# MissionSite top unreached locations

MEBANE, NC Connelly Springs pect Newton Washington Park Lewisville Coats Vann Cro **CENSUS TRACT: 37001021300** Cockingham Forest Oaks ConwaREGION: Region 4: Triangle Flat Rock Powellsville HookertoCOUNTY: Alamance Gas Multipy East Rockingham Dundarrach Ellenbo Gaston **River Bend** Dobson SITESCAPE: CountryscapeShelby In partnership with the: Banner Elk NorthlalDENSITY PATTERN: CI Intercultural Institute Seven Springs

Wesley Chap for Contextual Ministry Polkville Godwin Lind Cornelius **Cameron** Stanley Hemby Bridge Lake San

Raeford Raleigh

s © Copyright 2011 Intercultural Institute for Contextual Ministry Park South Weldon Kinston Mint Hill



**McDonald** Severn Eureka

#### MissionSite (TM) Table of Contents

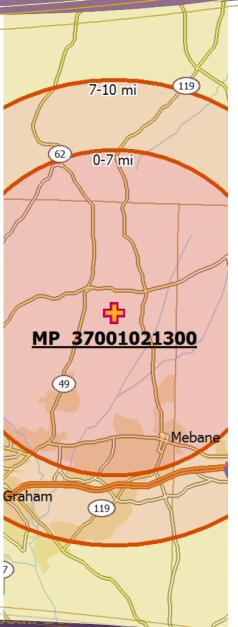
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers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



#### Site Location Summary

The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	3704	Region 4: Triangle
3	County Location	37001	Alamance
4	Zipcode	27302	Alamance
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.3	Fringe Settlements
7	Sitescape Subgroup	1.31	Settlements adjacent to a medium town
8	Sitescape Density Pattern	С	2500-50000-100000

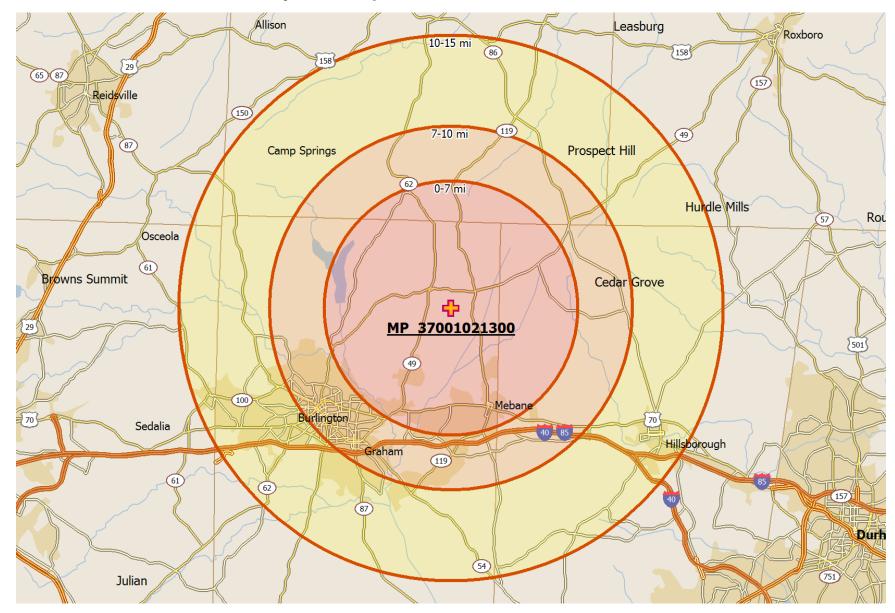


 Iobgood
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 Weaverville
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#### Site Location Summary - Map of the Site Location



Calabash Balfour Horganton St. Stephens Ocean Isle Beach Bald Head Island Minnesott Beach Reidsy Creek Elm City Swepsonville Bakersville Lewisville Flat Rock Goldston Intercultural Institute Wrightsboro Yadkinville Winfall Eden Richlands Salemburg Gran Confectual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bookerton Boonville Sharpsburg Brogden Sharpon

#### 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	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric Locale Codes	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	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Aurora Washington Park St. Helena Centerville Brices Creek Glen Alpine Faith High Shoals Buies G Sandytield Northlakes Shannon Apex Garner Woodlawn Severn Northlakes Banner Elk Creat ay Fairmont Green Level Bolton Kill Devil Hills Cullowhee Whispering for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	13,032	33,207	113,973
2010 Households	4,938	13,146	44,894
2010 Group Quarters Population	27	62	4,442

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	7	27	37
Language Diversity National Index	7	34	55
Foreign Born Diversity National Index	15	8	4
Ancestry Diversity National Index	25	32	15
Racial Diversity National Index	75	56	80

Lowesville Albemarie Beaufort Waynesville Claremont Southern Pines Ayden Trenton Caswell Beau Connelly Springs Mount Gilead Pollocksville Barker Ten Mile Hightsville Intercultural Institute agnolia Montreat Rose Hill Cashiers Chimney Rock Village Spencer Move Intercultural Ministry Confertual Ministry 6 Garner Saxapahaw Tryon Wandol Mar Mac Wingsto Plain 86

## Site Location Summary - County Environment

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

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

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

Parmele Bladenboro Butters Southport Burlington Hamilton Vanceboro Princeville East Spencer State Hount Airy Burnsville Casar Kings Grant Delway East Laurinburg oke Rapids Newton Grove High Point Bailey East Bend Stantonsburg Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bannetsville Mar.Mac Green Level Hertford Pilot

## Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-7 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	316	6.4%
Mainstay Communities	Established, Diverse Households	487	9.86%
Working Communities	Blue-collar, Working Families	464	9.4%
Country Communities	Rural, Agri. & Mining Families	176	3.56%
Aspiring Communities	Young Singles / Aspiring-Multihousing	3,110	62.98%
Urban Communities	High Density, Inner-city Neighborhoods	384	7.78%

ameren Brevard Conetoe Watha Black Creek Wendell Garysburg Varnamtown Morganton Altamahaw ure Beach Elizabeth City Seaboard James City Fuquay-Varina Winfall <u>Intercultural Institute</u> Swepsonville Love Valley Raynham Rowland St. Pauls Wallburg Drexel Ashley He for Contextual Ministry Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Hillspright 2011, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

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

#### Issues for Your Consideration

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

Warrenton Manteo Snow Hill Walstonburg McLeansville Norman Greenville Mint Hill Elrod Hightsville Winterville Wendell Valdese Pikeville Peachland Northlakes Casta in Denten Como Toast Walnu liddlesex Troutman Belhaven Indian Trail Nags Head Star Rockingham for Confectual Ministry le Copyright 2011, Intercultural Institute for Contextual Ministry Sandy Creek Warsbyille Canton Lumber Bridge Colerain Pilot Mountain Oriental Ayden Vass Mars Hill

# 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?

stport Franklinton Lake Waccamaw Louisburg Kitty Hawk Bonnetsville West Jefferson Rural Hall Weldon Anacclesfield Garner Wadesboro Rhodhiss Wagram Dallas Blowing Intercultural Institute Marshville B bethel Glen Alpine Farmville Minnesott Beach Taylorsville Wendell Carry (or Contextual Ministry) Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Marshall Hamilton Richfield Princeton Hildebran Kell

# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-7 MILE BAND	% INDEX
Unreached Households	41,899	3,531	8.43%
Unreached %	68.86%	71.5%	103.84
Religious But NOT Evangelical HH	10,744	1,205	11.22%
Religious But NOT Evangelical %	17.66%	24.41%	138.21
Spiritual But NOT Relig or Evang HH	6,223	417	6.7%
Spiritual But NOT Relig or Evang %	10.23%	8.44%	82.51
Not Evangelical, Not Interested HH	25,106	1,909	7.61%
Not Evangelical, Not Interested %	41.26%	38.67%	93.71



er Lake Lake Park West Jefferson Castle Hayne Cooleemee Ocean Isle Beach Hope Mills Middleburg Ro Zebulon Stokesdale Lowell Bald Head Island Peletier Wrightsville Beach Hope Mills Marvin Black Coole v Charlotte Carthage Hillsborough Robersonville Roseboro Kings Mou for Confectual Ministry Dundarrach 11 ©Copyright 2011, Intercultural Institute for Contextual Ministry Tobaccoville Grapite Quarry Mantee Vandemere

# **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	44	0	0%
Active BCNC Attenders	4,792	0	0%
Active Evangelical Households	6,533	93	1.42%
Active Evangelical Percent	10.74%	9.25%	86.18
Inactive Evangelical Households	12,412	176	1.42%
Inactive Evangelical Percent	20.40%	17.58%	86.18
# New Churches Needed	0	1	0%





#### Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Baynes	4.33 mi	148	Plateauing	16	Glen Hope - Burlington	11.07 mi	407	Declining
2	Oak Grove - Mebane	4.75 mi	120	Declining	17	The Good Samaritan	11.26 mi	0	Insufficient Data
3	Crosslink Community - Mebane	4.75 mi	183	Insufficient Data	18	New Life at Hocutt	11.38 mi	35	Declining
4	Mount Adar - Mebane	4.75 mi	65	Insufficient Data	19	North Graham - Graham	11.45 mi	40	Insufficient Data
5	Edgewood - Mebane	7.46 mi	90	Plateauing	20	The Church at Burlington - Burlington	11.46 mi	0	Insufficient Data
6	Lea Bethel	7.86 mi	146	Plateauing	21	Hispanic Mission	11.57 mi	0	Insufficient Data
7	Kerrs Chapel - Elon	7.96 mi	121	Declining	22	Graham First - Graham	11.57 mi	123	Declining
8	Mebane First - Mebane	8.25 mi	369	Plateauing	23	Burlington First - Burlington	11.70 mi	283	Plateauing
9	Old Lea Bethel	8.85 mi	89	Growing	24	Yanceyville First	11.71 mi	68	Plateauing
10	City Lake - Burlington	8.92 mi	60	Declining	25	Covenant Reformed Baptist Church	11.71 mi	0	Insufficient Data
11	Glencoe - Burlington	9.09 mi	109	Plateauing	26	Pine Ridge Church	11.75 mi	205	Insufficient Data
12	Haw River First - Haw River	9.25 mi	0	Insufficient Data	27	Ossipee - Elon	11.77 mi	57	Plateauing
13	Staley Memorial - Burlington	9.28 mi	0	Insufficient Data	28	Westside Fellowship - Elon	11.77 mi	0	Insufficient Data
14	Eastlawn - Burlington	9.77 mi	73	Insufficient Data	29	New Birth - Burlington	11.80 mi	0	Insufficient Data
15	Northside - Burlington	10.21 mi	0	Plateauing	30	Clement	11.89 mi	174	Growing

