# MissionSite top unreached locations

ven Springs Randleman SILER CITY, NC teville Cherryville ings North Wilkesboro Aurora Clarkton Greensbor CENSUS TRACT: 37037020400 Multiplynasville Rutherfordton Atlantic Beach REGION: Region 4: Triangle COUNTY: Chatham Glen Alpine Love Valley Reidsville Bethania Fayetteville China Grove Weddington GatesSITESCAPE: Townscapel Columbus Kar In partnership with the: Aberdeen Garland Ayden Choco DENSITY PATTERN: K torville Cove City Elrov G Intercultural Institute Gastonia Walkertown Smi Fairvie for Contextual Ministry's Hill River Bend Greenevers White Plains Bessemer City Siler Cit andemere Fletcher North Carolina Baptists Caring. Sharing. Daring. w ©Copyright 2013) Intercultural Institute for Contextual Ministry rwin Pink Hill Rocky Mount Mills River Harrisburg Linc

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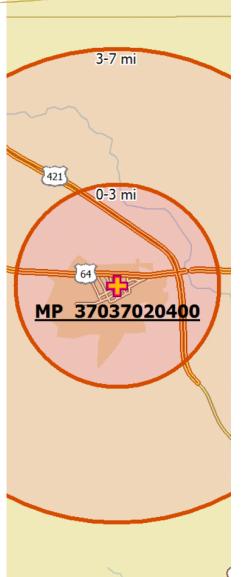
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#### Site Location Summary

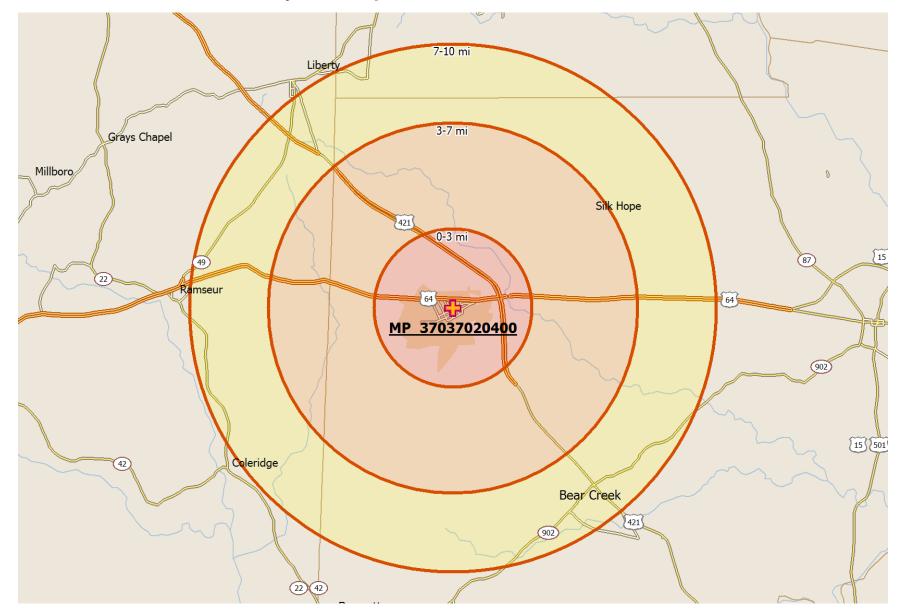
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	3704	Region 4: Triangle
3	County Location	37037	Chatham
4	Zipcode	27344	Chatham
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.23	Medium towns adjacent to a small town
8	Sitescape Density Pattern	К	50000-10000-10000



Ridge Hoffman Ramseur Atkinson Sherrills Ford Richlands Elon Wade White Plains Spencer Mountain Debbins Heights Milton Earl Trinity Myrtle Grove Woodlawn Forest Oak Intercultural Institute Iont Como Rowland Ocean Isle Beach Goldsboro Sparta Altamahaw for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

