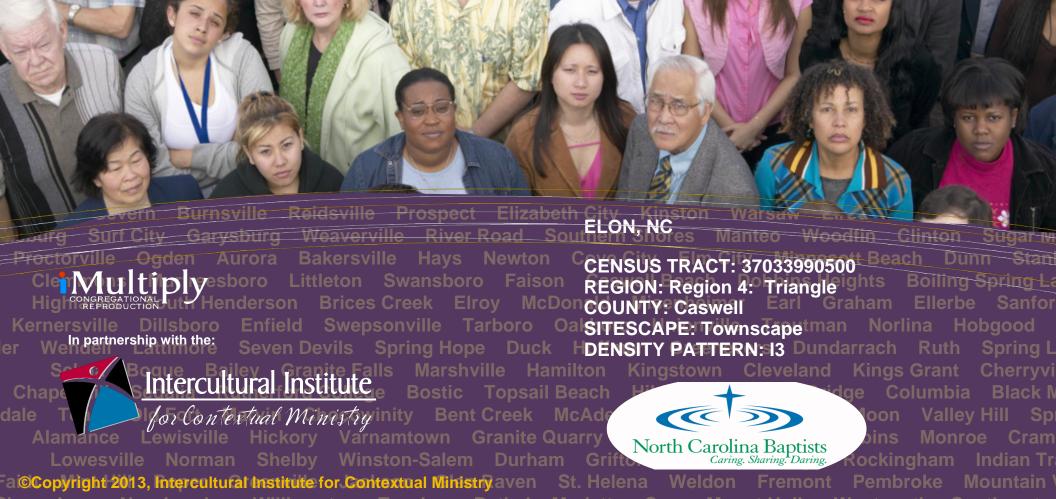
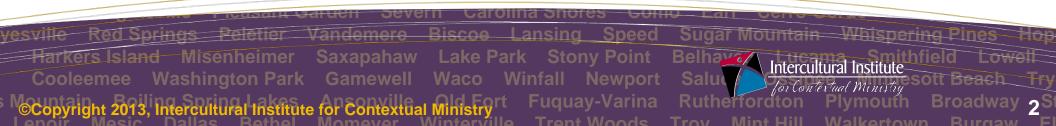
# MissionSite top unreached locations



### MissionSite (TM) Table of Contents

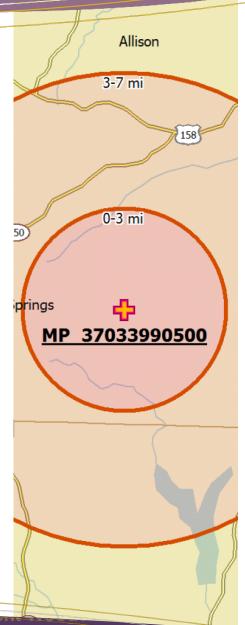
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#### Site Location Summary

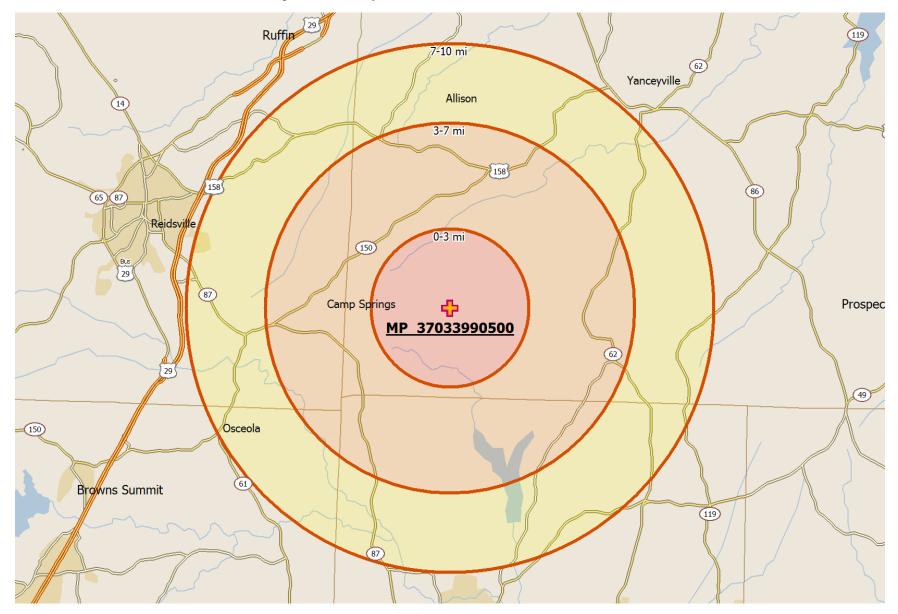
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	3704	Region 4: Triangle
3	County Location	37033	Caswell
4	Zipcode	27244	Caswell
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.13	Small towns adjacent to a small town
8	Sitescape Density Pattern	13	10000-10000-50000



apel Hill Blowing Rock Hudson Sugar Mountain McAdenville Flat Rock Midway Carolina Beach High Point Wurraysville Saluda Lasker Clayton Richfield Elizabethtown White Intercultural Institute Granite Quarry Belmont Hertford Troutman Hot Springs Gaston Mesic Spiveys Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Belmont Hertford Troutman Hot Springs Gaston Mesic Spiveys Confectual Ministry Belmont Hertford Troutman Hot Springs Gaston Mesic Spiveys Confectual Ministry Belmont Hertford Troutman Hot Springs Gaston Mesic Spiveys Confectual Ministry Belmont Hertford Troutman Hot Springs Gaston Mesic Spiveys Confectual Ministry Belmont Hertford Troutman Hot Springs Gaston Mesic Spiveys Confectual Ministry Belmont Hertford Confectual Ministry Belmont Hertford Troutman Hot Springs Gaston Mesic Spiveys Confectual Ministry Belmont Hertford Confectual Ministry Belmont Hertford Confectual Confectual Ministry Belmont Hertford Troutman Hot Springs Gaston Hertford Confectual Ministry Belmont Hertford Confectual Ministry

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



Sedalia Fairplains Pantego Trenton Ashley Heights Surf City Walkertown Valdese Parkton Woodfin apel Hill Matthews Washington Watha Lake Santeetlah Newton Grove Level Intercultural Institute Dobson Midway Sims Hendersonville Mineral Springs Laurinburg Ave Contextual Ministry accopyright 2013, Intercultural Institute for Contextual Ministry Beech Mountain Peachland Archdale Cleveland Northave

### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CO DE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	7	Noncore adjacent to a small metro area and does not contain a town of at least 2,500 residents
3	Rural / Urban Continuum	8	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric Locale Codes	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	94	Metropolitan high commuting: Secondary flow 30% to 50% to a larger Urban Area
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	64	Percent commuting from non metro to metro areas

HIL Brunswick Woodfin Carthage Atlantic Beach Midway Yanceyville Wilmington Varnamtown Polkville Larietta Castle Hayne Franklinton Brevard Momeyer Burgaw Topsail Beach Intercultural Institute Sneads Ferry Cornelius Columbia Mount Olive Ansonville Wentworth Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	2,777	8,380	17,550
2010 Households	1,071	3,232	6,789
2010 Group Quarters Population	21	95	184

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	12	11	23
Language Diversity National Index	11	20	20
Foreign Born Diversity National Index	14	13	6
Ancestry Diversity National Index	15	20	24
Racial Diversity National Index	59	53	56

white Lake Stony Point Dayshole

Oakboro Bowmore Faylorsville Huntersville Calypso Bladenboro Brunswick Rexebel Ceats Boiling Varnamtown River Bend Kelford Lowesville Lewiston Woodville Contextual Institute odfin Robersonville Mocksville Troy Drexel Forest Oaks Glen Raven il Copyright 2013, Intercultural Institute for Contextual Ministry Geopyright 2013, Intercultural Institute for Contextual Ministry

## Site Location Summary - County Environment

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

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

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

t Rockingham Bonnetsville Bolivia Askewville Pittsboro Plymouth Ahoskie Waxhaw Eastover Kelford Corner Thomasville Biscoe Greenevers Fountain Spruce Pine Cove Correction Intercultural Institute Wendell Rutherford College St. Stephens Aulander Matthews Faiso For Contextual Ministry Ocopyright 2013, Intercultural Institute for Contextual Ministry

## Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	23	2.15%
Mainstay Communities	Established, Diverse Households	394	36.79%
Working Communities	Blue-collar, Working Families	74	6.91%
Country Communities	Rural, Agri. & Mining Families	422	39.4%
Aspiring Communities	Young Singles / Aspiring-Multihousing	152	14.19%
Urban Communities	High Density, Inner-city Neighborhoods	6	0.56%

son Tarboro Mount Gilead Askewville Pine Level Oak Island Balfour Mayodan Dundarrach Aurora Fa Proctorville Brevard Taylorsville Rich Square Chimney Rock Village Ind Bolton Lattimore Foxia Moon Mountain View Goldston Magnolia Ranlo Calabash Dillsboro Store (artestual Ministry Henderson E Copyright 2013, Intercultural Institute for Contextual Ministry anceyville Troy Ocracoke Randleman Emerald Isle 84

## 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.

andleman Ramseur South Henderson Hickory Barker Ten Mile Hightsville Mount-Airy Ogden Jackson Hickory Beauty Souther Marchae Vass White Lake Pollocksville White Plains Danbury For Contextual Ministry I Stanley Kn Copyright 2013, Intercultural Institute for Contextual Ministry Clipton Northlakes Como Newland Chimney Rock Vill

## 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?

Jackson West Jefferson Archdale Mount Pleasant Kelly La Grange Maysville Plymouth Southport Van Valley Hill Ivanhoe Garysburg South Weldon Davidson Tarboro <u>Intercultural Institute</u> McDonald Grover Raleigh Stony Point Cameron Elk Park Mills River for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Chadbourn Carv. Bridgeton Godwin Ranko Aranaboo

# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	5,478	645	11.78%
Unreached %	65.78%	60.27%	91.62
Religious But NOT Evangelical HH	1,651	124	7.54%
Religious But NOT Evangelical %	19.82%	11.61%	58.59
Spiritual But NOT Relig or Evang HH	650	107	16.52%
Spiritual But NOT Relig or Evang %	7.8%	10.02%	128.49
Not Evangelical, Not Interested HH	3,213	414	12.88%
Not Evangelical, Not Interested %	38.58%	38.63%	100.13



Burnsville Zebulon Holly Springs Bolivia Aberdeen Shannon Weddington Erwin Mars Hill Woodlawn storo Castle Hayne Cameron Stony Point Rocky Mount Andrews Duck Intercultural Institute port Cornelius West Jefferson Vass Rockwell Bostic Plain View Lum for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Burnsville Webster Autroville Bunn Bolton Denton Long

## **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	13	0	0%
Active BCNC Attenders	1,143	0	0%
Active Evangelical Households	983	147	14.93%
Active Evangelical Percent	11.80%	13.70%	116.11
Inactive Evangelical Households	1,867	279	14.93%
Inactive Evangelical Percent	22.42%	26.03%	116.11
# 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	Trinity - Reidsville	4.42 mi	119	Plateauing	16	Covenant Reformed Baptist Church	10.83 mi	0	Insufficient Data
2	Kerrs Chapel - Elon	4.73 mi	121	Declining	17	Beulah	10.88 mi	89	Plateauing
3	Ossipee - Elon	6.10 mi	57	Plateauing	18	Penn Memorial - Reidsville	11.09 mi	102	Declining
4	Westside Fellowship - Elon	6.10 mi	0	Insufficient Data	19	Revolution	11.19 mi	0	Insufficient Data
5	Altamahaw - Elon	6.96 mi	336	Declining	20	Baptist Temple - Reidsville	11.40 mi	247	Declining
6	Burton Memorial - Reidsville	7.83 mi	104	Growing	21	Ruffin Stacey - Ruffin	11.65 mi	222	Plateauing
7	East Side - Reidsville	8.99 mi	126	Plateauing	22	Antioch Community	11.74 mi	0	Insufficient Data
8	New Pleasant Grove - Reidsville	9.57 mi	28	Declining	23	City Lake - Burlington	11.86 mi	60	Declining
9	Calvary - Reidsville	9.57 mi	157	Plateauing	24	Gospel Road - Gibsonville	12.33 mi	0	Insufficient Data
10	Thompsonville - Reidsville	9.57 mi	156	Declining	25	Elon First - Elon	12.41 mi	139	Plateauing
11	Baynes	10.03 mi	148	Plateauing	26	Gibsonville First - Gibsonville	12.41 mi	149	Plateauing
12	Glencoe - Burlington	10.50 mi	109	Plateauing	27	Staley Memorial - Burlington	12.62 mi	0	Insufficient Data
13	Reidsville First - Reidsville	10.67 mi	197	Plateauing	28	Brookwood - Burlington	12.65 mi	195	Insufficient Data
14	Oak Grove - Reidsville	10.74 mi	51	Declining	29	Fairview - Reidsville	12.73 mi	132	Growing
15	Yanceyville First	10.83 mi	68	Plateauing	30	New Life at Hocutt	12.80 mi	35	Declining

Hoffman Fountain White Plains Racford Hope Mills Teachey Sparta New London Avery Creek Self Hickory Falcon Sylva King Lilesville Mount Gilead Fairplains Ocean Intercultural Institute s Stanfield New Bern West Jefferson Wanchese Bunn Waynesville Loss Sharpsburg Severn Columbus W13 Copyright 2013, Intercultural Institute for Contextual Ministry

## Using the Spirituality Indicators

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

#### Issues for Your Consideration

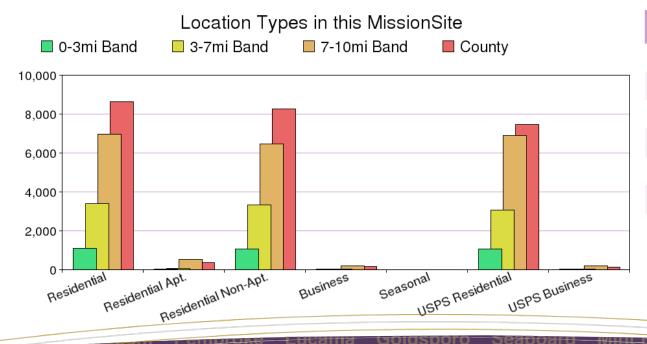
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	20,692	2,016	9.74%
2000 Population	23,501	2,648	11.27%
2010 Population	22,890	2,777	12.13%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	7,468	744	9.96%
2000 Households	8,670	1,014	11.7%
2010 Households	8,328	1,071	12.86%

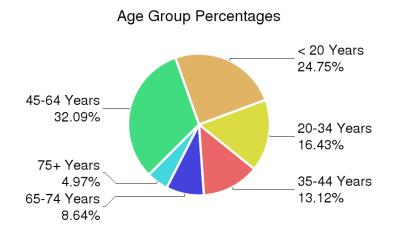


Location Type	0-3mi Band
Residential	1,099
Residential Apt.	17
Residential Non-Apt.	1,082
Business	25
Seasonal	0
USPS Residential	1,069
USPS Business	22

Washington Beech Mountain Pumpkin Center Troutman Taylorsville Macon Leard Godwin McLeans ces Creek White Lake Ruth Jackson Pine Level Mar-Mac Millers Creek Intercultural Institute pine McDonald Walnut Creek Red Cross Hookerton Boiling Spring Lakes for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Holly Manteo Forfice Raynbam Arapaboe Newton Holly

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

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

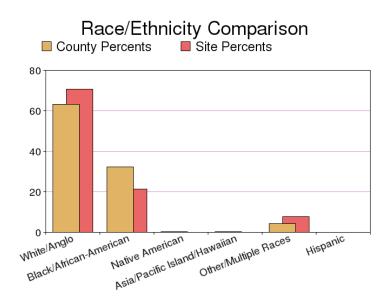


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	3.96%	4.43%	111.87
4-5 Years	2.17%	2.09%	96.31
6-8 Years	3.35%	4%	119.4
9-11 Years	3.47%	4.07%	117.29
12-13 Years	2.37%	3.2%	135.02
14-17 Years	4.93%	4.61%	93.51
18-19 Years	2.56%	2.34%	91.41
0-5 Years	6.13%	6.52%	106.36
6-12 Years	8%	9.69%	121.13
13-19 Years	8.68%	8.53%	98.27
< 20 Years	22.81%	24.74%	108.46
20-34 Years	16.57%	16.42%	99.09
35-44 Years	12.69%	13.11%	103.31
45-64 Years	30.76%	32.08%	104.29
65-74 Years	9.7%	8.64%	89.07
75+ Years	7.47%	4.97%	66.53
Median Age	43	42	96.89
Median Age (Male)	41	41	99.13
Median Age (Female)	46	44	95.51

ames Bunn Hebgood Southern Pines Lattimore Eastover Pleasant Garden Wallburg Belwood Edenton Screek Pinehurst Scotland Neck Red Springs Green Level Fayetteville Intercultural Institute ax McLeansville Hudson Roseboro Tar Heel Cary Bailey Zebulon Br Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	63.14%	70.8%	112.13
Black, African-American	32.14%	21.39%	66.56
Native American	0.23%	0.11%	47.55
Asian	0.21%	0%	0
Pacific Island, Hawaiian	0.05%	0%	0
Other/Multiple Races	4.24%	7.71%	181.66
Hispanic	0%	6.95%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	16,337	1,943	
Less than 9th Grade	6.05%	6.33%	95.63
No High School Diploma	14.81%	15.54%	95.26
High School Graduate	41.7%	46.42%	89.83
Some College, no degree	19.79%	17.45%	113.42
Associate Degree	8.14%	7.41%	109.85
College Degree	6.08%	4.53%	134.34

3.42%

2.32%

147.74

Andemere Canten Debson Dover Wrightsville Beach Moravian Falls Farmville Robbinsville White Plains Weresville Hope Mills Yanceyville Kings Mountain Watha Varnamtown Intercultural Institute Murraysville Pumpkin Center Kirkland Brunswick Silver City Hamilton for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Graduate/Prof. degree

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	9.98%	8.4%	94.83
\$10,000 to \$19,999	13.93%	13.26%	95.19
\$20,000 to \$29,999	16.43%	11.02%	67.07
\$30,000 to \$49,999	20.53%	25.02%	121.87
\$50,000 to \$59,999	8.92%	10.55%	118.26
\$60,000 to \$69,999	10.17%	6.44%	63.35
\$70,000 to \$79,999	6.28%	7.1%	113
\$80,000 to \$89,999	3.88%	5.88%	151.67
\$90,000 to \$99,999	2.23%	3.08%	137.96
\$100,000 to \$124,999	4.07%	7.28%	178.91
\$125,000 to \$149,999	1.39%	0.93%	67.03
\$150,000 to \$199,999	0.13%	0.47%	353.45
\$200,000 to \$249,999	0.01%	0.19%	1555.18
\$250,000 or more	2.04%	0.37%	18.3
Median Household	39,151	42,760	109.22
Average Household	45,691	42,592	93.22
Per Capita Household	17,689	16,427	92.87
Family/Non-Family Household			
Income			
Median Family Income	46,956	47,916	102.04
Average Family Income	51,306	44,357	86.46
Median Non-Family Income	22,111	26,145	118.24
Average Non-Family Income	33,356	33,520	100.49

okerten Youngsville West Canton Aurora Elm City North Topsail Beach Lake Park Thomasville Oak Islam Value Whitakers JAARS Kill Devil Hills Winston-Salem Enfield Barker Ten Marrisville St. Helena Selm Saluda Roxobel Lake Santeetlah Bessemer City Marvin Hayesville (onfertual Ministry Mathematical Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Catawba Andrews Kenansville Lake Waccamaw Swen