Bessemer City <u>Gullowhee</u> Plain View Fallston Durham Falcon Boiling Spring Lakes Denton Morven Re ral Pines Blowing Rock Pilot Mountain Ogden Millers Creek Pittsboro <u>Intercultural Institute</u> all St. Helena Gastonia Pine Knoll Shores East Flat Rock Long View Mi for Confertual Ministry tic Beach Was to Copyright 2011, Intercultural Institute for Contextual Ministry inity Selma Cooleemee Holly Ridge Wallburg Atkins 13

## Using the Spirituality Indicators

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

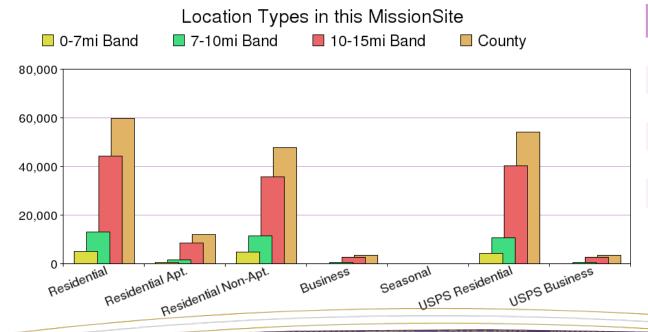
#### Issues for Your Consideration

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



The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-7 mile band. The percentage of the county population and number of households that appears in the 0-7 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	108,213	9,279	8.57%
2000 Population	130,800	11,814	9.03%
2010 Population	153,124	13,032	8.51%

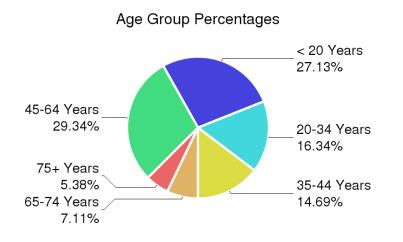


Location Type	0-7mi Band
Residential	5,168
Residential Apt.	479
Residential Non-Apt.	4,689
Business	121
Seasonal	0
USPS Residential	4,236
USPS Business	109

anite Quarry Morganton Jonesville Hookerton Woodfin Creswell Varnamtown Oak Ridge Seven Springs Grover Hemby Bridge Seagrove Orrum Gaston South Henderson Stantonsburg Black Mountain Long View Northlakes Bakersville Liberty for Confectual Ministry Convey Ruth Hobgood Legg 15 Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

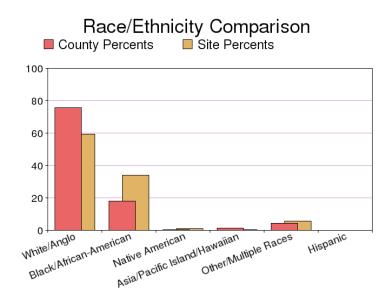


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.31%	4.97%	93.6
4-5 Years	2.73%	2.23%	81.68
6-8 Years	4.13%	4.48%	108.47
9-11 Years	4.04%	4.68%	115.84
12-13 Years	2.66%	3.22%	121.05
14-17 Years	5.44%	5%	91.91
18-19 Years	2.71%	2.54%	93.73
0-5 Years	8.04%	7.21%	89.68
6-12 Years	9.5%	10.77%	113.37
13-19 Years	9.48%	9.15%	96.52
< 20 Years	27.02%	27.13%	100.41
20-34 Years	18.95%	16.34%	86.23
35-44 Years	13.58%	14.69%	108.17
45-64 Years	25.72%	29.34%	114.07
65-74 Years	7.66%	7.11%	92.82
75+ Years	7.08%	5.38%	75.99
Median Age	38	39	101.89
Median Age (Male)	37	39	107.64
Median Age (Female)	39	39	97.67

ouisburg Fearrington Vander Eureka Stonewall Clarkton Graham Richlands Stallings Granite Falls G Kenansville Weldon Glen Alpine Norman Valley Hill Flat Rock Lawer Forest City Rockwell Hold Old Fort Robbinsville Haw River Burgaw Dover Granite Quarry Wes for Confectual Ministry Pantego Micro Intercultural Institute for Contextual Ministry Autryville St. Helena Richfield Fairplains Keener 16 Comparing Pantego Varder

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	75.53%	59.22%	78.4
Black, African-American	18.13%	33.91%	187.01
Native American	0.5%	0.87%	174.01
Asian	1.32%	0.46%	34.83
Pacific Island, Hawaiian	0.03%	0.01%	27.33
Other/Multiple Races	4.49%	5.54%	123.38
Hispanic	0%	8.54%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	101,795	8,897	
Less than 9th Grade	8.62%	7.7%	112.01
No High School Diploma	10.76%	11.42%	94.19
High School Graduate	31.08%	36.29%	85.62
Some College, no degree	21.08%	19.78%	106.57
Associate Degree	8.71%	8.17%	106.54
College Degree	13.14%	10.43%	125.98
Graduate/Prof. degree	6.62%	6.2%	106.64

Seven Lakes Rose Hill Falcon Randleman Jonesville Durham Southport Askewville Mills River Bethania Middlesex Stonewall Erwin Swepsonville Warsaw Cajah's Mountain Askewville Balfour Princeville dar Rock Littleton Elk Park Ogden Hendersonville Kirkland Ranlo Nas for Confextual Ministry Copyright 2011, Intercultural Institute for Confextual Ministry Copyright 2011, Intercultural Institute for Confextual Ministry

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	7.56%	6.7%	121.6
\$10,000 to \$19,999	13.35%	14.84%	111.19
\$20,000 to \$29,999	14.36%	13.95%	97.18
\$30,000 to \$49,999	21.5%	20.35%	94.65
\$50,000 to \$59,999	9.29%	7.7%	82.8
\$60,000 to \$69,999	7.02%	8.97%	127.83
\$70,000 to \$79,999	6.32%	7.27%	115.05
\$80,000 to \$89,999	5.02%	5.65%	112.6
\$90,000 to \$99,999	3.22%	3.34%	103.62
\$100,000 to \$124,999	5.82%	7.23%	124.26
\$125,000 to \$149,999	2.66%	1.72%	64.77
\$150,000 to \$199,999	1.87%	0.65%	34.71
\$200,000 to \$249,999	0.52%	0.2%	39.24
\$250,000 or more	1.5%	1.38%	91.97
Median Household	44,049	46,051	104.54
Average Household	55,306	54,039	97.71
Per Capita Household	22,495	20,480	91.04
Family/Non-Family Household			
Income			
Median Family Income	52,416	52,007	99.22
Average Family Income	63,561	57,335	90.2
Median Non-Family Income	27,508	28,829	104.8
Average Non-Family Income	37,683	37,776	100.25

18

Murraysville Memoyer Sandy Creek South Henderson Lincolnton Newport Stoval Laurel Park Lattin Mooresboro Conetoe Ansonville Grifton Wilmington Bath Beaufort <u>Intercultural Institute</u> Isborough Holly Springs Knightdale Carolina Beach Bayboro Albemarle for Contextual Ministry Contextual Ministry Copyright 2011, 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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	68.1%	75.58%	110.98
Families with Children	34.73%	37.44%	107.83
Families without Children	33.37%	38.13%	114.26
Non-Family Households			
% Non-Family Households	31.9%	24.42%	76.56
Non-Families with Children	0.35	0.3	86.77
Non-Families without Children	31.55	24.12	76.45
Housing Units			Index
Total Housing Units	66,764	5,592	
Vacant percent	8.87%	11.7%	131.92
Owned percent	60.24%	73.32%	121.71%
Rented Percent	30.89%	14.99%	48.51
Households by Size			Index
Avg household size	2.45	2.63	107.35
Avg family hh size	3.03	3.09	101.98
Avg non-family hh size	1.23	1.22	99.19
Households By Count of Persons			Percent
One	15,590	1,004	6.44%
Тwo	21,828	1,752	8.03%
Three or Four	18,900	1,723	9.12%
Five+	4,527	459	10.14%

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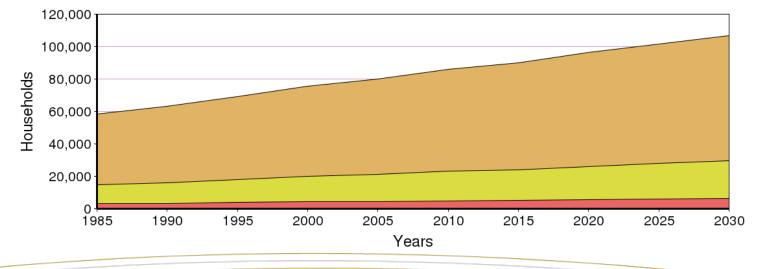
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile ring. The percentage of the county population and number of households that appears in the 0-7 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	108,213	9,279	8.57%
2000 Population	130,800	11,814	9.03%
2010 Population	153,124	13,032	8.51%
2015 Population	166,942	13,767	8.25%