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



Polkville Bent Creek Weldon Enfield Lincolnton Mebane Havelock Burgaw Forest City Red Springs et Icard Washington Marshall Bowmore Sedalia Ronda Cullowhee Factor Herbour Matthews Moravi umpkin Center Belmont Blowing Rock Ahoskie Lake Park Elizabethtown for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999
	Codes		population
5	NCES Urban Centric	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or
	Locale Codes		equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	49	Small town core commuting: No additional code
7	ERS RUCA Commuting	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small urban
	Value		cluster)
8	Percent Commuting to	0	Percent commuting from non metro to metro areas
	Metro		

Kings Mountain Seaboard Neuse Forest Sharpsburg Northlakes Vandemere Wilmington Severn Ma Square Cary Ossipee Flat Rock Drexel Southport Pikeville West Jeffer Intercultural Institute obbinsville Rockfish Old Fort Beech Mountain Highlands Sedalia Wing for Contestual Ministry Secopyright 2013, Intercultural Institute for Contextual Ministry Secopyright 2013, Intercultural Institute for Contextual Ministry Secopyright 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	11,864	7,196	10,485
2010 Households	3,754	2,523	3,798
2010 Group Quarters Population	170	0	180

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	23	16	12
Language Diversity National Index	78	41	35
Foreign Born Diversity National Index	2	5	3
Ancestry Diversity National Index	10	47	53
Racial Diversity National Index	93	46	50

Pleasant Hill Warrenton Askewville Foxfire Ingold Watha Elm City Princeton White Plains Sandyfield Enfield Bolton Rocky Mount Mills River Star Marvin Holly Ridge Caro Shannon Wallburg Nava neville Aurora Pantego Bowmore Alliance Salem Raeford Macon An Jor Confextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Middlesex Swannanoa James City Dover Kirkland Monistry

## Site Location Summary - County Environment

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

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

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

S Belmont Black Mountain Balley Cajah's Mountain Rex Carolina Shores Carthage Banner Elk Oakbore Staley Fuquay-Varina Taylortown Ahoskie Pumpkin Center Colerain Intercultural Institute Yadkinville Greensboro Randleman Kingstown Kelly Graham Fairviv Intercultural Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	125	3.33%
Mainstay Communities	Established, Diverse Households	109	2.9%
Working Communities	Blue-collar, Working Families	1,422	37.88%
Country Communities	Rural, Agri. & Mining Families	162	4.32%
Aspiring Communities	Young Singles / Aspiring-Multihousing	491	13.08%
Urban Communities	High Density, Inner-city Neighborhoods	1,445	38.49%

ings Mountain Bethlehem Faison Spruce Pine East Arcadia Hays Norwood Butner Calabash Elroy Sta Jourt Holly Teachey Wadesboro High Point Enochville Stony Point Tryon Intercultural Institute Five Points Elk Park Raynham Fairfield Harbour Youngsville Fearri for Contextual Ministry Socopyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Store Show Hill Waco Coats Garper Parkton Bear Grass

# 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.

Casar Mebane Lattimore Murfreesboro Northwest Lucama Pembroke Lowell Hoffman Gibson Ja Webster Wallburg Lake Norman of Catawba Edenton Seaboard Ivanhoe Intercultural Institute Highlands Fairview Wadesboro Raynham Canton Northlakes Clemmo for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

#### Issues for Your Consideration - continued

- 3. Band composition and the comparison of population between the bands on page 6 may have implications regarding types of anticipated ministry development from "a neighborhood" congregation to a more "regional" approach. The numbers and types of group quarters (usually some form of multi-family housing) may suggest the need for multi-housing ministry. The density and diversity indices compare this site to other site locations across the country. Values over 50 in each of these indicates a higher level of diversity or density than most other locations.
- 4. Each US location exists in a county or county-equivalent, as shown on page 7. This overall context may affect the environment of this site location. The type of economic dependence of a county may shape the background of a church planter that will be needed for this particular site.
- 5. The dominant social environments in this particular site noted on page 8 create specific cultural practices and values that will need to be taken into consideration when starting a new ministry or new congregation. Please read the summary articles at MissionalCyclopedia.org for the top 2 largest social environments. What implications do you see based on the dominant social environments in this location?



# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	16,514	2,560	15.5%
Unreached %	68.74%	68.21%	99.23
Religious But NOT Evangelical HH	4,342	700	16.12%
Religious But NOT Evangelical %	18.07%	18.64%	103.14
Spiritual But NOT Relig or Evang HH	2,580	337	13.04%
Spiritual But NOT Relig or Evang %	10.74%	8.96%	83.46
Not Evangelical, Not Interested HH	9,611	1,543	16.06%
Not Evangelical, Not Interested %	40%	41.11%	102.76



sville Whitsett <u>Neuse Forest Hayesville Morrisville</u> Wrightsboro Harrisburg <del>Besch Hountain Carysburg</del> and Hill Robbinsville Statesville Conover La Grange Altamahaw <u>Intercultural Institute</u> freen Level Micro Polkton Shelby Alamance Spencer Mountain Grandford (on Contextual Ministry Concellus Sn ©Copyright 2013, Intercultural Institute for Contextual Ministry

## **Spirituality Indicators - Churchscape**

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCNC Churches	40	7	17.5%
Active BCNC Attenders	3,698	568	15.36%
Active Evangelical Households	3,768	599	15.89%
Active Evangelical Percent	15.68%	15.95%	101.69
Inactive Evangelical Households	3,744	595	15.89%
Inactive Evangelical Percent	15.58%	15.85%	101.69
# New Churches Needed	0	0	0%





### Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Siler City First - Siler City	0.10 mi	190	Plateauing	16	Joy - Siler City	7.08 mi	67	Plateauing
2	Brookdale - Siler City	0.81 mi	69	Growing	17	Mount Pleasant - Liberty	7.15 mi	130	Plateauing
3	ČĽÁ - Siler City	1.04 mi	0	Insufficient Data	18	Shady Grove - Staley	7.83 mi	82	Plateauing
4	Loves Creek - Siler City	1.56 mi	127	Plateauing	19	Hickory Grove - Bear Creek	9.39 mi	101	Declining
5	Community - Siler City	2.06 mi	0	Insufficient Data	20	Tyson's Creek - Bear Creek	9.39 mi	229	Declining
6	Hickory Mountain - Siler City	2.06 mi	61	Growing	21	Liberty First - Liberty	9.93 mi	86	Declining
7	Fellowship - Siler City	2.10 mi	121	Declining	22	Bear Creek - Bear Creek	10.01 mi	48	Declining
8	Rocky River - Siler City	3.43 mi	167	Plateauing	23	Snow Camp - Snow Camp	10.58 mi	43	Declining
9	Oakley - Siler City	3.50 mi	164	Plateauing	24	Ramseur First - Ramseur	10.62 mi	127	Plateauing
10	Moons Chapel - Siler City	4.17 mi	150	Plateauing	25	Central Familiar Cristiano - Liberty	10.77 mi	0	Insufficient Data
11	Bonlee - Bonlee	5.99 mi	105	Plateauing	26	Deep River - Ramseur	10.80 mi	59	Plateauing
12	Rives Chapel - Siler City	6.39 mi	96	Plateauing	27	Emmaus - Pittsboro	11.18 mi	301	Plateauing
13	Brush Creek - Bear Creek	6.72 mi	134	Declining	28	Goldston - Goldston	11.79 mi	92	Growing
14	New Beginning	6.93 mi	32	Insufficient Data	29	Sandy Creek - Liberty	12.02 mi	98	Growing
15	Sandy Branch - Bear Creek	7.03 mi	148	Declining	30	Bennett	12.02 mi	184	Growing

 Atha
 Bethel
 Reserver
 Pinebluff
 Red Cross
 Bowmore
 Robbins
 Granite Quarry
 West Marion
 Ossipee

 Jacksonville
 Westey Chapel
 Elk Park
 Topsail Beach
 Bent Creek
 Liberter
 Intercultural Institute
 Silver City