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	68.72%	72.18%	105.03
Families with Children	30.63%	32.96%	107.6
Families without Children	38.09%	39.22%	102.96
Non-Family Households			
% Non-Family Households	31.28%	27.82%	88.95
Non-Families with Children	0.18	0.09	51.84
Non-Families without Children	31.1	27.73	89.17
Housing Units			Index
Total Housing Units	10,333	1,279	
Vacant percent	19.4%	16.26%	83.81
Owned percent	64.17%	70.76%	110.26%
Rented Percent	16.42%	12.98%	79.03
Households by Size			Index
Avg household size	2.57	2.57	100
Avg family hh size	3.19	3.09	96.87
Avg non-family hh size	1.20	1.22	101.67
Households By Count of Persons			Percent
One	2,074	223	10.75%
Тwo	2,688	372	13.84%
Three or Four	2,806	392	13.97%
Five+	760	85	11.18%

Fair Bluff Windsor Stovall Yadkinville Bonnetsville Black Creek White Statute Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Marcine Contextual Ministry Contextual Minis

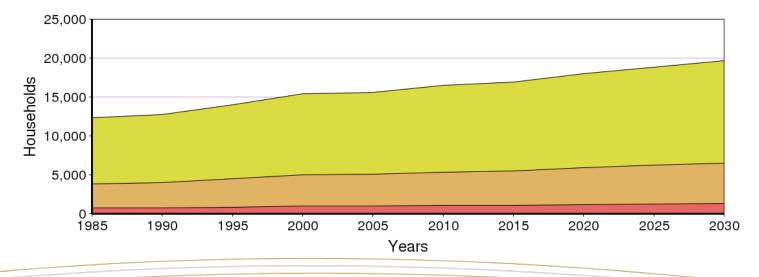
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	20,692	2,016	9.74%
2000 Population	23,501	2,648	11.27%
2010 Population	22,890	2,777	12.13%
2015 Population	22,331	2,755	12.34%

Household Change from 1985 to 2030

📕 0-3mi Ring 👘 🔲 0-7mi Ring

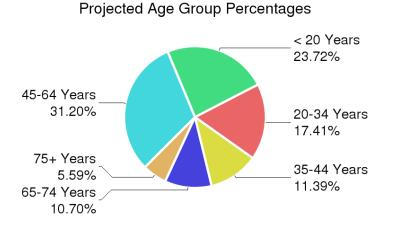
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ethtewn Oriental Half Moon Statesville Leggett Varnamtown Canton Beaufort Stony Point Lewisville Carthage White Lake Rose Hill Gorman Staley Glen Raven Hayesviller Claster Vanceboro Monroe aw River East Bend Millers Creek Archdale McAdenville Greenevers W for Contextual Ministry Contextual Ministry Greensboro K Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry

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

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

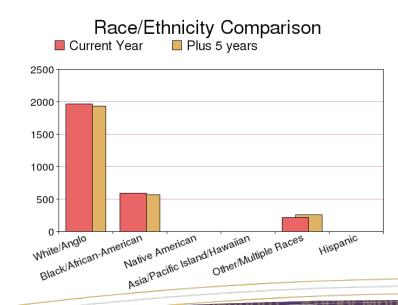


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.43%	4.97%	112.19
4-5 Years	2.09%	2%	95.69
6-8 Years	4%	3.56%	89
9-11 Years	4.07%	3.59%	88.21
12-13 Years	3.2%	2.87%	89.69
14-17 Years	4.61%	4.46%	96.75
18-19 Years	2.34%	2.29%	97.86
0-5 Years	6.52%	6.97%	106.9
6-12 Years	9.69%	8.57%	88.44
13-19 Years	8.53%	8.2%	96.13
< 20 Years	24.74%	23.74%	95.96
20-34 Years	16.42%	17.42%	106.09
35-44 Years	13.11%	11.4%	86.96
45-64 Years	32.08%	31.22%	97.32
65-74 Years	8.64%	10.71%	123.96
75+ Years	4.97%	5.59%	112.47
Median Age	43	44	101.91
Median Age (Male)	41	43	104.32
Median Age (Female)	46	45	98.69

er Autryville Ivanhoe Davidson Speed Mebane McLeansville Zebulon Carolina Shores North Topsail Be Inden Cricket Elroy Stoneville Eureka Bakersville Hays Boiling Sprince Shannon Cramerton Re Raynham Glen Alpine Robbins Mount Olive Wagram Four Oaks V for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Bowmore Spruce Pine Beulaville St. Helena Beech Mou

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	70.8%	70.09%	99
Black, African-American	21.39%	20.47%	95.71
Native American	0.11%	0.11%	100.8
Asian	0%	0%	0
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	7.71%	9.33%	121.05
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,943	1,940	
Less than 9th Grade	6.33%	5%	78.98
No High School Diploma	15.54%	13.4%	86.23
High School Graduate	46.42%	48.14%	103.71
Some College, no degree	17.45%	18.3%	104.88
Associate Degree	7.41%	7.78%	105.02
College Degree	4.53%	4.54%	100.15
Graduate/Prof. degree	2.32%	2.84%	122.41

rst Biscoe Red Cross Bath Fairplains Half Moon Pikeville Spencer Mountain White Lake Mesic Caswe Altamahaw Wadesboro Star Vander Rose Hill Albemarle Manteo Intercultural Institute Lewiston Woods wille Raeford Rolesville Mount Holly Dundarrach Statesville Holly Sprin Intercultural Ministry Contextual Ministry Rock Smithfie Copyright 2013, Intercultural Institute for Contextual Ministry Valley Hill Clipton Tobaccoville Kings Grant Tripity For

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	8.4%	7.14%	85
\$10,000 to \$19,999	13.26%	12.82%	96.7
\$20,000 to \$29,999	11.02%	11.72%	106.39
\$30,000 to \$49,999	25.02%	23.9%	95.52
\$50,000 to \$59,999	10.55%	9.89%	93.74
\$60,000 to \$69,999	6.44%	7.33%	113.71
\$70,000 to \$79,999	7.1%	7.05%	98.08
\$80,000 to \$89,999	5.88%	5.86%	98.08
\$90,000 to \$99,999	3.08%	3.02%	98.08
\$100,000 to \$249,999	7.28%	8.88%	121.97
\$125,000 to \$149,999	0.93%	1.28%	137.31
\$150,000 to \$199,999	0.47%	0.46%	98.08
\$200,000 to \$249,999	0.19%	0.18%	98.08
\$250,000 or more	0.37%	0.18%	49.04
Median Household	42,760	44,369	103.76
Average Household	42,592	42,912	100.75
Per Capita Household	16,427	17,009	103.54
Family/Non-Family Household			
Income			
Median Family Income	47,916	50,750	105.91
Average Family Income	44,357	44,527	100.38
Median Non-Family Income	26,145	32,294	123.52
Average Non-Family Income	33,520	34,403	102.63

Lake Waccamaw Pleasant Hill Jacksonville Danbury Marion Louisburg Polkville Turkey Old Fort Ma Clarkton Cove City Seagrove Arapahoe McLeansville Fair Bluff Eureka Androws Waco Gaston New Bowmore Elizabeth City River Road Four Oaks Harkers Island Davidson Intercultural Institute for Contextual Ministry ocopyright 2013, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	72.18%	70.15%	97.19
Families with Children	32.96	31.68	96.13
Families without Children	39.22	37.82	96.44
Non-Family Households			
% Non-Family Households	27.82%	29.85%	107.29
Non-Families with Children	0.09	0.09	107.29
Non-Families without	27.73	29.76	107.32
Children			
Housing Units			
Total Housing Units	1,279	1,317	102.97%
Vacant percent	16.26%	17.08%	105.05
Owned percent	70.76%	70.01%	98.94
Rented Percent	12.98%	12.91%	99.45
Households by Size			
Avg household size	2.57	2.50	97.28%
Avg family hh size	3.09	3.08	99.68%
Avg non-family hh size	1.22	1.14	93.44%
Households By Count of			
Persons			
One	223	238	106.73%
Two	372	390	104.84%
Three or Four	392	386	98.47%
Five+	85	78	91.76%

Winfall Wilson's Mills Shelby Walstonburg Ashley Heights Lawndale Fayetteville Mount Olive Hert Aberdeen Patterson Springs Lilesville Spindale Banner Elk Boonville Intercultural Institute Swannanoa Swansboro Woodfin Waynesville Bermuda Run Vandemere Geopyright 2013, Intercultural Institute for Contextual Ministry Northlakes Dallas Ronda Asheville Pinebluff S

# **Ethnographic Summary**

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

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	3-7
	MILES	MILES	MILES		MILES	MILES
Foreign Born Pop	0	252	267	Eastern Africa	0	0
Northern Europe	0	0	5	Middle Africa	0	0
Western Europe	0	15	4	Northern Africa	0	0
Southern Europe	0	0	0	Southern Africa	0	0
Eastern Europe	0	4	1	Western Africa	0	0
Other Europe	0	0	0	Other Africa	0	0
Eastern Asia	0	0	4	Oceania	0	0
So. Central Asia	0	7	5	Caribbean	0	31
SE Asia	0	0	13	Central Amer.	0	187
Western Asia	0	0	0	South America	0	0
Other Asia	0	0	0	North America	0	8
				Born at sea	0	0



# Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	0	8,645	14,124	Other Indo-Euro	0	0	0
Spanish	0	321	400	Asian/PI languages	0	0	0
Other Indo-Euro	0	82	25	Chinese	0	0	0
language	U U	02	20	Japanese	0	0	0
French (incl. Patois,	0	39	17	Korean	0	0	21
Cajun)	-			Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian	-	-	-
Italian	0	0	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	0	33	8	Laotian	0	0	3
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	0	3
Language				Other Pacific Is	0	0	7
Greek	0	0	0	Other languages	0	0	30
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	16
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	14
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	10	0				