Household Change from 1985 to 2030

📕 0-7mi Ring 🛛 🔲 0-10mi Ring

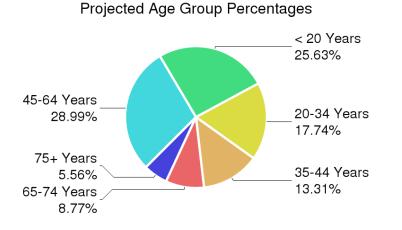
🔲 0-15mi Ring



skewville Burnsville Hookerton Black Creek Lawndale Morrisville Greenevers Autryville Kirkland Gody ten Pumpkin Center Oxford Wilson's Mills Washington Sawmills Caswer Intercultural Institute oskie Delway Robbinsville Southport Fairview Erwin Bethania Landis for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Bethen Bethen Wilson Cofield West Jefferson Jackson

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

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

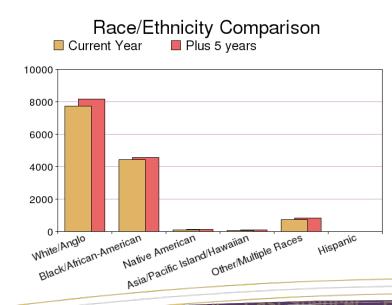


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.97%	5%	100.6
4-5 Years	2.23%	2.14%	95.96
6-8 Years	4.48%	4.15%	92.63
9-11 Years	4.68%	4.45%	95.09
12-13 Years	3.22%	3.28%	101.86
14-17 Years	5%	4.54%	90.8
18-19 Years	2.54%	2.06%	81.1
0-5 Years	7.21%	7.14%	99.03
6-12 Years	10.77%	10.28%	95.45
13-19 Years	9.15%	8.22%	89.84
< 20 Years	27.13%	25.64%	94.51
20-34 Years	16.34%	17.74%	108.57
35-44 Years	14.69%	13.31%	90.61
45-64 Years	29.34%	29%	98.84
65-74 Years	7.11%	8.77%	123.35
75+ Years	5.38%	5.56%	103.35
Median Age	38	39	102.29
Median Age (Male)	37	40	108.63
Median Age (Female)	39	39	99.11

Elm City Vanceborg Rockwell Goldston Bayshore Troy La Grange Winton Valdese Knightdale Rat Rewick Rhodhiss Saluda Seven Devils Murfreesboro Mount Pleasant Pumpkin Center Thomasville Lilesville Conover Jackson Princeville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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 0-7 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	59.22%	59.4%	100.32
Black, African-American	33.91%	33.06%	97.49
Native American	0.87%	0.89%	102.2
Asian	0.46%	0.7%	151.46
Pacific Island, Hawaiian	0.01%	0.01%	94.66
Other/Multiple Races	5.54%	5.95%	107.38
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	8,897	9,632	
Less than 9th Grade	7.7%	7.4%	96.14
No High School Diploma	11.42%	9.89%	86.64
High School Graduate	36.29%	36.43%	100.38
Some College, no degree	19.78%	20.12%	101.71
Associate Degree	8.17%	8.79%	107.62
College Degree	10.43%	10.48%	100.43
Graduate/Prof. degree	6.2%	6.88%	110.94

Rutherfordton Richlands Cerro Gordo Star Garland Pikeville Columbia Sawmills Falkland Orrum Att Hayesville Cricket Hamlet Spencer Mountain Clyde Godwin Wallburge Intercultural Institute Pantego Hertford East Laurinburg New Bern Sherrills Ford Hobgoo (onfectual Ministry) Scopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-7 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	6.7%	6.43%	95.89
\$10,000 to \$19,999	14.84%	14.54%	97.95
\$20,000 to \$29,999	13.95%	13.72%	98.31
\$30,000 to \$49,999	20.35%	19.07%	93.69
\$50,000 to \$59,999	7.7%	7.15%	92.95
\$60,000 to \$69,999	8.97%	8.82%	98.3
\$70,000 to \$79,999	7.27%	7.64%	99.19
\$80,000 to \$89,999	5.65%	6.35%	104.74
\$90,000 to \$99,999	3.34%	3.39%	101.46
\$100,000 to \$249,999	7.23%	8.09%	111.95
\$125,000 to \$149,999	1.72%	2.06%	119.54
\$150,000 to \$199,999	0.65%	0.71%	108.86
\$200,000 to \$249,999	0.2%	0.2%	96.77
\$250,000 or more	1.38%	1.61%	116.69
Median Household	46,051	47,786	103.77
Average Household	54,039	56,330	104.24
Per Capita Household	20,480	20,884	101.97
Family/Non-Family Household			
Income			
Median Family Income	52,007	55,343	106.41
Average Family Income	57,335	59,554	103.87
Median Non-Family Income	28,829	31,628	109.71
Average Non-Family Income	37,776	39,891	105.6

Catesville Maggie Valley Norlina Boone North Wilkesboro Kannapolis West Marion Marvin Shallotte Fore Mocksville Conetoe Sandy Creek Clayton Lumberton Pine Knoll Shallotte Coats Cape Carteret Eller Falkland Laurinburg Webster Archdale Dobbins Heights Castle Hayne Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Confertual Ministry Contextual Ministry Contextua

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-7 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	75.58%	75.33%	99.67
Families with Children	37.44	37.49	100.12
Families without Children	38.13	39.09	102.52
Non-Family Households			
% Non-Family Households	24.42%	24.67%	101.02
Non-Families with Children	0.3	0.33	101.02
Non-Families without	24.12	24.34	100.91
Children			
Housing Units			
Total Housing Units	5,592	5,786	103.47%
Vacant percent	11.7%	11.79%	100.78
Owned percent	73.32%	73.19%	99.83
Rented Percent	14.99%	15.02%	100.22
Households by Size			
Avg household size	2.63	2.69	102.28%
Avg family hh size	3.09	3.19	103.24%
Avg non-family hh size	1.22	1.19	97.54%
Households By Count of			
Persons			
One	1,004	1,018	101.39%
Тwo	1,752	1,717	98%
Three or Four	1,723	1,853	107.54%
Five+	459	516	112.42%

Newton Grove Cape Carteret Walnut Creck Stonewall James City Marvin Gibsonville Salisbury Yadking tacclesticid Southern Shores Cricket Grover Spencer McLeansville Fair Intercultural Institute Winfall Creswell Rockingham West Marion Vandemere Cramerton Lak for Contestual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Holden Beach Apex Vancevville Stem Havelock Gen

# Ethnographic Summary

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

BORN IN:	0-7	7-10	10-15		BORN IN:	BORN IN: 0-7	BORN IN: 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	457	1,390	6,871	E	astern Africa	astern Africa 0	astern Africa 0 21
Northern Europe	2	58	100	Mid	dle Africa	dle Africa 0	dle Africa 0 0
stern Europe	9	29	189	Northe	rn Africa	rn Africa 0	rn Africa 0 8
Southern Europe	0	59	180	Southern	Africa	Africa 0	Africa 0 0
Eastern Europe	16	16	88	Western A	Africa	Africa 0	Africa 0 0
Other Europe	0	0	0	Other Afric	a	a 0	a 0 0
Eastern Asia	7	29	251	Oceania		2	2 4
So. Central Asia	0	8	287	Caribbean		10	10 20
SE Asia	4	58	397	Central Amer.		400	400 1,025
Western Asia	0	0	27	South America	I	6	6 9
Other Asia	0	0	7	North America		1	1 46
				Born at sea		0	0 0



# Language Summary

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

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES	SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only	9,609	24,513	87,348	Other Indo-Euro	0	0	33
Spanish	661	1,517	7,203	Asian/PI languages	0	0	0
Other Indo-Euro	55	284	1,337	Chinese	8	5	159
language				Japanese	0	7	60
French (incl. Patois,	6	94	246	Korean	0	3	81
Cajun)				Mon-Khmer,	0	0	24
French Creole	0	0	16	Cambodian			
Italian	0	19	87	Miao, Hmong	0	0	0
Portuguese	0	68	38	Thai	6	0	4
German	37	59	277	Laotian	0	0	228
Yiddish	0	0	0	Vietnamese	0	24	119
Other West Germanic	0	9	65	Other Asian	0	0	29
A Scandinavian	0	0	2	Tagalog	0	1	96
Language				Other Pacific Is	0	8	8
Greek	0	0	200	Other languages	7	7	180
Russian	6	0	29	Navajo	0	0	0
Polish	2	17	33	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	4	11	4	Hungarian	0	0	0
Armenian	0	0	12	Arabic	0	0	66
Persian	0	7	55	Hebrew	7	0	12
Gujarathi	0	0	106	African languages	0	7	72
Hindi	0	0	37	Other unspecified	0	0	30
Urdu	0	0	31				

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Crossnore JAARS Sunset Beach Alamance Weldon Bladenboro Myrte Grove Newton Grove Varna Forest City Red Oak Middleburg Sneads Ferry Weddington Ashley Heig Intercultural Institute Confectual Ministry Compyright 2011, Intercultural Institute for Contextual Ministry

# Ancestry Summary

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

7-10

MILES

1,200

414

22

15

134

91

0 11

31

560

370

0 166

83

3 0

4,291 51

11

0

8,508

10-15

**MILES** 

4,665

1,503

17

313

481

44 35

155

24

2,762

1,634 45

1,004

169 56

49 16,805

195

71

6

28,253

ANCESTRY	0-7	7-10	10-15		ANCESTRY
	MILES	MILES	MILES		
Reporting ancestry	7,706	20,108	75,552	l	Irish
Arab	3	20	133		Italian
Armenian	18	0	31		Lithuanian
Austrian	0	0	44		Norwegian
British	16	88	316		Polish
Canadian	0	50	94		Portuguese
Croatian	0	8	6		Romanian
Czech	5	13	70		Russian
Czechoslovak	0	5	14		Scandinavian
Danish	2	19	67		Scotch-Irish
Dutch	45	211	813		Scottish
English	672	1,820	7,344		Slovak
European	53	230	796		Subsaharan African
Finnish	6	8	29		Swedish
French (not Basque)	117	210	791		Swiss
French Canadian	18	65	254		Ukrainian
German	514	1,362	6,077		US/American
Greek	4	26	259		Welsh
Hungarian	13	5	52		West Indian
Iranian	0	8	71		Yugoslavian
					Other

wille Sanford Mount Pleasant Woodlawn Wilkesboro St. Stephens Bessemer City Rosman Rose Hilf Gr Springs Ranlo Bayshore Enfield Gorman Pantego Claremont Sandyfich Bestic Cullowhee Spreys antic Beach Belhaven Plymouth Columbus Centerville Icard Valdese Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Using the Demographic Indicators

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

#### Issues for Your Consideration

- 1. The Demoscape information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?
- 2. The age categories on pages 16 and 21 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?
- 3. The racial/ethnic and education categories listed on pages 17 & 22 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?

