkinson Bayboro G at Half Spencer Mountain Salisbury Marvin Cooleemee Warrenton Swand Intercultural Institute East Arcadia Biltmore Forest Pine Knoll Shores Davidson Lucama Tar I Intercultural Institute Ellerbe Tops Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

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

0-3 HH & Percent		Unreached HH & Percent	
1,297	100%	849	100%
421	32.46%	278	32.74%
76	5.86%	44	5.18%
0	0%	0	0%
345	26.6%	234	27.56%
0	0%	0	0%
0	0%	0	0%
1	0.08%	1	0.12%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
1	0.08%	1	0.12%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
	1,297 421 76 0 345 0 0 1 0 1 0 0 0 0 0 0 1 0 0 1 0 0 0 1 0	1,297100%42132.46%765.86%00%34526.6%00%00%10.08%00%00%00%110.08%00%	1,297100%84942132.46%278765.86%4400%034526.6%23400%000%000%010.08%100%000%010.08%100%0

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# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

Arnamtown Castle Hayne Zebulon Hertford Brogden Badin Marshville Cramerton Sedalia Saratoga Re Arapahoe Kin Vendell Woodland Tarboro Monroe Hoffman Northlakes Harkers Island Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

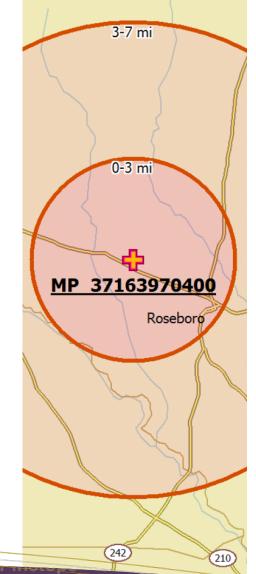
#### **Potential Cultural Bridges**

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).



Stanley North Wilkesboro Garysburg Scotland Neck Roxboro Princeton Franklinten Norman Mount G Sandyfield Mooresboro Faison Belwood Garner Patterson Springs Intercultural Institute Waxhaw Red Oak Pine Knoll Shores Woodland Shallotte Topsail Beau Intercultural Institute for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	70%	74%	75%
Use Comp. for Internet/E-mail	48%	53%	54%
Internet Use: E-Mail	39%	43%	44%
Use Comp. for Comp. Games	34%	36%	37%
Use Comp. for Education	28%	30%	30%
Use Comp. for Word Processing	27%	31%	33%
Use Comp. for Shopping	26%	30%	31%
HH Owns DVD Player	24%	26%	27%
Use Comp. for Digital Camera	23%	25%	27%
Photo Editing			
Internet Use: News/ Weather	23%	25%	25%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Use Comp. for Banking	22%	26%	27%
Internet Use: Banking	22%	25%	26%
PC-Network-HH Has One	18%	20%	20%
Use Comp. for News/Info./Data	14%	17%	18%
Service			
Use Comp. for Filing/DB	11%	11%	12%
Mngmnt			
Use Comp. for Personal	11%	12%	12%
Financial Mngmnt			
Use Comp. for Accounting	9%	12%	13%
Internet Use: Shopping: Made	9%	11%	11%
A Purchase			
Internet Use: Research/	8%	9%	10%
Education			
HH Owns Video/Webcam	8%	9%	9%

shville Speed Apex Summerfield Catawba Blowing Rock Carrboro Sandyfield Topsail Beach Drexel States and the second states of the second

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	64%	66%	66%
Reading Books	47%	48%	49%
Dining Out (Not Fast Food)	45%	50%	52%
Card Games	36%	39%	40%
Cooking for Fun	32%	34%	35%
Gardening	29%	31%	33%
Go To A Beach/Lake	28%	30%	32%
Board Games	27%	31%	32%
Visit Zoo	16%	18%	18%
Going To	15%	16%	16%
Bars/Nightclubs/Dancing			

0-3	3-7	7-10
MILES	MILES	MILES
68%	68%	68%
34%	37%	38%
23%	23%	23%
22%	20%	20%
22%	23%	24%
19%	19%	19%
18%	18%	19%
18%	18%	18%
16%	16%	16%
15%	15%	15%
	MILES 68% 34% 23% 22% 22% 19% 18% 18% 18% 16%	MILES   MILES     68%   68%     34%   37%     23%   23%     22%   20%     22%   23%     19%   19%     18%   18%     16%   16%

Fairview Peletier Cajan's Mountain Cleveland White Plains Roxboro Cedar Point Winfall Walnut Creek Hillers Creek Tabor City Highlands West Jefferson Fairmont Hope Mills Love Valley Troutman Calabash Delway Avery Creek Huntersville Lew For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Conway Spring Lake Ronda Light Oak Pleasant Hi 38

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	21.56%	23.31%	23.73%
Live Theater	13.43%	14.32%	15.27%
Rock/Pop Concerts Most	11.33%	12.35%	12.51%
Often			
Live Theater Most Often	11.22%	11.87%	12.68%
Comedy Club	8.88%	8.64%	8.3%
Dance Performance	7.53%	6.87%	6.76%
Movies: Comedy	38.48%	37.82%	37.83%
Movies: Action/Adventure	36.12%	36.47%	36.3%
Movies: Drama	21.23%	20.11%	19.54%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	19.83%	19.04%	18.8%
Movies: Romantic Comedy	17.39%	17.2%	17.55%
Movies: Mystery	17.33%	17.1%	16.53%
College Football Reg.	4.16%	4.64%	5.13%
Season			
NFL Football Reg. Season	3.92%	4.43%	4.75%
MLB Baseball Reg. Season	3.5%	4.38%	4.99%
College Basketball Reg.	3.4%	3.53%	3.76%
Season			
Auto Racing Events	2.1%	2.27%	2.48%
NBA Basketball Reg.	2.1%	2.2%	2.36%
Season			