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 Neuse Forest
 Biscoe
 Waynesville
 Mountain Home
 Pine Level
 Columber Forest
 Intercultural Institute
 Winterville

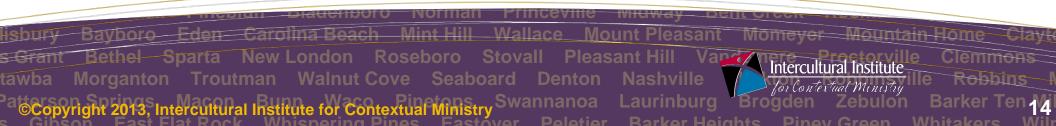
 Homosoft
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 Jefferson
 Highlands
 Lumber Bridge
 Randleman
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## Using the Spirituality Indicators

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

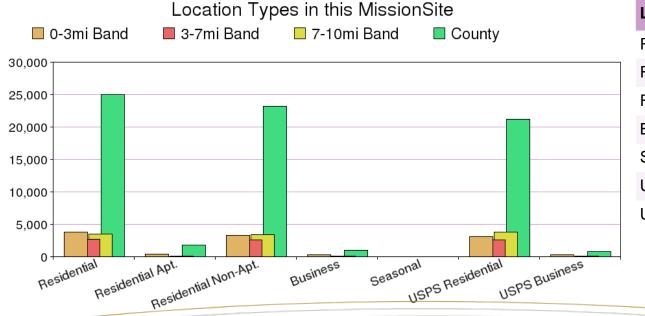
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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	38,759	7,788	20.09%
2000 Population	49,329	10,009	20.29%
2010 Population	66,463	11,864	17.85%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	15,293	2,981	19.49%
2000 Households	19,741	3,548	17.97%
2010 Households	24,026	3,754	15.62%

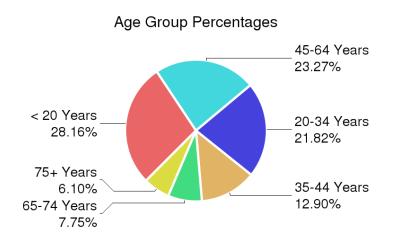


Location Type	0-3mi Band
Residential	3,787
Residential Apt.	447
Residential Non-Apt.	3,340
Business	319
Seasonal	0
USPS Residential	3,094
USPS Business	251

Sylva Jackson <u>Elat Rock Bogue Mayodan Cramerton Northwest</u> Elm City River Bend McDonald Burg South Rosemary Micro Bryson City Maiden Seaboard Silver City Hobger <u>Intercultural Institute</u> Sylle Rich Square Fairplains Northlakes Lillington Lincolnton Jefferso (*ontextual Ministry*) Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Mondation Salisbury Hemby Bridge Mountain Home Cala

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

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

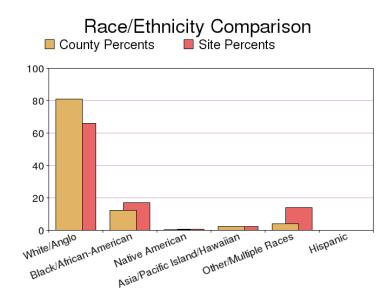


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.29%	6.46%	122.12
4-5 Years	2.53%	2.74%	108.3
6-8 Years	3.71%	3.93%	105.93
9-11 Years	3.69%	3.99%	108.13
12-13 Years	2.45%	2.68%	109.39
14-17 Years	4.57%	5.45%	119.26
18-19 Years	2.2%	2.92%	132.73
0-5 Years	7.82%	9.2%	117.65
6-12 Years	8.62%	9.25%	107.31
13-19 Years	7.99%	9.7%	121.4
< 20 Years	24.43%	28.15%	115.23
20-34 Years	15.94%	21.81%	136.83
35-44 Years	15%	12.9%	86
45-64 Years	29.1%	23.26%	79.93
65-74 Years	8.42%	7.75%	92.04
75+ Years	7.1%	6.1%	85.92
Median Age	42	37	89.09
Median Age (Male)	40	35	86.63
Median Age (Female)	43	40	92.74