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# 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?

oro Bunn Star Spring Hope Fremont Woodlawn Kenly Waxhaw Chapel Hill Pollocksville Pinetops S The Winston-Salem Proctorville Bolivia Westport Pembroke Middleb Meslov Chapel Rutherfordton Spruce Pine Newton Elizabethtown Bethania Pumpkin Center Apex Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2014, Int

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.



et Barker Heights Toast Woodlawn Balfour Buies Creek Polkville Grifton Eastover Roaneke Rapids B White Lake Maysville Vanceboro Cape Carteret Enfield Jamestown I Oak Pembroke Raeford Hillsborough Sawmills Hoffman Princeville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	4,938	100%	3,591	100%
AFFLUENT SUBURBIA	37	0.75%	26	0.72%
America's Wealthiest	0	0%	0	0%
Dream Weavers	3	0.06%	2	0.06%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	34	0.69%	24	0.67%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	279	5.65%	194	5.4%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	193	3.91%	130	3.62%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	6	0.12%	4	0.11%
Successful Urban Sprawl	80	1.62%	60	1.67%
SM TWN SUCCESS	479	9.7%	370	10.3%
Successful Urban Sprawl	0	0%	60	1.67%
2nd City Homebodies	285	5.77%	0	0%
Prime Middle America	0	0%	186	5.18%
Urban Optimists	194	3.93%	0	0%
Family Convenience	0	0%	124	3.45%
Mid-Market Enterprise	0	0%	0	0%

axapahaw Ronda Dundarrach Banner Elk Clinton Norwood Sea Breeze Southern Pines Unionville Cole Silver City Winton Littleton Woodfin Granite Quarry Saluda Marvin <u>Intercultural Institute</u> Park Cove City Wrightsville Beach Goldston Fallston Jackson Mocks Jor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Holly Ridge River Road River Bend Stallings Jefferson

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	4,938	100%	3,591	100%
BLUE COLLAR BACKBONE	8	0.16%	5	0.14%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	8	0.16%	5	0.14%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	8	0.16%	6	0.17%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	8	0.16%	6	0.17%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	456	9.23%	312	8.69%
Steadfast Conservative	369	7.47%	253	7.05%
Moderate Conventionalists	39	0.79%	26	0.72%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	48	0.97%	33	0.92%

Conway Ruth Vass Vann Crossroads James City Myrtle Grove Bridgeton Ivanhoe Toast Woodlawn Rutherford College Rowland Icard Bolivia Ingold Lake Santeetlah Delway Intercultural Institute Hudson Elm City Teachey Waxhaw Falkland Elrod Cary Dunn Ans Jor Confertual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Bayshore Stedman Pink Hill Green Level Forest City

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Per	cent
Total	4,938	100%	3,591	100%
REMOTE AMERICA	137	2.77%	81	2.26%
Hardy Rural Fam.	22	0.45%	13	0.36%
Rural Southern Living	94	1.9%	55	1.53%
Coal & Crops	21	0.43%	13	0.36%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	3,110	62.98%	2,303	64.13%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	3,084	62.45%	2,284	63.6%
Stable Careers	26	0.53%	19	0.53%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	39	0.79%	26	0.72%
Aspiring Hispania	35	0.71%	0	0%
Industrious Country Living	0	0%	24	0.67%
America's Farmland	2	0.04%	0	0%
Comfy Country Living	0	0%	1	0.03%
Small Town Connections	2	0.04%	0	0%
Hinterland Fam.	0	0%	1	0.03%

dian Beach Wadesbore Carrboro Rosman Atlantic Beach Lucama Bowmore Lake Santeetlah Lansing ak Ruth Richfield Raleigh Woodfin Pink Hill Woodlawn Hays Rocky in Pembroke Hudson Four na Beach Mocksville Holly Ridge Lenoir Wilson's Mills Lowell Stokeso (Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry of Beach Pinehurst Richlands Crosspore Rich Square Pikeville Sanford Weddington Wrightsboro Fore

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	4,938	100%	3,591	100%
STRUGGLING SOCIETIES	30	0.61%	19	0.53%
Rugged Southern Style	14	0.28%	8	0.22%
Latino Nuevo	9	0.18%	6	0.17%
Struggling city Centers	7	0.14%	5	0.14%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	354	7.17%	249	6.93%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	277	5.61%	194	5.4%
Urban Diversity	77	1.56%	55	1.53%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%
Military Family Life Major University Towns	0	0%	0	0%

anhoe Norwood Chimney Rock Village Crossnore Stony Point Oak City Flat Rock Blowing Rock Altama Hot Springs Hobgood Seven Lakes Madison Varnamtown Kittrell Contextual Institute Jamesville Hamilton Parmele Robbinsville Watha Conover Stovall Operation Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

Within the 0-7 mile, 7-10 mile and 10-15 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

#### Issues for Your Consideration

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

Thomasville Old Fort Bayshore Dillsboro Kelford Kinston Cedar Point Indian Trail. Turkey Seven S and Oak Ridge Alamance Bayboro Murraysville Goldston Mount Gilea <u>Intercultural Institute</u> ings Mountain Kittrell Southern Shores Beaufort Bethlehem Cofield Ice for Contextual Ministry Contextual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Comparison Connelly Springs Coats Ocean Isle Be35

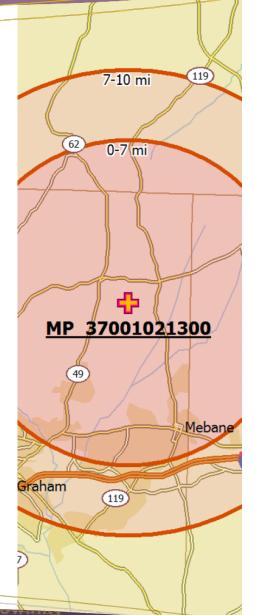
#### **Potential Cultural Bridges**

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).



Vass Bowmore Crossnore Forest Hills Mebane Shannon Wilmington Icard Altamahaw Oxford Buther Hount Holly West Canton Carrboro Hudson Belmont Carthage Waynes Intercultural Institute Thoe Candor Rhodhiss Marion River Road West Jefferson Murphy Monter Intercultural Institute Confertual Ministry Beech Mountain Swannanoa Roxobel Barker Ten Miga6

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

BRIDGES	0-7	7-10	10-15	BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
PC-HH Own	75%	76%	76%	Internet Use: News/ Weather	24%	25%	26%
Use Comp. for Internet/E-mail	53%	57%	57%	Internet Use: Banking	23%	24%	25%
Internet Use: E-Mail	44%	46%	47%	Use Comp. for News/Info./Data	21%	21%	21%
Use Comp. for Comp. Games	36%	39%	38%	Service			
Use Comp. for Word	33%	36%	36%	PC-Network-HH Has One	19%	19%	18%
Processing				Use Comp. for Personal Financial	13%	12%	13%
Use Comp. for Education	29%	31%	32%	Mngmnt			
Use Comp. for Shopping	29%	32%	33%	Internet Use: Research/ Education	13%	12%	11%
HH Owns DVD Player	28%	28%	28%	Internet Use: Shopping: Gathered	11%	11%	12%
Use Comp. for Digital Camera	26%	29%	30%	Info. for Shopping			
Photo Editing				Use Comp. for Accounting	11%	12%	13%
Use Comp. for Banking	25%	29%	30%	Use Comp. for Filing/DB Mngmnt	11%	11%	11%
				Internet Use: Read Magazines/	10%	10%	10%

Newspapers

Ocean Isle Beach Harrisburg Mint Hill Turkey Kingstown Vander Royal Pines Fairview Clayton Orum Rockfish Stantonsburg Misenheimer Mooresboro Belmont Cape Care Intercultural Institute Midway Hot Springs Avery Creek Mesic Newton Grove Boardman For Contestual Ministry Contestual Ministry Murphy Graham North Topsail Beach Scotland Neck 37

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

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Listening To Music	67%	68%	68%
Reading Books	53%	53%	53%
Dining Out (Not Fast Food)	53%	55%	56%
Card Games	43%	43%	41%
Cooking for Fun	36%	36%	36%
Board Games	32%	33%	32%
Go To A Beach/Lake	31%	33%	35%
Gardening	29%	32%	32%
Visit Museum	20%	19%	19%
Going To	17%	19%	19%
Bars/Nightclubs/Dancing			

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Any Ailment	71%	69%	68%
Gen./Fam. Practitioner	38%	40%	40%
Dentist	26%	26%	27%
Backache	24%	23%	23%
Hypertension/High Blood	23%	21%	20%
Pressure			
Eye Dr.	23%	22%	22%
High Cholesterol	21%	19%	19%
None Of These	17%	19%	19%
Overweight (30 Pounds Or	17%	16%	15%
More)			
Acid Reflux Disease (GERD)	17%	16%	15%