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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	33.74%	34.76%	35.72%	Using Cardio Machine	Using Cardio Machine 8.7%	Using Cardio Machine 8.7% 10.14%
Swimming	26.29%	30.17%	31.33%	Aerobics	Aerobics 8.56%	Aerobics 8.56% 8.7%
Bowling	19.13%	21.4%	21.68%	Golf	Golf 8.39%	Golf 8.39% 9.67%
Freshwater Fishing	19.03%	22.03%	22.82%	Mountain/Road Biking	Mountain/Road Biking 8.07%	Mountain/Road Biking 8.07% 9.44%
Billiards/Pool	16.97%	18.36%	18.4%	Target Shooting	Target Shooting 7.74%	Target Shooting 7.74% 9.07%
Basketball	16.89%	16.81%	16.51%	Saltwater Fishing	Saltwater Fishing 7.43%	Saltwater Fishing 7.43% 8.55%
Camping Trips	13.99%	15.77%	16.84%	Softball	Softball 7.16%	Softball 7.16% 7.62%
Jogging/Running	13.59%	13.33%	13.32%	Backpacking/Hiking	Backpacking/Hiking 7.01%	Backpacking/Hiking 7.01% 8.01%
Football	12.52%	12.61%	12.08%	Soccer	Soccer 6.69%	Soccer 6.69% 7.25%
Weight Training	11.63%	12.95%	13.45%	Tennis	Tennis 6.32%	Tennis 6.32% 6.47%
Baseball	11.62%	12.19%	11.98%	Horseback Riding	Horseback Riding 6.21%	Horseback Riding 6.21% 6.99%
Stationary Cycling	9.88%	10.15%	10.38%	Canoeing/Kayaking	Canoeing/Kayaking 5.77%	Canoeing/Kayaking 5.77% 5.91%
Hunting	9.72%	11.09%	12.27%	Power Boating	Power Boating 5.64%	Power Boating 5.64% 5.99%
Volleyball	8.7%	9.06%	8.94%	Yoga	Yoga 5.59%	Yoga 5.59% 5.56%

rsaw Bessemer City Poliocksville River Bend Altamahaw Nashville Glen Raven Magnolia Indian Beach Fail Spruce Pine Fountain Hemby Bridge Alliance Lumberton Beaufort Intercultural Institute Banner Elk Hillsborough Bermuda Run Robbins Rhodhiss Stovall Hoc for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10	
	MILES	MILES	MILES	
Motorcycling	5.45%	6.15%	6.28%	
Ice Skating	5.07%	4.5%	4.49%	
Fly Fishing	5%	5.14%	5.21%	
Roller Skating	4.99%	4.82%	4.84%	
Jet Skiing	4.2%	3.96%	4.1%	
Snorkeling	4.01%	3.7%	3.94%	
Racquetball	3.94%	4.12%	3.98%	
Water Skiing	3.93%	4.01%	4.23%	
Archery	3.63%	4.28%	4.88%	
Downhill & X-Country Skiing	3.55%	3.51%	3.8%	

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Snowmobiling	3.41%	3.12%	3.4%
Hockey	3.38%	3.32%	3.31%
Skateboarding	3.38%	3.23%	3.31%
Sailing	2.87%	2.73%	2.8%
Rock Climbing	2.81%	2.68%	2.76%
Snowboarding	2.8%	2.54%	2.62%
Martial Arts	2.6%	2.79%	2.95%
Auto Racing	2.55%	2.62%	2.73%
Surfing & Windsurfing	2.38%	2.15%	2.19%
Rowing	2.24%	2.44%	2.49%

Whispering Pines Aulander East Rockingham Coats Chimney Rock Village Conetoe Orrum South Henderse Salemburg Jamestown Eureka Autryville Mar-Mac Gastonia Stanley Intercultural Institute Oak Ranlo Alliance Wrightsboro Alamance Stonewall Saratoga Fletch for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Rannapolis Icard Henderson Royal Pines Windsor 41

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

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

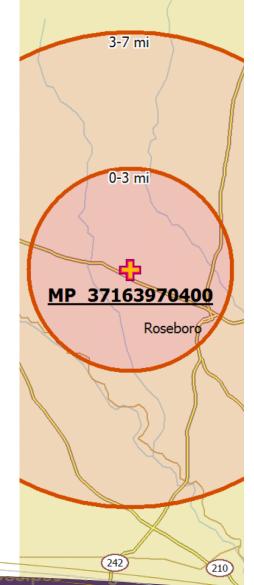
#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



Ten Mile Silver Lake South Weldon Holly Ridge Pikeville Turkey Boone McDonald Loy Pilot Mountain Rich Square Oxford Colerain Beech Mountain Clayton Lucama Black Swan and Bakersville Laurinburg Goldsboro Maxton Seven Devils Godwin Hookerton Roberton for Contextual Ministry ©Copyright 2013, 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.