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Tass Castonia <u>Sea Breeze</u> Littington Southern Pines Rosman Patterson Springs Fearington Archdale F Weddington Carthage Pumpkin Center Badin Catawba Hookerton Intercultural Institute Ikland Rutherford College Wingate Bolton Conway Belhaven Lewiston for Contextual Ministry For Contextual Ministry Balhaven Lewiston Howay Banner Elk Raemon 26

# **Ancestry Summary**

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	0	6,467	10,598	Irish	Irish 0	Irish 0 269
Arab	0	0	11	Italian	Italian 0	Italian 0 54
Armenian	0	13	12	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	2	12	Norwegian	Norwegian 0	Norwegian 0 11
British	0	15	40	Polish	Polish 0	Polish 0 14
Canadian	0	2	9	Portuguese	Portuguese 0	Portuguese 0 5
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 5
Czech	0	0	7	Russian	Russian 0	Russian 0 0
Czechoslovak	0	6	6	Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	0	0	8	Scotch-Irish	Scotch-Irish 0	Scotch-Irish 0 239
Dutch	0	25	69	Scottish	Scottish 0	Scottish 0 125
English	0	526	979	Slovak	Slovak 0	Slovak 0 0
European	0	132	225	Subsaharan African	Subsaharan African 0	Subsaharan African 0 104
Finnish	0	0	2	Swedish	Swedish 0	Swedish 0 0
French (not Basque)	0	36	96	Swiss	Swiss 0	Swiss 0 0
French Canadian	0	12	12	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	0	367	636	US/American	US/American 0	US/American 0 1,775
Greek	0	6	14	Welsh	Welsh 0	Welsh 0 4
Hungarian	0	4	0	West Indian	West Indian 0	West Indian 0 3
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 0	Other 0 2,711

**Green Level** Wilmingtop Intercultural Institute Davidson Fuquay-Varina or Contextua Ministry Institute for Contextual Ministry Grant Dillsbo 27 2013 Intercultural Norma

## 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?

Plymouth Chocowinity Kelford Troutman Shannon Murraysville Boone Maxton Rowland Halifax rell Nashville Columbia Hookerton Woodland Gibsonville Glen Alpine Intercultural Institute ville East Arcadia East Laurinburg Polkville Belmont Bakersville Rocky for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Confectual Ministry Confectual Contextual Contextual Ministry Confectual Contextual Contextual Ministry Confectual Contextual Contextual Contextual Ministry Confectual Contextual Contextual Ministry Confectual Contextual Contextual Ministry Confectual Contextual C

# Using the Demographic Indicators

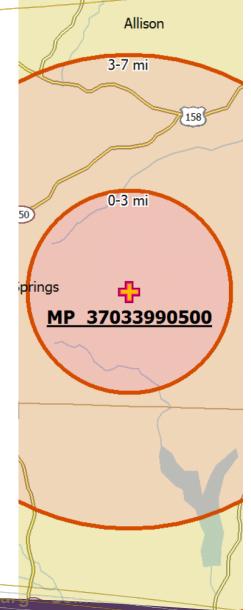
#### Issues for Your Consideration - continued

- 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?



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.



Cramerton Lucana Swannanoa Jamesville Bunn Raeford Keener Morrisville Goldsboro Fuquay-Varia Buner Biscoe Laurinburg Hemby Bridge Warrenton Elrod Boone Service Intercultural Institute Cedar Rock Harrellsville Bessemer City Skippers Corner Fallston McDor for Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,071	100%	647	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	23	2.15%	16	2.47%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	22	2.05%	15	2.32%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	1	0.09%	1	0.15%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	359	33.52%	229	35.39%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	8	0.75%	5	0.77%
Urban Optimists	0	0%	0	0%
Family Convenience	351	32.77%	224	34.62%
Mid-Market Enterprise	0	0%	0	0%

burg McAdenville Stokesdale Trinity Scotland Neck Edenton Andrews Silver Lake Castle Havne Sea B Speed Lowesville Stanley Fairview Highlands Misenheimer Frankling Intercultural Institute anhoe Kannapolis Kill Devil Hills Waynesville Mountain View Halifax Scotled Hill G Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,071	100%	647	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	35	3.27%	23	3.55%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	35	3.27%	23	3.55%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	74	6.91%	51	7.88%
Steadfast Conservative	74	6.91%	51	7.88%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Stanfield Rolesville Garland Southern Shores Angier Bethel Cleveland Aurora Ayden Icard Cape Haysville Robersonville Biltmore Forest East Spencer Stonewall Elizabet Intercultural Institute Statesville Statesvil

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,071	100%	647	100%
REMOTE AMERICA	137	12.79%	80	12.36%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	137	12.79%	80	12.36%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	152	14.19%	113	17.47%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	152	14.19%	113	17.47%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	285	26.61%	131	20.25%
Industrious Country Living	50	4.67%	34	5.26%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	235	21.94%	97	14.99%

Atkinson Stevall Pelkville Polkton Faith Midway Surf City Cove City Hot Springs Rocky Mount Sev Pleasant Hill Whitsett Spencer South Rosemary Mountain View Red Turkey Troy Elk Park Sai St. Helena Apex Vann Crossroads Weaverville St. Stephens Red Cross for Confectual Ministry London Willia Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,071	100%	647	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	6	0.56%	4	0.62%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	6	0.56%	4	0.62%
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%

Beardman Maysville Locust Atlantic Beach Forest Hills Butters Woodlawn Long View Mulberry We Stovall Jamesville Marietta Tryon Durham Fairmont Mount Olive Intercultural Institute St. James Newton Washington Teachey Gastonia Maiden Holly Sprive for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

2013, Intercultural Institute for Contextual Ministry Welcome

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

#### Issues for Your Consideration

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

Bee

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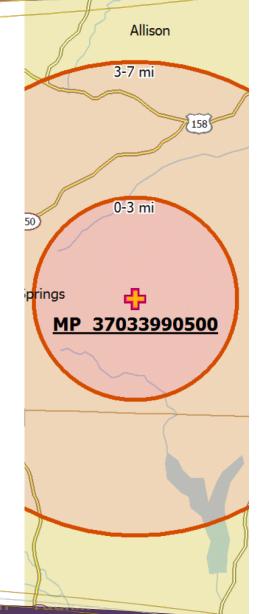
#### **Potential Cultural Bridges**

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).



Ifour Raleigh Toast Denton Mars Hill Youngsville Marshville Parmele Mount Holly Elrod Godwin Light Wrightsboro Kernersville Rockingham Mount Olive Grantsboro Angier <u>Intercultural Institute</u> Greensboro Grifton Sugar Mountain Creswell Candor Kelford Wood Marshville Southern Shores Cedar Rock B 36 Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	79%	79%	77%
Use Comp. for Internet/E-mail	61%	61%	58%
Internet Use: E-Mail	49%	50%	48%
Use Comp. for Comp. Games	40%	40%	39%
Use Comp. for Word Processing	37%	39%	36%
Use Comp. for Shopping	37%	36%	33%
Use Comp. for Education	32%	33%	32%
Use Comp. for Banking	32%	32%	29%
Use Comp. for Digital Camera	31%	33%	30%
Photo Editing			
Internet Use: Banking	28%	28%	25%
Internet Use: Banking	28%	28%	25%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	28%	28%	28%
Internet Use: News/ Weather	26%	27%	26%
Use Comp. for News/Info./Data	20%	21%	21%
Service			
PC-Network-HH Has One	19%	19%	19%
Use Comp. for Accounting	16%	16%	14%
Use Comp. for Filing/DB Mngmnt	14%	13%	12%
Internet Use: Shopping: Made A	13%	12%	11%
Purchase			
Internet Use: Shopping: Gathered	10%	11%	11%
Info. for Shopping			
Use Comp. for Personal Financial	10%	12%	12%
Mngmnt			
Internet Use: Research/ Education	10%	10%	11%

Mount Gilead Oriental Wade Broadway Pikeville Hayesville Manteo Fairview East Bend Lansing Hayesville Garland Glen Alpine Mills River Statesville Lewiston Woodville Hoper Intercultural Institute Mooresville Bald Head Island Beulaville Ossipee Siler Garland Gontestual Ministry Bolivia Charles Gontestual Ministry Concord Westport Danbury Linden Navassa Va 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 - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	68%	68%	67%
Dining Out (Not Fast	57%	58%	55%
Food)			
Reading Books	50%	51%	51%
Card Games	44%	44%	42%
Gardening	37%	37%	34%
Board Games	36%	35%	33%
Go To A Beach/Lake	36%	36%	34%
Cooking for Fun	35%	36%	35%
Visit Zoo	20%	20%	18%
Photography	19%	19%	18%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	68%	68%	69%
Gen./Fam. Practitioner	42%	42%	41%
Dentist	25%	26%	26%
Backache	24%	24%	23%
None Of These	20%	20%	19%
Eye Dr.	19%	20%	21%
Hypertension/High Blood Pressure	19%	19%	20%
Overweight (30 Pounds Or More)	18%	17%	16%
High Cholesterol	18%	18%	19%
Any Arthritis	16%	16%	16%