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

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Concert	26.58%	27.09%	27.5%
Live Theater	20.2%	18.78%	19.55%
Live Theater Most Often	16.37%	15.28%	15.93%
Rock/Pop Concerts Most	14.95%	15.56%	15.45%
Often			
Comedy Club	10.16%	9.89%	9.52%
Dance Performance	9.1%	8.49%	8.66%
Movies: Comedy	39.01%	39.23%	39.39%
Movies: Action/Adventure	38.03%	38%	38.05%
Movies: Fam.	21.97%	20.79%	20.47%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Movies: Drama	20.79%	19.88%	20.34%
Movies: Romantic Comedy	19.94%	19.38%	19.71%
Movies: Mystery	16.65%	16.59%	16.67%
NFL Football Reg. Season	6.36%	6.32%	6.29%
College Football Reg.	5.82%	5.99%	5.94%
Season			
MLB Baseball Reg.	5.42%	6.58%	6.84%
Season			
NBA Basketball Reg.	3.91%	3.69%	3.5%
Season			
College Basketball Reg.	3.87%	4.24%	3.97%
Season			
Auto Racing Events	2.69%	2.83%	2.66%



The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MILES MILES MILES	
Walking for Exercise 40.39% 39.69% 39.71%	
Swimming 28.7% 31.02% 31.46%	
Bowling 23.1% 22.06% 21.34%	
Basketball 19.14% 16.66% 15.71%	
Billiards/Pool 17.15% 19.22% 18.72%	
Freshwater Fishing 16.51% 18.63% 17.36%	
Jogging/Running 16.46% 15.26% 15.01%	
Weight Training 15.21% 15.26% 15.55%	
Football 13.06% 11.62% 10.68%	
Using Cardio 12.76% 12.79% 13.2%	
Machine	
Baseball 12.32% 11.98% 11.19%	
Aerobics 12.24% 10.62% 10.22%	
Golf 12.07% 12.52% 12.63%	
Stationary Cycling 11.18% 11.24% 11.55%	

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Mountain/Road Biking	10.36%	11.47%	11.62%
Camping Trips	9.92%	13.55%	14.19%
Volleyball	8.85%	9.11%	8.6%
Softball	8.83%	8.6%	7.79%
Soccer	8.43%	7.81%	7.31%
Saltwater Fishing	8.06%	7.97%	7.43%
Backpacking/Hiking	7.95%	9.27%	9.38%
Hunting	7.74%	9.58%	9.12%
Tennis	7.44%	6.92%	6.88%
Target Shooting	7.05%	8.38%	8.55%
Yoga	6.73%	6.63%	6.9%
Roller Skating	6.23%	5.71%	5.55%
Power Boating	5.85%	6.76%	7.23%
Canoeing/Kayaking	5.72%	6.43%	6.62%

emasville Northwest Brunswick Castle Hayne Spring Lake Morrisville Spencer Mountain Andrews Plain Fairfield Harbour Mocksville Ramseur Harrellsville Fairplains Kittrell Lewiston Woodville Claremont Bolivia McFarlan Hemby Bridge Jan for Contestual Ministry Contestual Ministry Greenville Zebulon Ingold Landis Mountain Home L40

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

0-7	7-10	10-15	
MILES	MILES	MILES	
5.57%	5.2%	5.13%	
5.47%	6.45%	5.98%	
5.08%	5.77%	5.49%	
4.8%	4.23%	3.86%	
4.6%	4.21%	3.74%	
4.29%	4.65%	4.37%	
4.25%	4.11%	4.5%	
4.22%	4.52%	4.56%	
4.15%	4.38%	4.41%	
4.1%	3.56%	3.36%	
	MILES 5.57% 5.47% 5.08% 4.8% 4.6% 4.29% 4.25% 4.25% 4.22% 4.15%	MILES       MILES         5.57%       5.2%         5.47%       6.45%         5.08%       5.77%         4.8%       4.23%         4.6%       4.21%         4.29%       4.65%         4.25%       4.11%         4.52%       4.38%	MILES         MILES         MILES           5.57%         5.2%         5.13%           5.47%         6.45%         5.98%           5.08%         5.77%         5.49%           4.8%         4.23%         3.86%           4.6%         4.21%         3.74%           4.29%         4.65%         4.37%           4.25%         4.11%         4.5%           4.15%         4.38%         4.41%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Water Skiing	4.02%	4.24%	4.07%
Snowmobiling	3.55%	3.71%	3.52%
Martial Arts	3.49%	3.25%	3.26%
Archery	3.32%	4.13%	4.31%
Snowboarding	3.27%	3.21%	3.37%
Sailing	3.06%	2.94%	2.95%
Rowing	3.01%	2.8%	2.63%
Rock Climbing	2.95%	3.35%	3.53%
Surfing & Windsurfing	2.74%	2.61%	2.66%
Auto Racing	2.66%	3.26%	3.16%

Lumber Bridge <u>Madison Richlands Clinton Magnolia</u> Jamesville Lewisville Pleasant Hill Seven Lakes Hooresboro Welcome Lawndale Rowland Belhaven Taylorsville Brog <u>Intercultural Institute</u> Bath Liberty Asheboro Half Moon Waxhaw Como Siler City Ogd For Contextual Ministry <sup>Ut</sup> Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

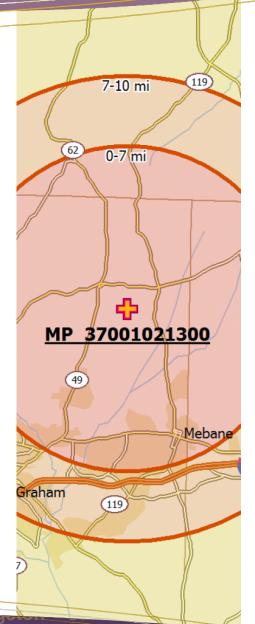
#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



her Peletier Hickory Cakboro Davidson Lawndale Grandfather West Canton Gatesville Half Moon Pole ton Vandemere Lansing Wade Seagrove Clinton Salemburg Wesley Intercultural Institute Isle Beach Richlands Southern Pines White Lake Clarkton Hemby Bridge For Confectual Ministry of Knight date the Copyright 2011, Intercultural Institute for Contextual Ministry Wanchese Favetteville James City Linden Walston

#### 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.

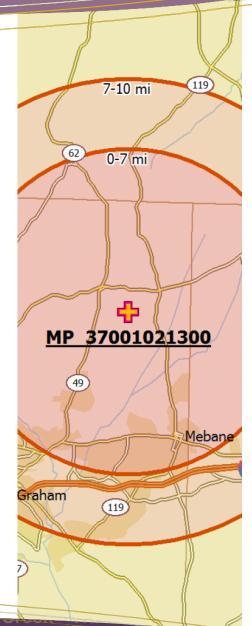
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Peral Springs Creedmoor East Arcadia Seaboard Stovall Saxapahaw Millers Creek Wrightsboro Weavery Creenevers Northlakes Goldsboro Askewville Fairview Jacksonville Chilston Ivanhoe Lincolnton Waxhaw Plymouth Raeford Walkertown Butner Hertford Cameron Butter Intercultural Institute PicCopyright 2011, Intercultural Institute for Contextual Ministry Contextual Min

## **Potential Cultural Barriers:**

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

BARRIERS	0-7	7-10	10-15	BARRIERS	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILE
Important Continue Learning	52%	51%	51%	Marijuana Should Be Legalized	21%	20%	20%
New Things				I Am A Workaholic	21%	20%	19%
Find It Difficult To Say No To	40%	39%	38%	Like to Stand Out In A Crowd	20%	20%	21%
My Kids				Like To Pursue	17%	18%	18%
Speak My Mind Even If It	39%	37%	36%	Challenge/Novelty/Change			
Upsets People				Rarely Sit Down to a Meal	17%	17%	17%
Like Control Over People And	39%	36%	35%	Together At Home			
Resources				Only Work Current Job for The	16%	15%	15%
Woman's Place Is In The Home	36%	35%	35%	Money			
Like To Do Unconventional Things	31%	31%	29%	We Should Strive for Equality for All	15%	14%	14%
Prefer To Have Few Possessions As Possible	30%	31%	33%	Happy With My Standard Of Living	12%	11%	12%
Don't Judge People/Way They Live Life	29%	29%	29%	Indulge My Kids With The Little Extras	10%	10%	9%
Too Much Sponsorship In Arts/Sports	28%	25%	25%	On Whole People Get What They Deserve	10%	10%	10%
If Won Lottery Would Never Work Again	27%	26%	27%	Little I Can Do To Change My Life	9%	9%	8%
Money Is Best Measure Of Success	27%	26%	26%	I Am A Perfectionist	9%	8%	7%
Friends More Important Than My Fam.	21%	23%	24%				

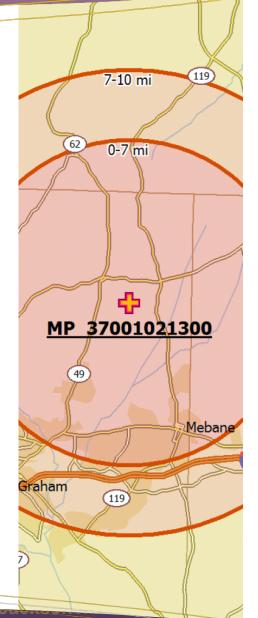
poro Blagenporo Unionvine

k Island Windsor North Wikesboro Pilot Mountain Swannanoa Belmont Four Oaks Granite Falls Troutma Warshville Swansboro Edenton Matthews Bolton Bailey Spindale Weight Intercultural Institute McFarlan Oak Ridge Dundarrach Belville Weldon Elk Park Alamance (on Contextual Ministry) ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Cullowbee Kannanolis Thomasville Aurora Stokesdale