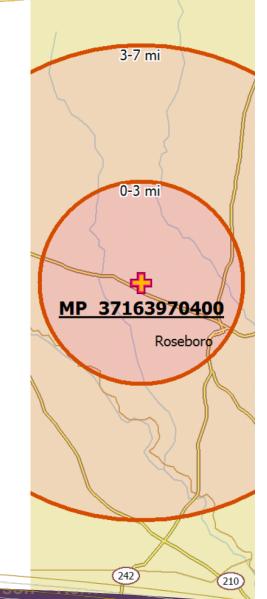
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Mineral Springs Morrisville Wrightsville Beach Robbins Fairview Bladenboro Faith Minnesott Beach Stonewall Bostic Aurora Sugar Mountain Murphy Drexel Fairfield Harbard Intercultural Institute osman Banner Elk Pumpkin Center Winston-Salem Robbinsville Swann for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

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

BARRIERS	0-3	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning New Things	54%	52%	51%	If Won Lottery Would Never Work Again	24%	23%	23%
Like Control Over People And	41%	39%	37%	Marijuana Should Be Legalized	20%	19%	19%
Resources Speak My Mind Even If It Upsets	40%	37%	37%	Rarely Sit Down to a Meal Together At Home	19%	19%	19%
People	200/	070/	070/	Like To Pursue	19%	18%	18%
Woman's Place Is In The Home Find It Difficult To Say No To My	38% 37%	37% 39%	37% 40%	Challenge/Novelty/Change Friends More Important Than	19%	19%	20%
Kids Don't Judge People/Way They Live Life	31%	29%	29%	My Fam. We Should Strive for Equality for All	18%	16%	15%
Like To Do Unconventional Things	31%	33%	32%	Only Work Current Job for The Money	17%	16%	16%
Too Much Sponsorship In Arts/Sports	31%	28%	27%	Happy With My Standard Of Living	11%	11%	11%
Prefer To Have Few Possessions As Possible	25%	26%	26%	On Whole People Get What They Deserve	11%	11%	10%
Money Is Best Measure Of Success	25%	26%	26%	Little I Can Do To Change My Life	10%	9%	9%
Like to Stand Out In A Crowd	25%	23%	22%	More Important Do Duty Than	9%	7%	7%
I Am A Workaholic	24%	21%	20%	Enjoy Life			
				Indulge My Kids With The Little Extras	9%	9%	9%

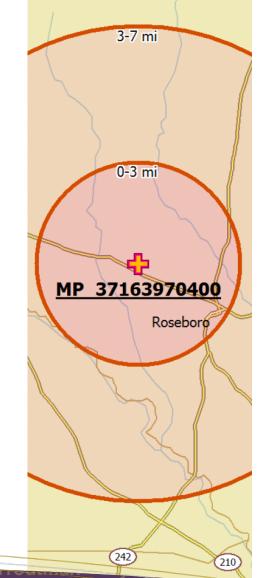
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Bellavite Biscoe Wallace Seagrove Sedalia Keener Kure Beach Burgaw Gish Raven Polkton New Fair Bluff Silver Lake Southport Saxapahaw East Rockingham Bryster Intercultural Institute Plymouth Pollocksville Hemby Bridge Conway Harmony Shelby Convertical Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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.



ever Mooresville Cramerton Pinebluff Asheville Stanfield East Rockingham Parkton Lilesville Cherryville Dobbins Heights Rosman Whitsett Bridgeton Centerville Gatesville <u>Intercultural Institute</u> tamlet Ellenboro Biscoe Tryon Ocean Isle Beach Williamston Broadwa for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Vandemere Broaden Kelford Biltmore Forest Whisperio

## **Potential Cultural Themes:**

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

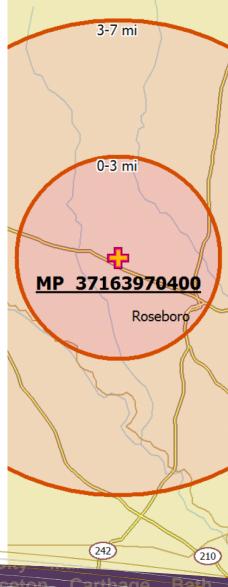
THEMES	0-3	3-7	7-10	THEMES	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
You Should Seize Opportunities In Life	56%	56%	56%	Provide My Kids With The Little Extras	21%	18%	16%
Important To Respect Customs	54%	58%	60%	Like To Just Enjoy Life	18%	18%	19%
And Beliefs				Real Men Don't Cry	17%	17%	16%
Like To Understand About Nature	38%	37%	37%	Try Not To Worry About The Future	16%	14%	14%
Prefer Work Part Of Team Than Alone	37%	36%	36%	Enjoy Spending Time With My Fam.	15%	15%	14%
mportant To Juggle Various	34%	32%	32%	Is An Important Part Of Who I Am	14%	15%	15%
Tasks				Worried About Pollution Caused	14%	16%	16%
mportant Feel Respected By My	32%	32%	32%	By Cars			
Peers				Children Should Be Allowed To	9%	8%	7%
Good At Fixing Things	29%	27%	27%	Express Themselves			
Have Keen Sense Of Adventure	28%	26%	26%	Feel Very Alone In The World	7%	6%	6%
Prefer To Have Few	25%	26%	26%	Would Like To Set Up Own	6%	5%	5%
Possessions As Possible				Business			
Looking for New Ideas To	23%	21%	19%	Like Spending Most Time With	6%	5%	5%
mprove Home				Fam.			
Consider Myself Interested In	23%	20%	19%	Decor Particular Interest To Me	4%	4%	4%
The Arts							
People Have To Take Me As They Find Me	21%	22%	22%				

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New London Southern Pines Clayton Carolina Shores Oriental Constant Hosley Chapel Stony Point New London Southern Pines Clayton Carolina Shores Oriental Constant Intercultural Institute klin Pilot Mountain Webster Welcome Bath Princeton Prospect Sawm (Southertial Ministry) New London Southern Pines Clayton Carolina Shores Oriental Constant Intercultural Institute (Southertial Ministry) New London Southern Pines Clayton Carolina Shores Oriental Constant Intercultural Institute (Southertial Ministry) New London Southern Pines Clayton Carolina Shores Oriental Constant Intercultural Institute (Southertial Ministry) New London Southern Pines Clayton Carolina Shores Oriental Constant Intercultural Institute (Southertial Ministry) (Southertial Constant Institute for Contextual Ministry (Southertial Constant Institute for Contextual Ministry) (Southertial Contextual Contextual Ministry) (Southertial Contextual Ministry) (Southertial Contextual Contextual 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.