Liberty Statesville Monroe Rosman Troutman China Grove Glen Raven Walnut Creek Salisbury Laurie Historry Cedar Point Oak Ridge Drexel Trinity Madison Goldston Contextual Institute on Woodland Lake Norman of Catawba Eureka Ossipee Wanchese Cully JorContextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	22.34%	24.04%	24.85%
Live Theater	16.13%	17.59%	18.25%
Live Theater Most Often	13.47%	14.71%	15.14%
Rock/Pop Concerts Most	11.74%	12.38%	13.28%
Often			
Country Concerts Most Often	7.64%	7.63%	6.38%
Comedy Club	6.6%	8.11%	8.53%
Movies: Comedy	38.31%	38.88%	39.11%
Movies: Action/Adventure	36.11%	37.39%	37.84%
Movies: Fam.	18.29%	19.49%	20.37%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	17.31%	18.23%	18.87%
Movies: Drama	16.16%	17.44%	18.82%
Movies: Mystery	14.34%	15.31%	16.03%
College Football Reg.	6.41%	6.22%	5.84%
Season			
MLB Baseball Reg. Season	6.29%	6.86%	6.28%
NFL Football Reg. Season	5.7%	6.14%	6.04%
College Basketball Reg.	4.13%	4.15%	3.96%
Season			
Auto Racing Events	3.21%	3.28%	2.92%
NBA Basketball Reg.	2.84%	3.05%	3.23%
Season			



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Walking for Exercise	37.15%	38.51%	39.15%
Swimming	35.3%	35.21%	32.12%
Freshwater Fishing	26.96%	24.66%	20.72%
Bowling	23.26%	23.15%	22.53%
Camping Trips	21.28%	18.9%	16.08%
Billiards/Pool	19.95%	19.71%	18.62%
Hunting	18.21%	15.32%	12.26%
Basketball	16.78%	16.59%	16.75%
Weight Training	15.31%	15.74%	15.37%
Golf	13.02%	13.4%	12.73%
Target Shooting	12.61%	11.62%	9.74%
Jogging/Running	12.52%	13.43%	14.32%
Mountain/Road Biking	12.52%	12.56%	11.71%
Football	11.53%	11.45%	11.12%

otport Sandyfield Whitsett Bath Polkville Sea Breeze Milton Winfall Harrisburg Mount Holly Rennert Angier Lake Santeetlah Hoffman Troy Sawmills Toast Snow Hill McFarl Intercultural Institute Vanceboro Grandfather King Teachey Red Cross Salemburg Mint Holly Intercultural Institute Ocopyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Soccer	6.6%	6.91%	7.22%
Fly Fishing	5.3%	5.02%	4.61%
Roller Skating	4.89%	5.03%	5.31%
Yoga	4.86%	5.49%	6.13%
Water Skiing	4.7%	4.53%	4.34%
Ice Skating	4.47%	4.72%	5.15%
Snorkeling	4.39%	4.49%	4.37%
Jet Skiing	4.24%	4.21%	4.21%
Snowmobiling	4.1%	4.14%	3.87%
Downhill & X-Country Skiing	3.81%	4.02%	4.12%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Skateboarding	3.69%	3.6%	3.65%
Martial Arts	3.44%	3.15%	3.22%
Racquetball	3.4%	3.65%	3.9%
Hockey	3.17%	3.15%	3.57%
Auto Racing	2.89%	2.99%	3.15%
Snowboarding	2.79%	2.94%	3.13%
Rock Climbing	2.69%	2.85%	3.05%
Sailing	2.45%	2.68%	2.72%
Rowing	2.31%	2.64%	2.57%
Surfing & Windsurfing	2.09%	2.3%	2.41%

Rose Hill Red Oak Holden Beach JAARS Stovall Reidsville Mesic Warsaw Lake Norman of Catawba Ask Hoeresboro Mount Gilead Cove City Kings Mountain Ayden Buies Creek Intercultural Institute Maggie Valley Angier Crossnore Moravian Falls Richlands Liberty Joi Contextual Ministry Copyright 2013, 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.

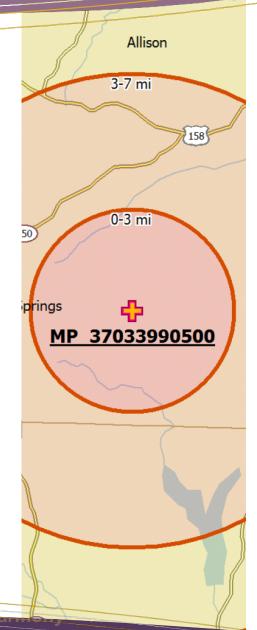
#### **BIBLICAL BARRIERS**

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.



Simpson Mooresville Knightdale Spruce Pine Montreat Roper Rural Hall Harrells Fair Bluff Durhan Sen Webster Pinetops Zebulon South Weldon Taylorsville Pollocksville Intercultural Institute nburg Bald Head Island Vandemere Rosman Pantego Mills River Young for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

#### Potential Cultural Barriers -- Introduction (part 2)

#### CULTURAL BARRIERS OF UNDERSTANDING

Cultural barriers may impede either understanding or acceptance. Cultural barriers of understanding occur because of problems with the communication of the message. Often people do not understand the gospel when it is presented to them.

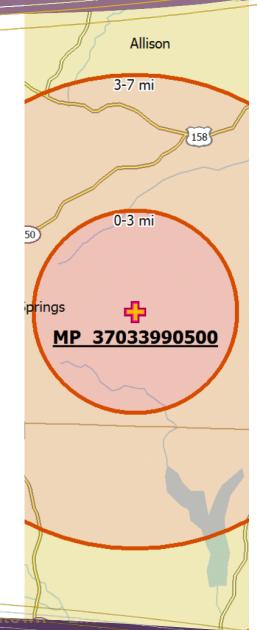
CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

Cultural barriers of acceptance occur because of a variety of problems, including those related to the Christian sub-culture as well as the culture of the hearer. Sometimes unchurched people have understood that they must adopt the evangelical Christian subculture in order to come to faith -- and become like "church people" -- including dressing like them, participating in all of the church functions and activities, passively following church leadership, not questioning aspects of Christian faith and beliefs, and ignoring the poor and minorities.

#### **Unreached People Group**

Sometimes cultural aspects from within the unchurched people group -- currently held values, attitudes & behaviors are seen as antithetical to Christianity, which inhibits them from coming to faith. Some aspects of culture may be redeemed for God's glory and used to please him. Other cultural aspects are so perverted by sin that they cannot be used without syncretizing. In order to identify cultural barriers of acceptance, missional congregations develop relationships within the cultural group and seek to understand who they are and what an indigenous church would look like among them in order to eliminate unnecessary barriers that have been identified that the missionary should consider in reaching out to the lifestyle segments in this site location.



Turphy Milton Turkey Summerfield Pantego Aberdeen Pinetops Statesville Beulaville Dobbins Heights Grantsboro Salemburg Polkton Apex Pembroke Robbins Dentor Intercultural Institute Centerville Mars Hill Ocean Isle Beach Bent Creek Thomasville Renne for Contextual Ministry Confertual Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### **Potential Cultural Barriers:**

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

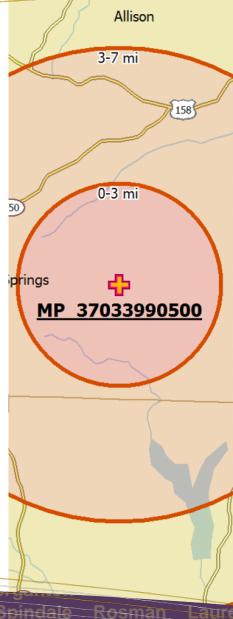
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	50%	50%	51%	Friends More Important Than My Fam.	19%	21%	22%
Find It Difficult To Say No To My Kids	44%	43%	41%	Rarely Sit Down to a Meal Together At Home	19%	18%	18%
Woman's Place Is In The Home	38%	37%	37%	Marijuana Should Be Legalized	17%	18%	19%
Speak My Mind Even If It Upsets	34%	35%	36%	I Am A Workaholic	17%	18%	19%
People				Like To Pursue	15%	15%	16%
Like Control Over People And	34%	34%	36%	Challenge/Novelty/Change			
Resources				Only Work Current Job for The	14%	14%	15%
Like To Do Unconventional	32%	32%	31%	Money			
Things				We Should Strive for Equality for	11%	12%	13%
Money Is Best Measure Of	27%	27%	26%	All			
Success				Happy With My Standard Of	9%	10%	11%
Don't Judge People/Way They	26%	27%	28%	Living			
Live Life				On Whole People Get What They	9%	9%	10%
Prefer To Have Few	25%	27%	30%	Deserve			
Possessions As Possible				Indulge My Kids With The Little	8%	9%	9%
Too Much Sponsorship In	24%	23%	25%	Extras			
Arts/Sports				Little I Can Do To Change My	8%	8%	9%
If Won Lottery Would Never	23%	25%	26%	Life			
Work Again				Willing To Give Up Time With	5%	5%	6%
Like to Stand Out In A Crowd	22%	21%	22%	Fam. To Advance			

Doro Danbury Weddington Mineral Springs Stonewall Icard Rose Hill Avery Creek Greensboro Fairview Tobaccoville Mount Pleasant Colerain Seven Lakes East Bend Unio Intercultural Institute Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Themes**

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

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



Middleburg Pink Hill Ramseur Wallburg Pine Level Sneads Ferry Lincolnton Spindale Rosman Laurel Avery Creek Stallings Fairmont Fair Bluff Columbia Woodland Harkey Intercultural Institute Tx Casar East Arcadia Ansonville Roxboro Waxhaw Clayton Aberdeer for Contextual Ministry Contextual Ministry Cramerton Princeville North Wilkesb 45 Copyright 2013, Intercultural Institute for Contextual Ministry

### **Potential Cultural Themes:**

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs	66%	66%	63%	Is An Important Part Of Who I Am	18%	16%	15%
And Beliefs You Should Seize Opportunities	55%	56%	57%	Consider Myself Interested In The Arts	16%	17%	19%
In Life Like To Understand About	34%	35%	36%	Looking for New Ideas To Improve Home	16%	16%	18%
Nature	J <del>+</del> /0	5570	50 /0	Real Men Don't Cry	15%	16%	16%
Prefer Work Part Of Team Than Alone	34%	35%	36%	Enjoy Spending Time With My Fam.	15%	14%	14%
Important Feel Respected By My Peers	32%	32%	33%	Provide My Kids With The Little Extras	13%	13%	15%
Important To Juggle Various Tasks	30%	30%	32%	Try Not To Worry About The Future	11%	12%	14%
Good At Fixing Things	25%	26%	28%	Children Should Be Allowed To	5%	5%	6%
Have Keen Sense Of Adventure	25%	26%	26%	Express Themselves			
Prefer To Have Few Possessions As Possible	25%	27%	30%	Like Spending Most Time With Fam.	5%	5%	6%
People Have To Take Me As	23%	24%	23%	Feel Very Alone In The World	5%	5%	5%
They Find Me				Would Like To Set Up Own	4%	4%	4%
Worried About Pollution Caused	18%	18%	18%	Business			
By Cars				Decor Particular Interest To Me	4%	4%	4%
Like To Just Enjoy Life	18%	19%	20%				

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#### **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.