#### **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.



Cajah's Mountain Ayden Rex Faith Rockingham Salemburg Swannanoa Vann Crossroads Ellerbe Clare Holden Beach Windsor Garner Moravian Falls Madison Polkville Polkton Candor Biltmore Forest Avery Creek Robbinsville Rocky Mount To Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

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

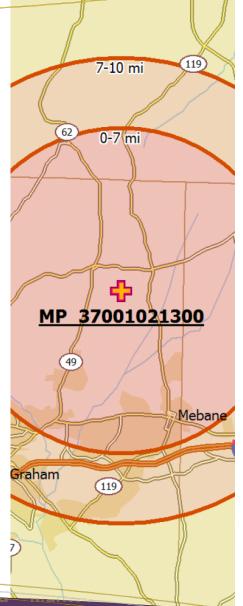
THEMES	0-7	7-10	10-15	THEMES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	62%	62%	61%	Looking for New Ideas To Improve Home	9%	18%	17%
You Should Seize Opportunities In Life	58%	57%	57%	Consider Myself Interested In The Arts	19%	19%	20%
Prefer Work Part Of Team Than	40%	36%	35%	Like To Just Enjoy Life	19%	20%	21%
Alone				Real Men Don't Cry	18%	17%	17%
Like To Understand About Nature	36%	37%	38%	Try Not To Worry About The Future	15%	14%	14%
Important To Juggle Various Tasks	34%	32%	31%	Enjoy Spending Time With My Fam.	14%	13%	13%
Important Feel Respected By	34%	34%	34%	Is An Important Part Of Who I Am	13%	14%	15%
My Peers				Children Should Be Allowed To	8%	7%	7%
Prefer To Have Few	30%	31%	33%	Express Themselves			
Possessions As Possible				Like Spending Most Time With	6%	6%	6%
Good At Fixing Things	29%	29%	28%	Fam.			
Have Keen Sense Of Adventure	27%	26%	27%	Feel Very Alone In The World	6%	6%	6%
People Have To Take Me As	24%	23%	23%	Would Like To Set Up Own	4%	4%	4%
They Find Me				Business			
Provide My Kids With The Little Extras	20%	16%	15%	Decor Particular Interest To Me	3%	3%	4%
Worried About Pollution Caused By Cars	19%	18%	18%				

enansville Lincolnton wocksville

Mint Hill Elm Chy Hest Canton Manteo Wanchese Lattimore Taylortown Greenevers Rich Square Cak Linden Fairview Roxboro Durham Bonnetsville Harrellsville Bethel Kill Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Laurel Park Varnamtown James City Mount Olive Buth

#### **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.



Sims Spring Lake Knightdale Raemon Yadkinville Haw River Youngsville Millers Creek Forest Oaks Have Winterville Clayton Lucama Como Ahoskie Woodland Biltmon Intercultural Institute Beach Have Kannapolis Powellsville Faison Bayshore Tobaccoville Angier Er for Contextual Ministry Contextual Ministry Seagrove Wagram McDonald Charlotte 47

## **Potential Shared Places:**

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

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Fast Food/Drive-In	87.66%	86.86%	86.19%
Restaurant-Visit Any			
Fam. Restaurants/Steak	82.85%	82.49%	81.75%
Houses-Visit Any			
McDonald's	57.16%	56.74%	56.41%
Burger King	39.18%	38.63%	38.71%
Kentucky Fried Chicken (KFC)	35.73%	32.69%	31.13%
Wendy's	33.64%	31.63%	31.32%
Subway	32.1%	31.33%	31.3%
Applebee's	30.36%	30.51%	29.76%
Taco Bell	27.39%	29.32%	29.09%
Pizza Hut	25.82%	25.13%	23.69%
Arby's	24.12%	24.73%	23.38%
Red Lobster	20.48%	17.88%	17.65%

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Olive Garden	19.85%	20.12%	20.08%
Chick-Fil-A	18.96%	15.56%	13.96%
IHOP (International House Of	17.21%	15.14%	14.6%
Pancakes)			
Domino's Pizza	17.18%	15.41%	15.14%
Dairy Queen	17.08%	18.6%	18.33%
Cracker Barrel	16.64%	15.76%	14.95%
Golden Corral	16.48%	13.96%	12.78%
TGI Friday's	15%	12.62%	12.4%
Popeyes	14.9%	11.08%	10.17%
Sonic	14.21%	14.5%	13.98%
Outback Steakhouse	14.17%	13.75%	14.26%
Ruby Tuesday	13.93%	11.95%	11.33%



#### **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!



a Hope Mills Indian Beach Catawba St. Stephens East Laurinburg Badin Seagrove Beaufort Colerain Vander Lattimore Rowland Ivanhoe Severn Hickory Stanley Lover Intercultural Institute Stovall West Canton Pilot Mountain La Grange Mesic Midway Garne Jos Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Shared Projects**

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Voted in fed/state/local election	47.75%	46.91%	46.51%
Recycled products	31.1%	32.68%	33.13%
Worked as volunteer (non political)	14.1%	15.06%	15.9%
Engaged in fund raising	12.49%	11.51%	11.29%
Religious club member	9.77%	8.39%	7.95%
Church Board	9.04%	6.61%	5.76%

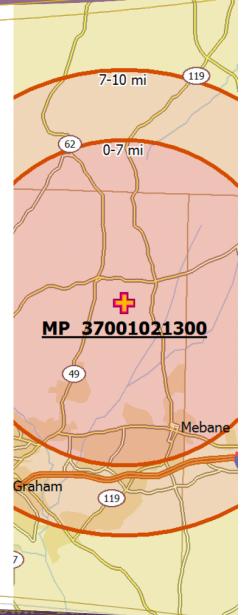
PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Union member	6.61%	5.95%	5.52%
Took active part in local civic	5.18%	5.01%	5.05%
issue			
Wrote to elected offcl about	5.1%	5.42%	5.63%
publ bus			
Charitable Organization	4.99%	5.08%	5.13%
Wrote to editor of mag or	4.96%	5.22%	5.53%
newspaper			
Fraternal order member	4.84%	4.74%	4.67%

South Henderson Aulander White Oak Whitsett Brevard Ocracoke Mount Gilead Shannon Biltmore Fe Leard Robbins Mesic Warsaw Cornelius Monroe New London Ruther Intercultural Institute boro Westport Hope Mills Jonesville Hobgood Scotland Neck Cofield For Contextual Ministry Secopyright 2011, Intercultural Institute for Contextual Ministry Secopyright 2011, Intercultural Institute for Contextual Ministry

#### **Communication Media Content**

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

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



Weldon Winterville Turkey Lake Norman of Catawba Mooresville Jefferson Pleasant Garden Locust Roles Apex Shallotte Gibsonville Hobgood Etowah JAARS Forest Oaks Intercultural Institute Mayodan Lake Park Newton Garner Morehead City Lake Santeetlah E Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Convert Hamlet Ivanboe Ossipee Clarkton West Mario

## **Potential Print Media Content:**

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-7	7-10	10-15
	MILES	MILES	MILES
Novel	15.88%	15.77%	16.04%
Children's Books	13.82%	13.13%	13.02%
Religious (not Bibles)	11.44%	10.04%	9.35%
Cookbooks	9.09%	9.67%	10.12%
Mystery	8.2%	9.87%	10.69%
Personal/Business	7.11%	6.52%	6.69%
Self-help			
Romance	6.75%	6.72%	6.73%
Biography	6.57%	6.32%	6.36%
History	5.38%	6.08%	6.41%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	68.95%	68%	68.07%
Gen. Editorial	54.09%	49.45%	48.45%
Womens	50.36%	45.1%	43.41%
Service	30.68%	32.89%	33.52%
<b>Business/Finance</b>	24.05%	19.06%	18.46%
Mens	20.05%	19.21%	19.18%
Music	19.77%	15.07%	14%
Health	15.09%	14.12%	13.73%
Sports	14.66%	14.43%	14.94%

Silver City Lilesville Mooresville Stedman Matthews Enochville Turkey Hightsville Breadway Units Thomasville Moravian Falls Tabor City China Grove Gaston Balfour Spin Intercultural Institute Barker Heights Monroe East Rockingham McDonald Landis Godwir Gotesville Royal Pines Lansing Sca Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-7	7-10	10-15
	MILES	MILES	MILES
Gen. News	51.69%	53.77%	53.73%
Sport	30.5%	31.68%	31.62%
Classified	30.46%	33.28%	33.19%
Editorial Page	27.54%	29.48%	29.4%
Business/Finance	26.72%	26.95%	27.56%
Movie Listings & Reviews	24.53%	24.98%	25.17%
Food/Cooking	24.08%	24.76%	24.49%
TV/Radio Listings	22.87%	23.54%	23.54%
Comics	22.6%	25.83%	26.49%
Home/Gardening	21.08%	21.34%	20.88%
Travel	19.81%	19.02%	18.76%
Fashion	18.03%	15.61%	14.8%
Science/Technology	17.45%	17.16%	17.01%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Urban Contemporary	38.65%	24.85%	21.25%
CHR Contemp Hit Radio	18.2%	18.19%	18.37%
Jazz	15.57%	9.17%	7.35%
Variety	11.79%	9.59%	9.2%
Country	11.39%	18.4%	18.86%
Adult Contemporary	10.52%	14.85%	15.96%
All News	9.62%	6.65%	5.91%
Oldies	8.82%	10.19%	10.78%
News/Talk	8%	9.51%	10.62%
Gospel	7.8%	5.16%	4.35%
Religious	7.2%	6.57%	6.33%
Rock	7.13%	10.26%	11.38%
Soft Contemporary	6.06%	5.99%	6.01%
Alternative	4.73%	6.99%	8.18%
Classic Rock	4.57%	7.46%	8.67%
All Talk	4.38%	3.75%	3.83%
Adult Standards	3.7%	3.12%	2.89%
Sports	3.7%	3.52%	3.72%