Cont Edenton <u>Garysburg Hamilton Stedman West Canton East Laurinburg Princeton Carthage</u> Bath addese Grandfather Goldsboro Woodlawn Skippers Corner Oakboro Gerege <u>Intercultural Institute</u> Intercultural Institute for Contextual Ministry <sup>E</sup>Copyright 2013, Intercultural Institute for Contextual Ministry <sup>Contextual Ministry</sup> <sup>Contextual Ministry</sup>

## **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	89.01%	88.24%	88.1%
Restaurant-Visit Any			
Fam. Restaurants/Steak	77.3%	80.08%	80.98%
Houses-Visit Any			
McDonald's	58.6%	58.85%	58.29%
Burger King	39.78%	39.65%	39.38%
Kentucky Fried Chicken (KFC)	36.32%	34.16%	33.44%
Wendy's	32.28%	31.67%	31.45%
Subway	31.67%	31.19%	31.44%
Pizza Hut	27.76%	26.65%	25.93%
Applebee's	27.58%	29.38%	29.56%
Taco Bell	27.29%	28.72%	28.58%
Arby's	21.07%	22.14%	22.72%
Dairy Queen	20.5%	19.6%	19.7%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Sonic	19.14%	19.03%	18.56%
Red Lobster	18.6%	17.69%	17.26%
Domino's Pizza	17.78%	16.47%	15.37%
Olive Garden	16.9%	18.09%	18.5%
Golden Corral	16.31%	15.9%	15.12%
Popeyes	15.97%	12.42%	11.03%
Hardee's	14.89%	14.58%	14.63%
Cracker Barrel	14.62%	16.78%	17.15%
Chick-Fil-A	13.94%	15.33%	14.95%
IHOP (International House Of	13.88%	13.59%	12.98%
Pancakes)			
Long John Silver's	13.39%	12.56%	12.16%
Outback Steakhouse	13.05%	13.15%	13.11%

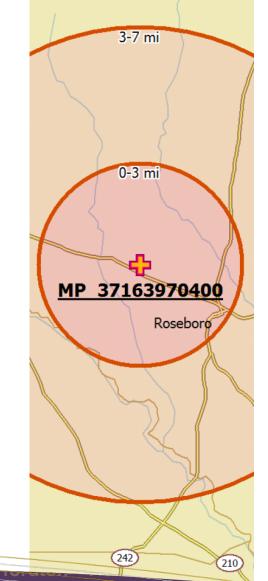
nder Landis Blowing Rock Princeton Bailey Spencer Bath China Grove Pineville White Oak Washington Benson McLeansville Sea Breeze Sims Kinston Turkey Hays Show Enfield McAdenville West B Lawndale Pittsboro Northwest Norman Kittrell St. Helena Norwood Garter and Ministry Maxton Hillsb Carter of Barker Ten Mile Wendell Harrisburg Laurinburg Highlands Orden Belmont Red Cross Red C

#### **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!



ville Winterville Burgaw Earl Green Level Bryson City McLeansville Red Springs Northwest Siler City Varina Grantsboro Salisbury Newton Grove St. Helena Woodland Lake Intercultural Institute In Shoals Roxobel Warrenton Cerro Gordo Wrightsville Beach Vancebor For Confectual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

## **Potential Shared Projects**

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	37.82%	39.62%	41.28%
Recycled products	21.6%	24.59%	26.38%
Worked as volunteer (non political)	11.45%	12.51%	13.51%
Engaged in fund raising	9.12%	9.58%	10.22%
Religious club member	7.66%	7.64%	7.83%
Church Board	6.02%	5.98%	5.98%

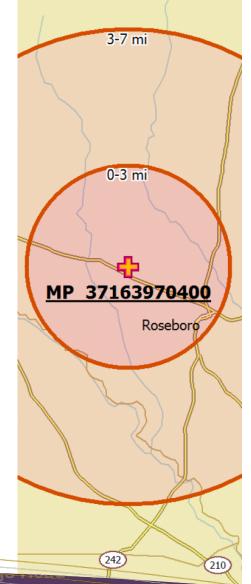
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	4.47%	4.5%	4.65%
newspaper			
Took active part in local civic	4.02%	4.02%	4.22%
issue			
Union member	3.8%	4.43%	4.67%
Wrote to elected offcl about	3.72%	4.07%	4.52%
publ bus			
Charitable Organization	3.59%	4.13%	4.53%
Addressed a public meeting	3.48%	3.97%	4.24%

Richfield Hickory Spring Lake Waco Sharpsburg Red Oak Newport Murraysville Bath Enochville Vane Hondon Half Moon Bunn Elrod Topsail Beach Beech Mountain Saratory Intercultural Institute Oak Island La Grange Holden Beach Everetts Madison Newton Grover (or Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Badin Saxapahaw Piney Green East Arcadia Vand50 Copyright 2013, 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.



Salisbury Westport Jamesville Saluda Turkey Brogden Danbury Wendell Maggie Valley Bryson City Brices Creek Greenville Indian Beach Mount Pleasant Beech Mountain Intercultural Institute Jonesville JAARS Lake Junaluska Locust Royal Pines McAdenville for Confectual Ministry Conover Roy Copyright 2013, Intercultural Institute for Contextual Ministry

## **Potential Print Media Content:**

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	11.83%	12.72%	13.39%
Children's Books	11.27%	11.62%	12.07%
Religious (not Bibles)	8.83%	9.34%	9.37%
Cookbooks	8.21%	8.81%	9.17%
Mystery	7.83%	9.02%	9.54%
Romance	6.08%	6.5%	6.75%
History	4.63%	5.17%	5.45%
Biography	4.41%	4.78%	5.03%
Mail order	4.39%	4.42%	4.39%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	59.15%	59.94%	60.8%
Gen. Editorial	48.36%	46.82%	46.37%
Womens	42.88%	41.85%	41.38%
Service	30.59%	31.89%	32.68%
Mens	17.79%	17.12%	16.88%
Music	16.87%	14.86%	13.89%
<b>Business/Finance</b>	15.68%	15.17%	15.25%
Parenthood	15.35%	14.21%	13.89%
Health	13.7%	14.03%	13.77%



## Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	46.4%	48.81%	50.48%
Classified	33%	33.96%	34.55%
Sport	27.12%	28.33%	29.24%
Editorial Page	24.13%	26.52%	27.92%
Comics	22.77%	24%	24.81%
Food/Cooking	20.14%	21.8%	22.37%
TV/Radio Listings	20.07%	21.22%	21.7%
Business/Finance	19.74%	21.25%	22.37%
Movie Listings & Reviews	18.65%	20.19%	20.78%
Home/Gardening	16.42%	18.15%	18.91%
Fashion	13.47%	13.58%	13.67%
Travel	12.93%	14.44%	15.15%
Science/Technology	11.52%	12.76%	13.54%

0-3	3-7	7-10
MILES	MILES	MILES
31.73%	25.4%	22.35%
20.06%	23.24%	24.84%
15.34%	16.16%	15.99%
12.5%	13.28%	14.08%
8.99%	8.11%	7.7%
8.96%	7.59%	6.81%
8.82%	8.91%	9.28%
7.05%	6.31%	5.79%
6.22%	7.73%	8.49%
5.41%	6.07%	6.27%
5.15%	6.19%	7.05%
4.72%	5.8%	6.74%
4.3%	4.12%	3.41%
4.27%	4.42%	4.52%
4.05%	4.62%	5.25%
3.83%	4.32%	4.62%
2.15%	2.42%	2.67%
2.1%	2.41%	2.61%
	MILES   31.73%   20.06%   15.34%   12.5%   8.99%   8.96%   8.82%   7.05%   6.22%   5.41%   5.15%   4.72%   4.3%   4.27%   3.83%   2.15%	MILESMILES31.73%25.4%20.06%23.24%15.34%16.16%12.5%13.28%8.99%8.11%8.96%7.59%8.82%8.91%7.05%6.31%6.22%7.73%5.41%6.07%5.15%6.19%4.72%5.8%4.3%4.42%4.05%4.62%3.83%4.32%2.15%2.42%



## **Potential Multimedia Content:**

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

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	60.84%	61.81%	62.6%
Other Video-On-Demand	50.1%	45.19%	44.73%
Satellite Dish	48.88%	50.69%	52.3%
Soapnet	48.28%	48.9%	49.04%
Sci-Fi Channel	35.75%	35.79%	36.23%
MSNBC	34.03%	33.13%	33.57%
Adult Pay Per View TV	32.92%	33.59%	34.1%
Subscribe Digital Cable	30.34%	30.4%	30.13%
Nickelodeon	28.26%	28.49%	29.57%
TV Info From Sunday TV	27.02%	28.52%	28.79%
Magazine			
Nick At Nite	24.49%	24.46%	24.8%
TV Info From Newspapers	23.95%	24.9%	25.26%

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
TCM (Turner Classic	23.66%	23.66%	23.95%
Movies)			
Hallmark Channel	22.75%	23.03%	23.54%
TV Info From Monthly Cable	22.39%	22.78%	22.94%
Guide			
Comedy Central	21.58%	22.57%	23.18%
Adult Swim	21.35%	22.4%	23.37%
Lifetime	21.22%	20.1%	20.2%
BET (Black Entertainment	21.15%	20.27%	20.71%
TV)			
USA Network	20.56%	21.44%	21.96%
TV Info From Other	19.93%	20.02%	19.95%
The Golf Channel	19.38%	19.57%	20.07%
ESPN2	19.18%	18.93%	19.03%
ABC Fam.	18.84%	18.65%	18.78%

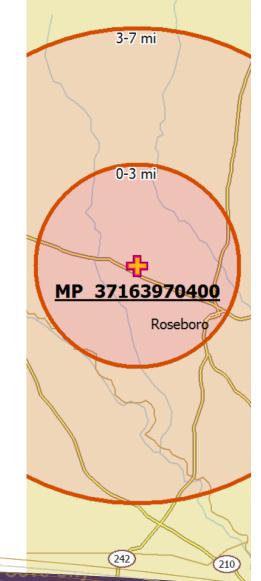
Webster Silver City Hountain Home Westport Caswell Beach Forest Oaks Parmele Toast Holly Ridge S Hicro New London Brogden Stanfield Dallas Weldon Arapahoe Stor dale Oaden Reidsville Frem each River Road Marshall Kannapolis Indian Trail Southport Wingate Join Confextual Ministry Middlesex Copyright 2013, Intercultural Institute for Contextual Ministry Pleasant Garden Lake Santeetlah Wilkesboro Mint Hil 54

#### **Communication Media Usage**

It is not enough to understand the type of media that your intended audience uses. It may also be helpful to understand the extent to which people in your site location use various media types and when they use the media. Media usage is generally measured by frequency or extent. Time usage is measured in blocks of day, night and weekend usage.

Taken together, media content, media usage, and time usage may be combined with demographics, lifestyles, and consumer behavior to paint a picture of who does what and when at the site location.

Each of these components may help you to begin planning a comprehensive media strategy. Combining media with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.