Gram East Flat Rock Trinity Kings Grant Sawmills Lake Junaluska Mineral Springs Seven Devils Pink Ha Yanceyville Hamilton Cape Carteret Kannapolis Danbury Spring House Intercultural Institute Cksonville Roxobel Misenheimer Asheville Norlina Lake Norman of Cataw [or Contextual Ministry] Geven Devils Pink Ha Geopyright 2013, Intercultural Institute for Contextual Ministry

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### **Potential Shared Places:**

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

3-7

**MILES** 

18.7%

19.48%

16.66%

16.35%

13.8%

14.38%

15.67%

13.29%

12.79%

13.35%

12.64%

10%

7-10

**MILES** 

17.09%

19.24%

15.49%

17.71%

13.03%

14.53%

15.21%

14.9%

12.18%

13.38%

13.85%

10.26%

PLACE	0-3	3-7	7-10	PLACE	0-3
	MILES	MILES	MILES		MILES
Fast Food/Drive-In	89.59%	88.78%	88.31%	Cracker Barrel	19.1%
Restaurant-Visit Any				Olive Garden	18.5%
Fam. Restaurants/Steak	85.16%	85.17%	83.61%	Sonic	17.61
Houses-Visit Any				Red Lobster	15.45
McDonald's	59.45%	59.69%	58.27%	Hardee's	15.32
Burger King	40.1%	39.01%	39.02%	Golden Corral	14.81
Kentucky Fried Chicken (KFC)	33.37%	31.97%	32.76%	Chick-Fil-A	14.81
Subway	32.89%	32.92%	32.37%	Domino's Pizza	12.8%
Wendy's	31.79%	32.01%	31.97%	Ruby Tuesday	12.17
Applebee's	30.6%	31.5%	30.17%	Outback Steakhouse	11.99
Taco Bell	29.77%	30.48%	29.1%	IHOP (International House Of	11.3%
Arby's	26.41%	26.11%	25.06%	Pancakes)	
Pizza Hut	25.76%	24.7%	25.37%	Long John Silver's	11.23
Dairy Queen	20.57%	19.7%	19.27%		

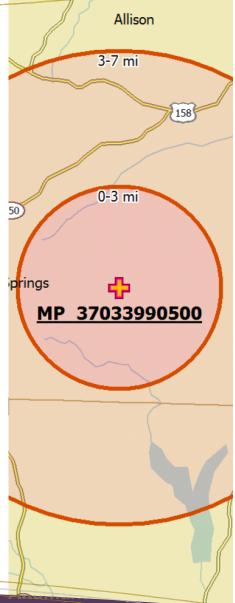
White Ossipee Holden Beach Marietta Intercultural Institute Mooresville Ministry 13, Intercultural Institute for Contextual Ministry Drexe Dobson 48

#### **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!



St. Pauls Gaston Goldsboro Locust Pumpkin Center Elon Toast Intercultural Institute rospect Weldon Mountain View Rennert Sandy Creek Northwest Sherry Joi Contextual Ministry Concord Garner Morganton 49 Concord Garner Morganton 40 Concord Con

### **Potential Shared Projects**

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	44.88%	45.83%	46.27%
Recycled products	30.88%	32.14%	31.96%
Worked as volunteer (non political)	16.3%	16.36%	15.86%
Engaged in fund raising	11.69%	11.32%	11.43%
Religious club member	8.63%	8.52%	8.5%
Church Board	6.51%	6.32%	6.56%

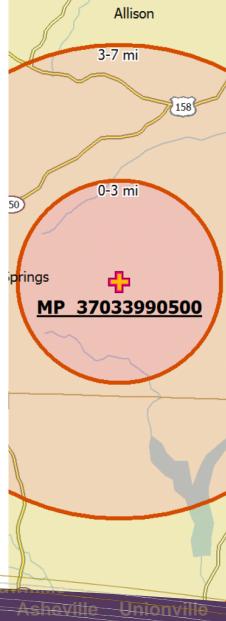
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Union member	5.66%	5.77%	5.78%
Charitable Organization	5.58%	5.38%	5.22%
Wrote to elected offcl about	5.51%	5.79%	5.51%
publ bus			
Addressed a public meeting	5.19%	5.02%	4.74%
Wrote to editor of mag or	4.96%	5.25%	5.3%
newspaper			
Fraternal order member	4.28%	4.48%	4.56%

Themasville Bogue Roxboro Caswell Beach Unionville Lowesville Chimney Rock Village Raleigh Tree Scotland Neck Sedalia Benson Glen Raven Wendell Yadkinville Winser <u>Intercultural Institute</u> Lenoir Sims Northwest Hobgood Sparta Parmele Valdese Calabas *Intercultural Institute Jor Confestual Ministry* Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

#### **Communication Media Content**

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

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



nightdale Spiveys Corner Seaboard Sea Breeze Columbia Brevard Black Creek Asheville Unionville Ra Roper Warrenton Lincolnton Micro Stantonsburg Huntersville Centry Intercultural Institute Murraysville Catawba Mount Holly Mineral Springs Stovall Skippers Corner for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## **Potential Print Media Content:**

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	14.28%	15.26%	15.19%
Children's Books	13.54%	13.43%	13.3%
Mystery	10.17%	10.58%	9.95%
Cookbooks	10.1%	10.14%	9.82%
Religious (not Bibles)	9.9%	9.94%	9.83%
Romance	7.79%	7.57%	6.98%
Personal/Business	6.36%	6.41%	6.62%
Self-help			
History	5.73%	6.14%	5.97%
Biography	5.07%	5.57%	5.86%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	61.99%	64.11%	66%
Gen. Editorial	43.5%	44.91%	47.7%
Womens	40.63%	41.61%	43.55%
Service	34.65%	35.21%	33.79%
Fishing/Hunting	15.99%	14.75%	12.81%
Mens	15.54%	16.54%	18.03%
Business/Finance	15.09%	16.33%	18.13%
Automotive	14.35%	13.67%	13.23%
Health	13.32%	13.58%	13.88%

Kelly Oak Ridge Red Cross Wallace McAdenville Winton Fayetteville Ramseur Etowah Murfreesbor Denton Cary Mocksville Washington Chocowinity Cofield North Intercultural Institute Spruce Pine Green Level Five Points Cape Carteret Stoneville Elkin for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	54.61%	54.81%	53.65%
Classified	36.73%	35.57%	33.82%
Sport	31.28%	31.44%	31.23%
Editorial Page	31.09%	31%	29.53%
Comics	26.38%	26.63%	25.76%
Business/Finance	24.01%	25.77%	26.24%
TV/Radio Listings	23.04%	23.22%	23.31%
Food/Cooking	22.9%	23.87%	23.92%
Movie Listings & Reviews	22.04%	22.86%	23.69%
Home/Gardening	21.36%	21.33%	21.17%
Travel	16.88%	17.73%	18.21%
Science/Technology	14.73%	15.69%	16.3%
Fashion	13.47%	13.8%	14.74%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	31.71%	28.52%	22.33%
Adult Contemporary	16.08%	16.27%	15.08%
CHR Contemp Hit Radio	15.35%	16.09%	17%
Urban Contemporary	14.21%	15.54%	21.68%
Rock	11.02%	11.33%	10.46%
Oldies	9.73%	10.12%	10.13%
Classic Rock	9.59%	9.36%	8.19%
News/Talk	8.71%	9.47%	9.51%
Religious	7.34%	7.22%	6.84%
Variety	6.61%	7.29%	8.71%
Alternative	6.48%	7%	6.95%
Soft Contemporary	5.9%	6.14%	5.92%
Jazz	5.19%	5.95%	8.11%
Gospel	4.47%	4.39%	4.99%
All News	3.91%	4.65%	5.79%
Classic Hits	3.45%	3.76%	3.26%
Sports	3.26%	3.28%	3.46%
All Talk	2.81%	3.41%	3.57%

Belhaven Atlantic Beach East Laurinburg Waxhaw Severn Stem Bath Enochville Middlesex Robbins Wilson's Mills Boonville Alliance Hope Mills North Topsail Beach Confectual Ministry Intercultural Institute for Contextual Ministry