## **Potential Multimedia Content:**

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

MULTIMEDIA: TV	0-7	7-10	10-15	MULTIMEDIA: TV		0-7
	MILES	MILES	MILES			MILES
Fox News Channel	64.47%	63.69%	63.22%	Nick At Nite		25.21%
Soapnet	51.32%	50.81%	50.93%	Hallmark Channel		24.81%
Satellite Dish	51.22%	52.62%	52.48%	TCM (Turner Classic		24.61%
ther Video-On-Demand	42.91%	42.5%	42.65%	Movies)		
ci-Fi Channel	37.52%	36.92%	36.46%	The Golf Channel		23.76%
Subscribe Digital Cable	34.4%	30.55%	29.65%	USA Network		23.22%
Adult Pay Per View TV	34.15%	33.02%	33.22%	Lifetime		22.98%
ISNBC	33.14%	33.74%	33.69%	TV Info From Other		22.15%
V Info From Sunday TV	28.95%	28.75%	28.52%	Video-On-Demand Movies		21.89%
lagazine				TV Info From Monthly Cable		21.75%
V Info From Newspapers	26.88%	26.61%	26.28%	Guide		
lickelodeon	26.86%	28.21%	28.22%	HGTV (and Garden	2	21.07%
comedy Central	26.74%	28.17%	29.26%	Television)		
				ABC Fam.	20.	97%

tire Kings Mountain Badin Gamewell Lowesville Pittsboro Dillsboro Stem Hickory Elk Park Laurel Par Glen Alpine Unionville McAdenville Rural Hall Biltmore Forest Marshviller Intercultural Institute accamaw Bonnetsville Lewiston Woodville Glen Raven Beech Mountain Cocopyright 2017, Intercultural Institute for Contextual Ministry Band Beach Myrtle Grove Murfreesboro Saratoga

Adult Swim

20.44%

24.52%

24.92%

#### **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.



Elizabeth City Lewisville Lake Junaluska Old Fort Brices Creek Raeford Leggett St. Stephens Ocrae and Bear Grass Piney Green Brookford Duck Wilkesboro Forest Oaks Intercultural Institute Black Mountain Walnut Creek Kannapolis Brunswick Huntersville Blow Joi Confextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

## Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	17.81%	18.16%	18.73%
Medium Users (4-6)	8.88%	9.5%	10.01%
Light Users (1-3)	20.57%	20.62%	20.22%
Quintiles (20%)			
Newspaper I (Heavy)	0.61%	1.22%	1.55%
Newspaper II	1.85%	1.83%	1.64%
Newspaper III	2.19%	2.03%	2.11%
Newspaper IV	0.27%	0.52%	0.56%
Newspaper V (Light)	0.44%	0.83%	1%

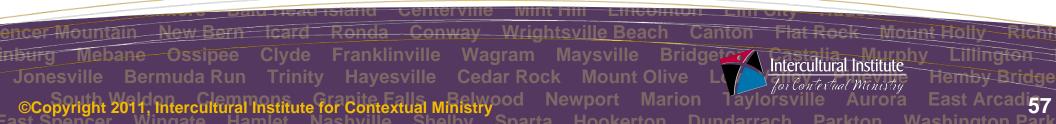
MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)	_		
Magazines I (Heavy)	19.3%	19.55%	19.61%
Magazines II	9.37%	9.21%	9.21%
Magazines III	9.78%	9.82%	9.85%
Magazines IV	12.27%	12.06%	12.05%
Magazines V (Light)	1.44%	0.89%	0.76%
Outdoor I (Heavy)	8.07%	7.28%	7.57%
Outdoor II	4.04%	3.48%	3.48%
Outdoor III	4.53%	4.08%	4.02%
Outdoor IV	17.22%	17.12%	16.69%
Outdoor V (Light)	24.67%	24.93%	24.75%
Yellow Pages I	16.41%	15.89%	15.66%
(Heavy)			
Yellow Pages II	8.47%	7.22%	7.01%
Yellow Pages III	7.66%	6.52%	6.88%
Yellow Pages IV	23.72%	23.76%	23.36%
Yellow Pages V	3.87%	3.7%	3.9%
(Light)			

ing Hope Louisburg Bath Rockfish Whitakers Icard Forest Oaks Ossipee Hockerton Mineral Springs Stonewall Flat Rock Proctorville Zebulon Weaverville Lincolnton Hayers Intercultural Institute Swannanoa West Canton Bethlehem Ruth Lake Waccamaw Pittsboro Jo Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

## Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

DIUM 0-7 7-10 10-15 M	MEDIUM	MEDIUM 0-7
MILES MILES MILES		MILES
dio Drive Time Quntiles TV	Prime Time Quntiles (fifths	Prime Time Quntiles (fifths
hs / 20%) / 20%	<b>b</b> )	a)
ve Time I & II (Heavy) 2.75% 3.04% 3.08% Prime T	īme I & II (Heavy)	Time I & II (Heavy) 4.05%
ve Time III (Medium) 1.03% 0.85% 0.78% Prime Time	III (Medium)	III (Medium) 1.41%
dio IV & V (Light) 2.96% 2.63% 2.75% Prime Time IV &	& V (Light)	& V (Light) 6.91%
dio Media Quntiles (fifths / TV Early/Late Fri	nge Quntiles	nge Quntiles
%) (fifths / 20%)		
dio I & II (Heavy) 9.44% 9.44% 9.34% Fringe I & II (Heavy)	)	39.6%
dio III (Medium) 3.96% 4.37% 4.64% Fringe III (Medium)		53.24%
dio IV & V (Light) 4.55% 3.92% 3.76% Fringe IV (Light)		55.74%
ble TV Quntiles (fifths / TV All Day Quntiles (fift	hs /	hs /
%) 20%)		
ble I & II (Heavy) 13.57% 13.35% 13.31% All Day I & II (Heavy)		14.95%
ble III (Medium) 4.17% 4.28% 4.55% All Day III (Medium)		23.27%
ble IV & V (Light) 37.66% 35.13% 34.58% All Day IV (Light)		17.18%



# Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.99%	11.81%	11.7%
6:00am - 10:00am	16.06%	14.88%	15.26%
10:00am - 3:00pm	10.05%	7.74%	7.87%
3:00pm - 7:00pm	13.08%	13.63%	14.16%
7:00pm - Midnight	11.35%	11.55%	12.41%
Midnight - 6:00am	6.86%	5.89%	6.13%
Weekend Radio			
Listeners			
Dayparts [summary]	13.87%	14.38%	14.82%
6:00am - 10:00am	2.65%	3.07%	3.51%
10:00am-3:00pm	6.18%	5.37%	5.4%
3:00pm - 7:00pm	6.45%	6.59%	6.87%
7:00pm - Midnight	9.33%	9.26%	9.41%
Midnight - 6:00am	11.96%	11.35%	11.73%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.3%	7.21%	7.42%
Saturday:	8.81%	8.84%	8.56%
8:00-11:00pm			
Sunday: 7:00-11:00pm	8%	9.08%	9.37%
9:00am-1:00pm	25.21%	26.16%	25.46%
9:00am-4:00pm	30.32%	31%	29.65%
4:00pm-7:00pm	33.4%	31.26%	30.55%
11:00pm-1:00am	43.31%	42.8%	42.52%
AVG Prime time	4.83%	3.86%	3.62%
Mon-Sun			

Ahoskie Windsor Proctorville Biscoe Dillsboro Northlakes Ellenboro Vann Crossroads Granite Qua Debbins Heights Creswell Brunswick Nashville Saratoga Beech Mountain Intercultural Institute Falcon Kingstown Old Fort Alamance Surf City Lasker Boonville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-7	7-10	10-15		TV VIEWERS	TV VIEWERS 0-7	TV VIEWERS 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	12.62%	15.45%	16.15%		Sat: 7-10am	Sat: 7-10am 16.17%	Sat: 7-10am 16.17% 17.46%
7-9am	20.23%	20.6%	21.37%		Sat: 10am-1pm	Sat: 10am-1pm 8.33%	Sat: 10am-1pm 8.33% 8.1%
9am-12noon	21.29%	21.68%	20.88%		Sat: 1-4pm	Sat: 1-4pm 24.78%	Sat: 1-4pm 24.78% 25.11%
12noon-4pm	9.03%	9.33%	8.77%		Sat: 4-6pm	Sat: 4-6pm 7.78%	Sat: 4-6pm 7.78% 7.27%
4-6pm	52.44%	49.68%	48.85%		Sat: 6-7pm	Sat: 6-7pm 2.07%	Sat: 6-7pm 2.07% 2.05%
6-7pm	18.37%	19.55%	19.06%		Sat: 7-8pm	Sat: 7-8pm 1.06%	Sat: 7-8pm 1.06% 0.9%
7-7:30pm	2.49%	2.16%	1.98%		Sat: 8-11pm	Sat: 8-11pm 8.81%	Sat: 8-11pm 8.81% 8.84%
7:30-8pm	12.75%	11.65%	11.21%		Sat: 11pm-1am	Sat: 11pm-1am 7.03%	Sat: 11pm-1am 7.03% 5.93%
8-11pm	6.3%	7.21%	7.42%		Sat: 1am-7pm	Sat: 1am-7pm 23.22%	Sat: 1am-7pm 23.22% 23.6%
11pm-12am	33.14%	33.74%	33.69%		Sun: 7-10am	Sun: 7-10am 2.69%	Sun: 7-10am 2.69% 2.44%
11pm-1am	43.31%	42.8%	42.52%		Sun: 10am-1pm	Sun: 10am-1pm 5.82%	Sun: 10am-1pm 5.82% 6.58%
1-6am	32.72%	31.8%	31.36%		Sun: 1-4pm	Sun: 1-4pm 4.9%	Sun: 1-4pm 4.9% 5.95%
					Sun: 4-7pm	Sun: 4-7pm 11.53%	Sun: 4-7pm 11.53% 12.64%
					Sun: 7-11pm	Sun: 7-11pm 8%	Sun: 7-11pm 8% 9.08%
					Sun: 11pm-1am	Sun: 11pm-1am 4.5%	Sun: 11pm-1am 4.5% 5%
				_	Sun: 1-7am	Sun: 1-7am 19.99%	Sun: 1-7am 19.99% 20.74%

er City Prospect White Lake Thomasville Cleveland Bath Trent Woods Jamesville Pleasant Garden Me Elk Webster Grover Indian Beach Godwin Saratoga Lake Park Mountan <u>Intercultural Institute</u> Granite Falls Rowland Archdale Walkertown Spruce Pine New Bern Store *Intercultural Institute for Contextual Ministry* <sup>e</sup>Copyright 2011, Intercultural Institute for Contextual Ministry <sup>e</sup>Copyright 2011, Intercultural Institute for Contextual Ministry <sup>e</sup>Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

Parkton

**Chocowinitv** 

Intercultural Institute for

risburg

Mount Holly

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.
- Look through the cultural bridges listed on pages 37-41. Has anyone on the missional team been 2. 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.
- Review the cultural themes listed on page 46. Choose two or three of the major themes that are prevalent 4. 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.