Midland Atkinson Black Greek Hayesville Seven Lakes St. James Raemon Walnut Greek Hickory Cashie Hays Rockwell Spindale Mills River Charlotte Kure Beach Norwood Intercultural Institute Farboro Colerain Salisbury Granite Quarry Lucama Vass Mountain Hom Joi Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Dundarrach Roanoke Rapids, Etowah Castle Havne, Oa

## Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	14.88%	15.88%	16.65%
Medium Users (4-6)	7.52%	8.08%	8.46%
Light Users (1-3)	16.74%	17.81%	18.37%
Quintiles (20%)			
Newspaper I (Heavy)	1.3%	1.24%	1.2%
Newspaper II	1.45%	1.6%	1.54%
Newspaper III	1.47%	1.74%	1.94%
Newspaper IV	0.55%	0.57%	0.55%
Newspaper V (Light)	0.94%	0.88%	0.95%

0-3	3-7	7-10
MILES	MILES	MILES
21.35%	20.92%	20.54%
8.94%	9.14%	9.12%
10.91%	10.65%	10.64%
13.65%	13.3%	12.69%
0.78%	0.78%	0.69%
9.12%	7.43%	6.85%
4.48%	3.52%	3.3%
5.21%	4.51%	4.16%
17.22%	17.5%	17.67%
24.49%	23.94%	24.34%
17.25%	17.28%	16.73%
7.75%	7.12%	6.81%
9.06%	7.04%	6.49%
26.46%	25.25%	24.7%
5.28%	4.4%	4.06%
	MILES   21.35%   8.94%   10.91%   13.65%   0.78%   9.12%   4.48%   5.21%   17.22%   24.49%   17.25%   9.06%   26.46%	MILES MILES   21.35% 20.92%   8.94% 9.14%   10.91% 10.65%   13.65% 13.3%   0.78% 0.78%   9.12% 7.43%   4.48% 3.52%   5.21% 4.51%   17.22% 17.5%   24.49% 23.94%   7.75% 7.12%   9.06% 7.04%   26.46% 25.25%

Oxford Coats Ossipee Dundarrach Hamlet Avery Creek Roxobel Erwin Aberdeen Rolesville Ronda Cape Carteret Etowah Newton Madison Cove City Harrisburg Murphy Alifex Covesville Saluda ite Falls Whitakers Murfreesboro Lenoir Cashiers Yanceyville Trinity for Contextual Ministry er Copyright 2013, Intercultural Institute for Contextual Ministry Having Maynesville Robbins Carrboro Hays Holly Ridge End

## Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	7-1
	MILES	MILES	MILES		MILES	MILES	MIL
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths	/		
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	2.62%	2.83%	2.97%	Prime Time I & II (Heavy)	4.34%	4.21%	4.2
Drive Time III (Medium)	1.11%	1%	0.94%	Prime Time III (Medium)	1.26%	1.52%	1.5
Radio IV & V (Light)	1.84%	2.07%	2.17%	Prime Time IV & V (Light)	12.46%	11.02%	10.2
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	11.97%	11.06%	10.51%	Fringe I & II (Heavy)	40.77%	40.71%	41.
Radio III (Medium)	3.8%	4.21%	4.39%	Fringe III (Medium)	56.79%	55.86%	56.0
Radio IV & V (Light)	3.71%	3.81%	3.6%	Fringe IV (Light)	59.57%	58.87%	58.0
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	11.56%	11.99%	12.19%	All Day I & II (Heavy)	15.45%	13.92%	13.
Cable III (Medium)	5.27%	4.79%	4.8%	All Day III (Medium)	27.52%	26.22%	26.
Cable IV & V (Light)	38.67%	35.45%	34.4%	All Day IV (Light)	18.96%	15.96%	14.



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.05%	11.02%	10.97%
6:00am - 10:00am	12.86%	12.4%	12.37%
10:00am - 3:00pm	9.28%	7.35%	6.75%
3:00pm - 7:00pm	14.98%	13.33%	13.21%
7:00pm - Midnight	10.81%	10.49%	10.47%
Midnight - 6:00am	7.76%	6.04%	5.59%
Weekend Radio			
Listeners			
Dayparts [summary]	13.25%	13.6%	13.58%
6:00am - 10:00am	2.26%	3%	2.98%
10:00am-3:00pm	3.46%	3.65%	3.77%
3:00pm - 7:00pm	6.71%	6.22%	6.19%
7:00pm - Midnight	9.27%	9.04%	8.93%
Midnight - 6:00am	11.89%	10.78%	10.3%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.7%	6.52%	6.89%
Saturday: 8:00-11:00pm	7.69%	8.44%	8.52%
Sunday: 7:00-11:00pm	9.49%	9.48%	9.56%
9:00am-1:00pm	24.49%	24.46%	24.8%
9:00am-4:00pm	28.32%	28.52%	28.89%
4:00pm-7:00pm	27.77%	27.58%	27.44%
11:00pm-1:00am	43.87%	42.19%	42.09%
AVG Prime time	4.91%	3.93%	3.58%
Mon-Sun			