### **Potential Multimedia Content:**

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

MULTIMEDIA: TV	0-3	3-7	7-10		MULTIMEDIA: TV	MULTIMEDIA: TV 0-3	MULTIMEDIA: TV 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	65.24%	65.65%	64.57%		TV Info From Newspapers	TV Info From Newspapers 27.04%	TV Info From Newspapers 27.04% 27.38%
Satellite Dish	57.87%	56.76%	54.99%		Hallmark Channel	Hallmark Channel 25.58%	Hallmark Channel 25.58% 25.77%
Soapnet	49.93%	50.56%	50.82%		TCM (Turner Classic	TCM (Turner Classic 24.11%	TCM (Turner Classic 24.11% 24.76%
Other Video-On-Demand	43.08%	43.1%	44.67%		Movies)	Movies)	Movies)
Sci-Fi Channel	37.65%	37.95%	37.67%		TV Info From Monthly Cable	TV Info From Monthly Cable 23.7%	TV Info From Monthly Cable 23.7% 24.29%
Adult Pay Per View TV	37.41%	37.13%	36.16%		Guide	Guide	Guide
MSNBC	34.81%	34.77%	34.2%		USA Network	USA Network 22.93%	USA Network 22.93% 23.74%
Nickelodeon	33.32%	32.22%	29.89%		Video-On-Demand Movies	Video-On-Demand Movies 21.76%	Video-On-Demand Movies 21.76% 22.36%
Subscribe Digital Cable	30.59%	29.95%	31.58%		BET (Black Entertainment	BET (Black Entertainment 21.08%	BET (Black Entertainment 21.08% 21.85%
TV Info From Sunday TV	30.37%	30.44%	29.44%		TV)	TV)	TV)
Magazine					Encore	Encore 21.07%	Encore 21.07% 20.73%
Nick At Nite	27.37%	27.64%	26.42%		Comedy Central	Comedy Central 20.7%	Comedy Central 20.7% 24.37%
Adult Swim	27.27%	27.34%	25.22%		The Golf Channel	The Golf Channel 20.54%	The Golf Channel 20.54% 21.73%
					Lifetime	Lifetime 20.36%	Lifetime 20.36% 21.41%



TV Info From Other

18.79%

19.81%

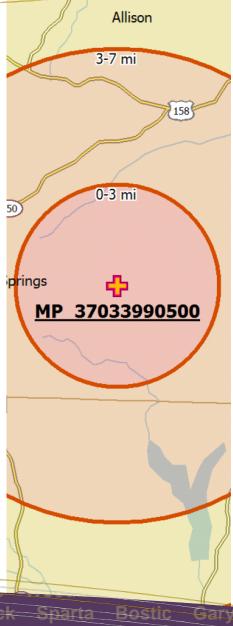
20.25%

#### **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.



Princeton Cary Roxobel Cajah's Mountain Rose Hill Avery Creek Milton Duck Sparta Bostic Garys Tham Orrum Belhaven Polkville Burnsville Dobbins Heights Pantego Intercultural Institute Glen Raven Minnesott Beach Pleasant Garden Walnut Cove Winfall for Contextual Ministry Victory right 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	17.7%	18.41%	17.92%
Medium Users (4-6)	9.85%	9.97%	9.75%
Light Users (1-3)	20.45%	20.29%	20.17%
Quintiles (20%)			
Newspaper I (Heavy)	0.95%	1.12%	1.12%
Newspaper II	1.42%	1.45%	1.49%
Newspaper III	2.72%	2.48%	2.29%
Newspaper IV	0.62%	0.71%	0.59%
Newspaper V (Light)	1.38%	1.17%	1.02%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	20.06%	20.31%	19.73%
Magazines II	9.73%	9.69%	9.32%
Magazines III	10.66%	10.85%	10.08%
Magazines IV	11.28%	11.5%	11.75%
Magazines V (Light)	0.44%	0.61%	0.74%
Outdoor I (Heavy)	4.6%	5.31%	6.74%
Outdoor II	2.29%	2.36%	3.16%
Outdoor III	2.7%	2.99%	3.65%
Outdoor IV	18.36%	17.45%	17.44%
Outdoor V (Light)	24.98%	24.99%	25.34%
Yellow Pages I	15.8%	15.55%	15.85%
(Heavy)			
Yellow Pages II	5.45%	5.66%	6.56%
Yellow Pages III	4.1%	4.59%	6.08%
Yellow Pages IV	23.46%	23.31%	23.61%
Yellow Pages V (Light)	2.53%	2.66%	3.49%

tic Beach Cape Carteret Lilesville East Flat Rock Pantego Harkers Island Wrightsboro Dobbins Heights I Catterson Springs Newland Burlington Seaboard Winfall Macclesfield Free Red Oak Bunn Stanley Orrum Mooresboro Mountain View Stallings Locust Oakboro Morehead Contextual Ministry an Copyright 2013, Intercultural Institute for Contextual Ministry

## Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10		MEDIUM	0-3	3-	7
	MILES	MILES	MILES			MILES	MIL	ES
Radio Drive Time Quntiles				•	TV Prime Time Quntiles (fifths /			
(fifths / 20%)					20%)			
Drive Time I & II (Heavy)	3.13%	3.14%	3.01%		Prime Time I & II (Heavy)	4.43%	4%	
Drive Time III (Medium)	0.87%	0.82%	0.87%		Prime Time III (Medium)	1.71%	1.87%	
Radio IV & V (Light)	2.41%	2.19%	2.41%		Prime Time IV & V (Light)	8.22%	8.94%	
Radio Media Quntiles (fifths /					TV Early/Late Fringe Quntiles			
20%)					(fifths / 20%)			
Radio I & II (Heavy)	8.93%	9.49%	9.33%		Fringe I & II (Heavy)	41.56%	41.23%	6
Radio III (Medium)	5.45%	5.49%	4.94%		Fringe III (Medium)	57.12%	55.4%	
Radio IV & V (Light)	3.07%	3.45%	3.64%		Fringe IV (Light)	58.35%	57.99%	6
Cable TV Quntiles (fifths /					TV All Day Quntiles (fifths /			
20%)					20%)			
Cable I & II (Heavy)	12.49%	13.15%	12.92%		All Day I & II (Heavy)	11.94%	12.26%	6
Cable III (Medium)	4.8%	4.39%	4.6%		All Day III (Medium)	26.3%	25.16%	, 0
Cable IV & V (Light)	30.17%	31.87%	34.58%		All Day IV (Light)	10.33%	11.44%	, o



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.87%	11.62%	11.51%
6:00am - 10:00am	10.11%	11.93%	13.49%
10:00am - 3:00pm	4.21%	5.38%	7.01%
3:00pm - 7:00pm	13.7%	13.72%	13.98%
7:00pm - Midnight	9.1%	10.61%	11.34%
Midnight - 6:00am	3.62%	4.41%	5.47%
Weekend Radio			
Listeners			
Dayparts [summary]	14.84%	15.42%	14.8%
6:00am - 10:00am	2.49%	3.03%	2.93%
10:00am-3:00pm	3.14%	3.87%	4.61%
3:00pm - 7:00pm	5.8%	6.4%	6.52%
7:00pm - Midnight	9.13%	9.35%	9.14%
Midnight - 6:00am	8.16%	9.32%	10.26%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.14%	7.74%	7.16%
Saturday: 8:00-11:00pm	8.83%	8.7%	8.18%
Sunday: 7:00-11:00pm	10.07%	10.09%	9.34%
9:00am-1:00pm	27.37%	27.64%	26.42%
9:00am-4:00pm	31.74%	31.94%	30.62%
4:00pm-7:00pm	27.27%	28.64%	29.6%
11:00pm-1:00am	42.11%	42.54%	42.95%
AVG Prime time	2.46%	2.76%	3.61%
Mon-Sun			

Tall Spindale Siler City Four Oaks Drexel Beaufort Hobgood Swannanoa Norlina Tobaccoville Jamesi ashville Morehead City Reidsville Cameron Minnesott Beach Fremont Intercultural Institute Polkville Norwood Skippers Corner Bowmore Newport Pleasant Hill For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 201

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	<b>TV VIEWER</b>	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	12.56%	13.95%	14.3%	Sat: 7-10am	Sat: 7-10am 15.83%	Sat: 7-10am 15.83% 16.71%
7-9am	17.15%	19.18%	19.56%	Sat: 10am-1	Sat: 10am-1pm 8.38%	Sat: 10am-1pm 8.38% 8.39%
9am-12noon	23.34%	23.69%	22.34%	Sat: 1-4pm	Sat: 1-4pm 25.2%	Sat: 1-4pm 25.2% 25.2%
12noon-4pm	8.4%	8.26%	8.29%	Sat: 4-6pm	Sat: 4-6pm 6.55%	Sat: 4-6pm 6.55% 6.98%
4-6pm	46.03%	47.38%	48.05%	Sat: 6-7pm	Sat: 6-7pm 1.9%	Sat: 6-7pm 1.9% 1.97%
6-7pm	22.41%	21.37%	19.88%	Sat: 7-8pm	Sat: 7-8pm 0.66%	Sat: 7-8pm 0.66% 0.79%
7-7:30pm	1.26%	1.37%	1.65%	Sat: 8-11pm	Sat: 8-11pm 8.83%	Sat: 8-11pm 8.83% 8.7%
7:30-8pm	11.12%	11.65%	11.88%	Sat: 11pm-1	Sat: 11pm-1am 4.44%	Sat: 11pm-1am 4.44% 4.78%
8-11pm	7.14%	7.74%	7.16%	Sat: 1am-7p	Sat: 1am-7pm 22.93%	Sat: 1am-7pm 22.93% 23.74%
11pm-12am	34.81%	34.77%	34.2%	Sun: 7-10am	Sun: 7-10am 2.86%	Sun: 7-10am 2.86% 2.59%
11pm-1am	42.11%	42.54%	42.95%	Sun: 10am-1	Sun: 10am-1pm 8.52%	Sun: 10am-1pm 8.52% 7.9%
1-6am	24.27%	27.24%	29.13%	Sun: 1-4pm	Sun: 1-4pm 7.02%	Sun: 1-4pm 7.02% 6.82%
				Sun: 4-7pm	Sun: 4-7pm 14.76%	Sun: 4-7pm 14.76% 14.53%
				Sun: 7-11pm	Sun: 7-11pm 10.07%	Sun: 7-11pm 10.07% 10.09%
				Sun: 11pm-1	Sun: 11pm-1am 4.36%	Sun: 11pm-1am 4.36% 4.91%
				Sun: 1-7am	Sun: 1-7am 22.69%	Sun: 1-7am 22.69% 22.65%