Glen Raven

Froy Stokesdale

Barke

60

Oaden

# 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

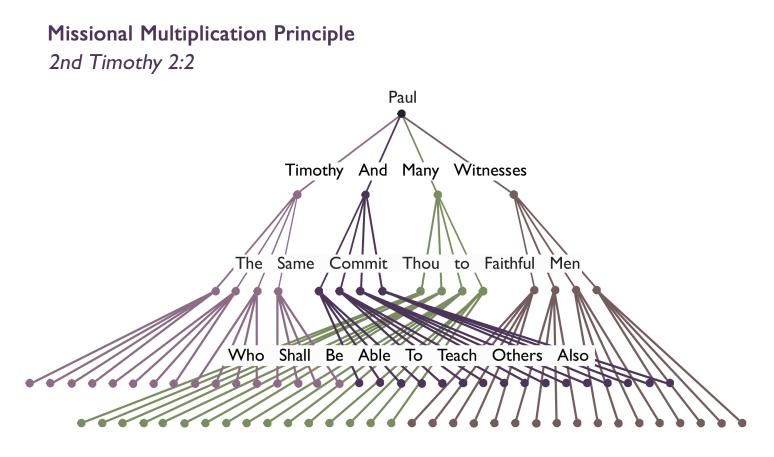
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Hudson Woodfin Bethel Macclesfield Crossnore Pembroke South Weldon Mint Hill Hobgood Elk Par Generic Glen Alpine Asheboro Bostic Cove City Mars Hill Raynham Fried Dittsboro Castalia Pink Hill lisenheimer Calabash Forest Hills Peachland Cooleemee Pinehurst Bergen Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Biblical Missional Multiplication**

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

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



Apahaw Falkland Scotland Neck Alamance Winterville Severn Surf City Maysville Lake Junaluska Piner Lak Island Holly Ridge Ogden Kenansville St. Helena River Road Hot Spring Intercultural Institute Angier Pink Hill Wilson Stokesdale Sneads Ferry Long View Keener Contextual Ministry Colerain Gibson East Be 62 Colerain Gibson East Be 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



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## Notes and Sources

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



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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Baynes	1760 Baynes Rd Burlington, NC 27217	4.33 mi	148	Plateauing
2	Oak Grove - Mebane	5217 Oak Grove Church Rd Mebane, NC 27302	4.75 mi	120	Declining
3	Crosslink Community - Mebane	1030 Mebane Oaks Rd Mebane, NC 27302	4.75 mi	183	Insufficient Data
4	Mount Adar - Mebane	7503 N NC Highway 49 Mebane, NC 27302	4.75 mi	65	Insufficient Data
5	Edgewood - Mebane	476 Edgewood Church Rd Mebane, NC 27302	7.46 mi	90	Plateauing
6	Lea Bethel	1820 Ridgeville Rd Prospect Hill, NC 27314	7.86 mi	146	Plateauing
7	Kerrs Chapel - Elon	2980 Kerrs Chapel Rd Elon, NC 27244	7.96 mi	121	Declining
8	Mebane First - Mebane	301 S Third St Mebane, NC 27302	8.25 mi	369	Plateauing
9	Old Lea Bethel	6035 Ridgeville Rd Leasburg, NC 27291	8.85 mi	89	Growing
10	City Lake - Burlington	1849 Carolina Rd Burlington, NC 27217	8.92 mi	60	Declining
11	Glencoe - Burlington	2556 Glencoe St Burlington, NC 27217	9.09 mi	109	Plateauing
12	Haw River First - Haw River	508 E Main St Haw River, NC 27258	9.25 mi	0	Insufficient Data
13	Staley Memorial - Burlington	1446 N Graham Hopedale Rd Burlington, NC 27217	9.28 mi	0	Insufficient Data
14	Eastlawn - Burlington	432 N Sellars Mill Rd Burlington, NC 27217	9.77 mi	73	Insufficient Data
15	Northside - Burlington	513 Homewood Ave Burlington, NC 27217	10.21 mi	0	Plateauing

ese Misenheimer Prospect Castle Hayne Hudson Askewville Roxboro Pollocksville Plain View Blowing an Taylorsville Murphy Polkton Half Moon Westport Swansboro Wilner Intercultural Institute nton High Point Silver Lake Mills River Bakersville Lowesville Lumbert For Confectual Ministry id Copyright 2011, Intercultural Institute for Contextual Ministry Fast Flat Rock Sandy Creek Rockfish Powellsville

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
10			DISTANCE		
16	Glen Hope - Burlington	911 North Ave Burlington, NC 27217	11.07 mi	407	Declining
17	The Good Samaritan	128 E Holt St Burlington, NC 27217	11.26 mi	0	Insufficient Data
18	New Life at Hocutt	302 N. Logan St. Burlington, NC 27217	11.38 mi	35	Declining
19	North Graham - Graham	721 Washington St Graham, NC 27253	11.45 mi	40	Insufficient Data
20	The Church at Burlington - Burlington	152 North Main St Burlington, NC 27217	11.46 mi	0	Insufficient Data
21	Hispanic Mission	224 N Main St Graham, NC 27253	11.57 mi	0	Insufficient Data
22	Graham First - Graham	224 N Main St Graham, NC 27253	11.57 mi	123	Declining
23	Burlington First - Burlington	400 S Broad St Burlington, NC 27215	11.70 mi	283	Plateauing
24	Yanceyville First	378 Church St W Yanceyville, NC 27379	11.71 mi	68	Plateauing
25	Covenant Reformed Baptist Church	228 County Park Rd Yanceyville, NC 27379	11.71 mi	0	Insufficient Data
26	Pine Ridge Church	323 W Harden St Graham, NC 27253	11.75 mi	205	Insufficient Data
27	Ossipee - Elon	2470 Old NC Highway 87 N Elon, NC 27244	11.77 mi	57	Plateauing
28	Westside Fellowship - Elon	2548 NC Highway 100 Elon, NC 27244	11.77 mi	0	Insufficient Data
29	New Birth - Burlington	424 S Flanner St Burlington, NC 27215	11.80 mi	0	Insufficient Data
30	Clement	8480 Burlington Rd Hurdle Mills, NC 27541	11.89 mi	174	Growing

Trinity Royal Pines Ruth Garner Varnamtown Holly Springs Rutherford College Badin Cajah's Mountain The Holgood Hudson Andrews Chimney Rock Village Piney Green Intercultural Institute t Airy Stem Whiteville Autryville Sneads Ferry Conway East Flat Rock Jor Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Calvary - Burlington	230 Williamson St	11.93 mi		Insufficient Data
		Burlington, NC 27215		-	Insuncient Data
32	Altamahaw - Elon	3445 Altamahaw Church St Elon, NC 27244	11.94 mi	336	Declining
33	Kinnett Memorial - Burlington	1106 E Morehead St Burlington, NC 27215	11.96 mi	203	Plateauing
34	Vietnamese - Graham	1568 Ĕ Harden St Graham, NC 27253	12.01 mi	0	Insufficient Data
35	Riverside - Graham	1568 E Harden St Graham, NC 27253	12.01 mi	201	Growing
36	Brookwood - Burlington	1606 W Davis St Burlington, NC 27215	12.27 mi	195	Insufficient Data
37	Antioch Community	1600 Powerline Rd Elon, NC 27244	12.58 mi	0	Insufficient Data
38	Integrity Community - Burlington	2420 H Corporation Pkwy Burlington, NC 27215	13.01 mi	400	Insufficient Data
39	Fairview - Hillsborough	600 Cornelius St Hillsborough, NC 27278	13.04 mi	169	Plateauing
40	Nall Memorial - Graham	1340 Hanford Rd Graham, NC 27253	13.16 mi	0	Insufficient Data
41	Swepsonville - Swepsonville	107 E Main St Swepsonville, NC 27359	13.16 mi	85	Plateauing
42	Grove Park - Burlington	108 Trail One Burlington, NC 27215	13.23 mi	330	Declining
43	Fellowship - Bur	2744 Maple Ave Burlington, NC 27215	13.39 mi	134	Declining
44	West Hill - Hillsborough	209 Jones Ave Hillsborough, NC 27278	13.59 mi	0	Insufficient Data
45	Elon First - Elon	621 E Haggard Ave Elon, NC 27244	13.83 mi	139	Plateauing

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#### CONTACT US:

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Email:	cwatke@iicm.net
Office:	803-279-5828
Web:	www.iicm.net
	www.apept.org
	www.missionalcoach.org
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