Garysburg Orrum Mooresboro Jacksonville Mount Airy Southern Shores Wilkesboro Belville Fountain Randieman Icard Bostic Catawba Bermuda Run Robbins Valley Hill Weldon Mineral Springs Butner Pittsboro Elroy Murphy Nags Head Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-3	3-7	7-10	<b>TV VIEWERS</b>	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	15.99%	14.73%	14.5%	Sat: 7-10am	Sat: 7-10am 14.88%	Sat: 7-10am 14.88% 15.82%
7-9am	19.18%	18.93%	19.03%	Sat: 10am-1pm	Sat: 10am-1pm 8.31%	Sat: 10am-1pm 8.31% 8.57%
9am-12noon	18.1%	19.12%	19.65%	Sat: 1-4pm	Sat: 1-4pm 22.92%	Sat: 1-4pm 22.92% 23.65%
12noon-4pm	10.21%	9.4%	9.24%	Sat: 4-6pm	Sat: 4-6pm 6.29%	Sat: 4-6pm 6.29% 6.5%
4-6pm	43.47%	43.46%	44.25%	Sat: 6-7pm	Sat: 6-7pm 1.35%	Sat: 6-7pm 1.35% 1.59%
6-7pm	18.01%	18.66%	19.24%	Sat: 7-8pm	Sat: 7-8pm 1.38%	Sat: 7-8pm 1.38% 1.07%
7-7:30pm	1.38%	1.36%	1.33%	Sat: 8-11pm	Sat: 8-11pm 7.69%	Sat: 8-11pm 7.69% 8.44%
7:30-8pm	13.07%	12.45%	11.97%	Sat: 11pm-1am	Sat: 11pm-1am 5.3%	Sat: 11pm-1am 5.3% 5.22%
8-11pm	6.7%	6.52%	6.89%	Sat: 1am-7pm	Sat: 1am-7pm 20.56%	Sat: 1am-7pm 20.56% 21.44%
11pm-12am	34.03%	33.13%	33.57%	Sun: 7-10am	Sun: 7-10am 2.36%	Sun: 7-10am 2.36% 2.47%
11pm-1am	43.87%	42.19%	42.09%	Sun: 10am-1pm	Sun: 10am-1pm 5.75%	Sun: 10am-1pm 5.75% 6.43%
1-6am	29.06%	27.05%	26.95%	Sun: 1-4pm	Sun: 1-4pm 4.87%	Sun: 1-4pm 4.87% 6.09%
				Sun: 4-7pm	Sun: 4-7pm 11.37%	Sun: 4-7pm 11.37% 12.38%
				Sun: 7-11pm	Sun: 7-11pm 9.49%	Sun: 7-11pm 9.49% 9.48%
				Sun: 11pm-1an	Sun: 11pm-1am 5.05%	Sun: 11pm-1am 5.05% 5.13%
				Sun: 1-7am	Sun: 1-7am 19.51%	Sun: 1-7am 19.51% 20.71%

Shatlette Louisburg Garthage Saluda Stantonsburg Flat Rock Lewiston Woodville Dillsbore Princeville Greek Garland Holly Ridge Hope Mills Enfield Raemon Coats Belmer Intercultural Institute South Henderson Ocracoke Lake Santeetlah Royal Pines Duck Valley for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



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

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

#### Issues for Your Consideration

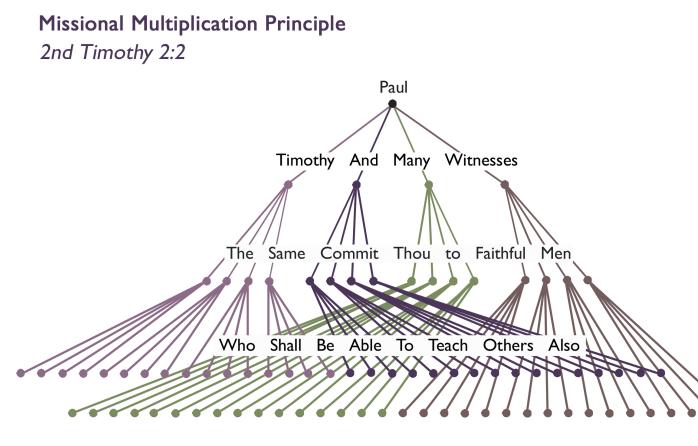
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Harrellsville Salisbury Richlands Centerville Boiling Springs Louisburg Washington Robbins Dever Hings Belmont Wentworth Mulberry Indian Beach Bayboro Star Spiver Intercultural Institute tantonsburg Goldston Raynham Wallburg Bonnetsville Dillsboro Rope for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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.



Asheville Pleasant Garden Goldsboro Trent Woods Hillsborough Newport Seven Lakes Boonville South hern Shores Smithfield Franklin Morehead City Newland Cramerton Dallor Intercultural Institute k Island Raynham Elm City Enochville Wrightsboro Light Oak Wedding Goldsbord Intercultural Institute © Copyright 2013, Intercultural Institute for Contextual Ministry Hill Midway Walstonburg Drexel Stovall Whitsett 62

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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



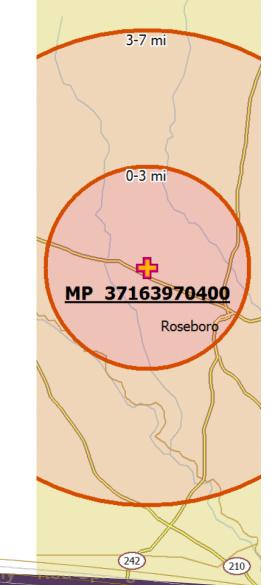


#### Your MissionSite and the Missional Suite

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

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

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



S Bent Creek Sharpsburg Pineville Princeville Hookerton Cherryville Wilmington Holly Ridge Sylva Holly

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



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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	
1	Peters Creek - Roseboro	13176 Peters Creek Church Rd	0.78 mi	73	Plateauing
		Roseboro, NC 28382		-	C
2	Beaver Dam - Roseboro	4706 Beaver Dam Church Rd Roseboro, NC 28382	0.78 mi	174	Plateauing
3	Roseboro First - Roseboro	3720 S Salemburg Hwy Roseboro, NC 28382	1.12 mi	64	Plateauing
4	Pleasant Union - Roseboro	2300 Pleasant Union Rd Roseboro, NC 28382	1.83 mi	70	Plateauing
5	Mill Creek - Roseboro	701 Mill Creek Church Rd Roseboro, NC 28382	2.98 mi	78	Plateauing
6	Salemburg - Salemburg	300 N Main St Salemburg, NC 28385	5.71 mi	129	Plateauing
7	Concord - Stedman	7591 Concord Church Rd Autryville, NC 28318	5.72 mi	22	Declining
8	Autryville - Autryville	425 Williams St Autryville, NC 28318	5.72 mi	89	Declining
9	Evergreen - Autryville	9626 NC Highway 210 S Autryville, NC 28318	5.72 mi	73	Plateauing
10	Elizabeth Missionary - Roseboro	1481 Fleet Cooper Rd Roseboro, NC 28382	5.93 mi	20	Plateauing
11	Corinth - Salemburg	2894 Corinth Church Rd Roseboro, NC 28382	6.05 mi	28	Insufficient Data
12	Long Branch - Autryville	2868 Minnie Hall Rd Autryville, NC 28318	6.62 mi	52	Declining
13	Mintz - Roseboro	3761 Old Mintz Hwy Roseboro, NC 28382	6.75 mi	119	Growing
14	Harmony - Clinton	1357 Harmony Church Rd Clinton, NC 28328	7.29 mi	54	Declining
15	White Oak - Clinton	310 White Oak Church Rd Clinton, NC 28328	7.33 mi	53	Plateauing