Devil Hills Mount Pleasant Kannapolis River Road Creswell Warsaw Marvin Norman Pinebluft Lattime Indian Beach Brookford Taylorsville Five Points Morven Seven Devils Intercultural Institute Bethel New Swest Marion Alliance Cape Carteret Wilson Sea Breeze Turkey Kernet Intercultural Institute Patterson Jointestual Ministry Confectual Ministry Pleasant Garden Calabash Grantsboro Mineral Spring 59 Spring 198

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



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

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

#### Issues for Your Consideration

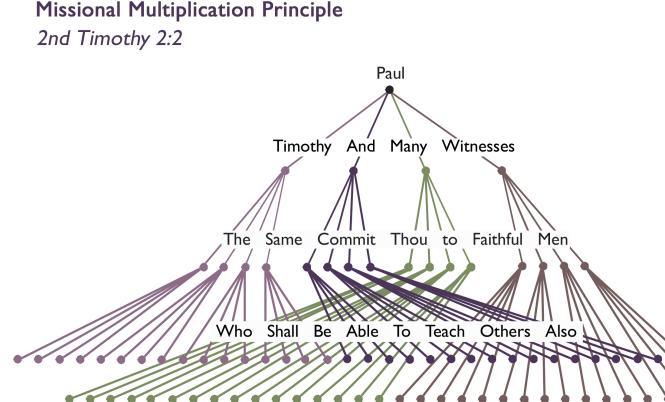
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Franklinville Enochville Morrisville Chapel Hill Creswell Catawba Winston-Salem Mills River Kill Devil reat Fremont King Lake Santeetlah Mebane Dobson Fairplains Coole Contextual Institute nton Rhodhiss Kings Grant Eastover Peletier Silver Lake Topsail Beach for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

### **Biblical Missional Multiplication**

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

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



Roper Teachey Highlands Granite Quarry Brookford Weddington Sandy Creek West Canton Bolivia Waxhaw Macon Bryson City Sea Breeze Casar Glen Raven Blader Intercultural Institute Ten Mile Erwin Fairfield Harbour Hertford Fremont Crossnore Lucama Scopyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry 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.



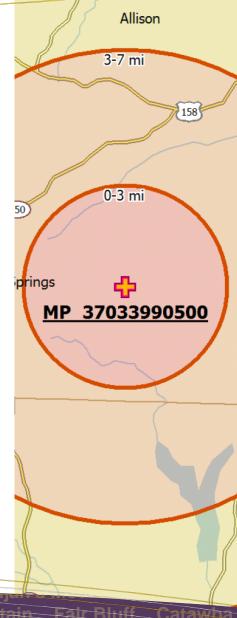
Sandyfield <u>St. James Pine Level Winton Midway Wallace</u> Chimney Rock Village East Spencer East House Love Valley Belmont Fearrington Elm City McFarlan Dallas Liles Intercultural Institute Wanchese Carrboro Newland Black Mountain Dundarrach Newport for Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Ruth Beech Mountain Spruce Pine Clarkton Hightsville

#### 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



Grove Alamance Come Pine Level Cherryville Momeyer Creswell Beech Nountain Fair Bluff Catawba Hains Southern Shores Butner Cooleemee McAdenville Swannanoa Seven Devils Roxboro Raeford Weddington Tarboro Laurel Park Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### Notes and Sources

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

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1		9904 US Hwy 150 E	4.42 mi	119	
1	Trinity - Reidsville	Reidsville, NC 27320			Plateauing
2	Kerrs Chapel - Elon	2980 Kerrs Chapel Rd Elon, NC 27244	4.73 mi	121	Declining
3	Ossipee - Elon	2470 Old NC Highway 87 N Elon, NC 27244	6.10 mi	57	Plateauing
4	Westside Fellowship - Elon	2548 NC Highway 100 Elon, NC 27244	6.10 mi	0	Insufficient Data
5	Altamahaw - Elon	3445 Altamahaw Church St Elon, NC 27244	6.96 mi	336	Declining
6	Burton Memorial - Reidsville	184 Cook Florist Rd Reidsville, NC 27320	7.83 mi	104	Growing
7	East Side - Reidsville	1859 Barnes St Reidsville, NC 27320	8.99 mi	126	Plateauing
8	New Pleasant Grove - Reidsville	3004 Vance Street Ext Reidsville, NC 27320	9.57 mi	28	Declining
9	Calvary - Reidsville	7860 NC Highway 87 Reidsville, NC 27320	9.57 mi	157	Plateauing
10	Thompsonville - Reidsville	2033 NC Highway 87 Reidsville, NC 27320	9.57 mi	156	Declining
11	Baynes	1760 Baynes Rd Burlington, NC 27217	10.03 mi	148	Plateauing
12	Glencoe - Burlington	2556 Glencoe St Burlington, NC 27217	10.50 mi	109	Plateauing
13	Reidsville First - Reidsville	409 S Main St Reidsville, NC 27320	10.67 mi	197	Plateauing
14	Oak Grove - Reidsville	2946 Narrow Gauge Rd Reidsville, NC 27320	10.74 mi	51	Declining
15	Yanceyville First	378 Church St W Yanceyville, NC 27379	10.83 mi	68	Plateauing

Ile Cornelius Foxfire Morehead City Stem Montreat Lumber Bridge Hertford Rich Square Orrum Swar Fair Bluff Hendersonville Mars Hill Richfield Cramerton Hope Mills Intercultural Institute Wallburg Atlantic Beach Fremont Lilesville Fuquay-Varina Moravian Fair for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

## APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Covenant Reformed Baptist Church	228 County Park Rd Yanceyville, NC 27379	10.83 mi	0	Insufficient Data
17	Beulah	1834 US Highway 158 E Yanceyville, NC 27379	10.88 mi	89	Plateauing
18	Penn Memorial - Reidsville	2029 Freeway Dr Reidsville, NC 27320	11.09 mi	102	Declining
19	Revolution	1312 Hawthorne Ave Reidsville, NC 27320	11.19 mi	0	Insufficient Data
20	Baptist Temple - Reidsville	729 Wentworth St Reidsville, NC 27320	11.40 mi	247	Declining
21	Ruffin Stacey - Ruffin	261 Estes Rd Ruffin, NC 27326	11.65 mi	222	Plateauing
22	Antioch Community	1600 Powerline Rd Elon, NC 27244	11.74 mi	0	Insufficient Data
23	City Lake - Burlington	1849 Carolina Rd Burlington, NC 27217	11.86 mi	60	Declining
24	Gospel Road - Gibsonville	1007 E Joyner St Gibsonville, NC 27249	12.33 mi	0	Insufficient Data
25	Elon First - Elon	621 E Haggard Ave Elon, NC 27244	12.41 mi	139	Plateauing
26	Gibsonville First - Gibsonville	221 Piedmont Ave Gibsonville, NC 27249	12.41 mi	149	Plateauing
27	Staley Memorial - Burlington	1446 N Graham Hopedale Rd Burlington, NC 27217	12.62 mi	0	Insufficient Data
28	Brookwood - Burlington	1606 W Davis St Burlington, NC 27215	12.65 mi	195	Insufficient Data
29	Fairview - Reidsville	2531 Flat Rock Rd Reidsville, NC 27320	12.73 mi	132	Growing
30	New Life at Hocutt	302 N. Logan St. Burlington, NC 27217	12.80 mi	35	Declining

oke Rapids Flat Rock St. Stephens Seven Springs Fallston New London Hamlet Ocean Isle Beach Varna China Grove Jefferson Greensboro Fremont Gibsonville Magnolia Marin Vallov Forest City Oak Isla Nowhee McLeansville Waxhaw Erwin Rutherford College Elk Park Smith (on Contextual Ministry) Pocopyright 2013, Intercultural Institute for Contextual Ministry Religion Oxford Scotland Neck Pittsboro Oak Ridge Monr 67

## APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Reedy Fork Community - Brown Summit	6720 McLeansville Rd McLeansville, NC 27301	13.11 mi	0	Insufficient Data
32	Lifehouse	8344 Fairgrove Church Rd Browns Summit, NC 27214	13.36 mi	0	Insufficient Data
33	Northside - Burlington	513 Homewood Ave Burlington, NC 27217	13.37 mi	0	Plateauing
34	The Good Samaritan	128 E Holt St Burlington, NC 27217	13.45 mi	0	Insufficient Data
35	The Church at Burlington - Burlington	152 North Main St Burlington, NC 27217	13.46 mi	0	Insufficient Data
36	Burlington First - Burlington	400 S Broad St Burlington, NC 27215	13.78 mi	283	Plateauing
37	Eastlawn - Burlington	432 N Sellars Mill Rd Burlington, NC 27217	13.88 mi	73	Insufficient Data
38	New Bessemer - Mc Leansville	4115 Hines Chapel Rd Mc Leansville, NC 27301	13.89 mi	134	Plateauing
39	Holly Hill - Burlington	2818 Edgewood Ave Burlington, NC 27215	13.91 mi	148	Declining
40	Grove Park - Burlington	108 Trail One Burlington, NC 27215	14.10 mi	330	Declining
41	Glen Hope - Burlington	911 North Ave Burlington, NC 27217	14.25 mi	407	Declining
42	New Birth - Burlington	424 S Flanner St Burlington, NC 27215	14.26 mi	0	Insufficient Data
43	Kinnett Memorial - Burlington	1106 E Morehead St Burlington, NC 27215	14.35 mi	203	Plateauing
44	The Patio	5925 Summit Avenue Brown Summit, NC 27214	14.59 mi	0	Insufficient Data
45	Calvary - Burlington	230 Williamson St Burlington, NC 27215	14.94 mi	0	Insufficient Data

Inut Creek Walnut Cove Hemby Bridge Clemmons Gamewell Polkton Fallston Weddington Brevard Chi Archdale Marshall Waxhaw Thomasville Sandyfield Vanceboro Intercultural Institute Whispering Pines Valley Hill Gaston Warrenton Wanchese Richlan for Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry



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