Watha Denton Hudsen Keener Newland Micro Topsail Beach Elk Park McLeansville Banner Elk Lexi Hountain Enochville Midway Raeford Oriental Hayesville Garland Intercultural Institute Grifton Mount Gilead Nags Head Pantego Polkville Harrells Lake Lure Garloro Lumberton Williams 66 Copyright 2013, Intercultural Institute for Contextual Ministry

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	
16	Freedom - Salemburg	2099 Tyndall Bridge Rd Salemburg, NC 28385	7.49 mi	73	Declining
17	Union Grove - Salemburg	395 Vander Rd Salemburg, NC 28385	7.71 mi	144	Growing
18	Piney Green - Salemburg	6040 High House Rd Salemburg, NC 28385	8.98 mi	80	Growing
19	Stedman - Stedman	7342 Clinton Rd Stedman, NC 28391	9.38 mi	120	Plateauing
20	Sharon - Faytteville	9957 Turnbull Rd Fayetteville, NC 28312	9.72 mi	23	Declining
21	Freedom Biker Church of Fayetteville	659 Maxwell Road Autryville, NC 28318	9.85 mi	0	Insufficient Data
22	Clement - Autryville	6020 Maxwell Rd Autryville, NC 28318	10.32 mi	126	Declining
23	New Bethel - Clinton	1165 Mount Moriah Church Rd Clinton, NC 28328	10.53 mi	109	Plateauing
24	Parkersburg - Garland	190 Reeves Rd Garland, NC 28441	10.58 mi	50	Plateauing
25	Magnolia - Stedman	1021 Magnolia Church Rd Stedman, NC 28391	10.89 mi	89	Plateauing
26	Hickory Grove - Clinton	11341 N Us 421 Hwy Clinton, NC 28328	11.01 mi	28	Insufficient Data
27	Immanuel - Clinton	1017 Sunset Ave Clinton, NC 28328	11.21 mi	148	Plateauing
28	Iglesia Bautista Maranatha	1001 McKoy St Clinton, NC 28328	11.22 mi	60	Insufficient Data
29	Baptist Chapel - Autryville	2208 Baptist Chapel Rd Autryville, NC 28318	11.57 mi	183	Plateauing
30	Clinton First - Clinton	408 College St Clinton, NC 28328	12.01 mi	283	Plateauing

harle Kenty Seven Springs Seven Devils Lawndale Cofield McLeansville Light Oak Mount Olive Stokes Hereington Havelock Ocean edalia Spencer Mountain Avery Creek Bakersville Cricket Hookerton Korf Intercultural Institute Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Cont

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	
31	Grove Park - Clinton	609 Northeast Blvd	12.21 mi	295	Plateauing
		Clinton, NC 28328			0
32	Brown - Clinton	2009 Browns Church Rd Clinton, NC 28328	12.58 mi	11	Declining
33	Serenity - Clinton	8994 Garland Hwy Clinton, NC 28328	12.62 mi	102	Plateauing
34	Mount Elam - Roseboro	2211 Mount Elam Church Rd Roseboro, NC 28382	12.95 mi	144	Growing
35	Union Grove - Clinton	952 Boney Mill Rd Clinton, NC 28328	13.43 mi	85	Plateauing
36	Cedar Creek - Fayetteville	4170 Tabor Church Rd Fayetteville, NC 28312	13.61 mi	189	Declining
37	Rowan - Clinton	701 Rowan Rd Clinton, NC 28328	13.66 mi	90	Plateauing
38	Briar Branch - Garland	13396 Nc Highway 242 N Garland, NC 28441	14.02 mi	51	Declining
39	Ingold - Clinton	1561 Old Us 701 Hwy Clinton, NC 28328	14.18 mi	39	Declining
40	Cypress Creek Missionary - Garland	1321 Old Fayetteville Rd Garland, NC 28441	14.28 mi	39	Growing
41	Mary's Chapel - Clinton	2236 Keener Rd Clinton, NC 28328	14.77 mi	74	Declining
42	Garland - Garland	55 W 2nd St Garland, NC 28441	14.95 mi	67	Plateauing
43	Mingo - Dunn	1465 Mingo Church Rd Dunn, NC 28334	15.17 mi	93	Plateauing
44	Mingo Hispanic - Dunn	1465 Mingo Church Rd Dunn, NC 28334	15.17 mi	35	Insufficient Data
45	Mount Vernon - Clinton	3790 Faison Hwy Clinton, NC 28328	15.56 mi	157	Plateauing

Greenville Saluda Rockwell Wrightsville Beach Conetoe Ahoskie Trepton White Oak State Lake Waccamaw Pink Hill Wilson Taylorsville Dundarrach Bath Tarbo (Sontextual Ministry) Contextual Ministry Sandy Creek Forest City Yadkinville Mount Holly Har68



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