annon Monroe Faison Sandyfield Summerfield Youngsville Salisbury East Flat Rock Mount Olive Besse Har-Mac Pleasant Hill Norwood Bogue Creedmoor Saxapahaw Sprint Intercultural Institute Pland Robbinsville Stantonsburg Glen Alpine Hayesville Lewiston Wood (Source tual Ministry) Concessoro Belmont Harm 16 Copyright 2013, Intercultural Institute for Contextual Ministry 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	80.92%	66.07%	81.66
Black, African-American	12.31%	16.85%	136.88
Native American	0.41%	0.53%	130.72
Asian	2.21%	2.22%	100.23
Pacific Island, Hawaiian	0.05%	0.17%	339.52
Other/Multiple Races	4.11%	14.16%	344.74
Hispanic	0%	43.69%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	46,940	7,508	
Less than 9th Grade	6.48%	17.06%	37.96
No High School Diploma	8.83%	14.29%	61.8
High School Graduate	27.26%	33.06%	82.47
Some College, no degree	16.24%	15.42%	105.28
Associate Degree	6.96%	6.79%	102.49
College Degree	21.17%	9.96%	212.45
Graduate/Prof. degree	13.06%	3.41%	383.07

by Broadway Biscoe Yanceyville Shallotte Stokesdale Highlands Buies Creek Barker Heights Millers Greek Herey Ansonville Belwood Blowing Rock Marvin Elon Manteo Welcomer Cher Rock, Flat Rock Wint Here Kitty Hawk Elrod Littleton Stem Stantonsburg Swepsonville Boonville Confectual Ministry Dallas Raemon Spindale 17 Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 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	5.69%	8.12%	214.98
\$10,000 to \$19,999	11.25%	18.57%	164.97
\$20,000 to \$29,999	10.66%	14.97%	140.45
\$30,000 to \$49,999	16.62%	21.58%	129.8
\$50,000 to \$59,999	8.84%	8.55%	96.68
\$60,000 to \$69,999	8.06%	7.62%	94.5
\$70,000 to \$79,999	6.83%	6.05%	88.59
\$80,000 to \$89,999	5.55%	3.46%	62.42
\$90,000 to \$99,999	3.99%	1.97%	49.39
\$100,000 to \$124,999	8.37%	4.93%	58.85
\$125,000 to \$149,999	4.32%	2.05%	47.52
\$150,000 to \$199,999	4.8%	1.17%	24.4
\$200,000 to \$249,999	1.73%	0.27%	15.42
\$250,000 or more	3.28%	0.69%	21.12
Median Household	56,379	37,364	66.27
Average Household	74,896	48,064	64.17
Per Capita Household	27,374	15,215	55.58
Family/Non-Family Household			
Income			
Median Family Income	70,004	44,839	64.05
Average Family Income	89,575	55,592	62.06
Median Non-Family Income	35,093	25,265	71.99
Average Non-Family Income	46,348	34,132	73.64

Morven Hot Springs Hayesville Bostic McAdenville Wilmington Spiveys Corner Clen Raven Navassa Leuisburg Royal Pines Beaufort Grifton Kings Mountain Aberdeen Skippen Intercultural Institute for Winston-Salem High Shoals Matthews Mocksville Mooresville Oak for Contextual Ministry is Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	66.04%	66.44%	100.6
Families with Children	28.81%	34.42%	119.44
Families without Children	37.23%	32.02%	86.01
Non-Family Households			
% Non-Family Households	33.96%	33.56%	98.84
Non-Families with Children	0.2	0.27	130.61
Non-Families without Children	33.76	33.3	98.65
Housing Units			Index
Total Housing Units	26,947	4,198	
Vacant percent	10.84%	10.55%	97.35
Owned percent	68.11%	58.41%	85.75%
Rented Percent	21.05%	31.04%	147.46
Households by Size			Index
Avg household size	2.73	3.12	114.29
Avg family hh size	3.46	3.82	110.4
Avg non-family hh size	1.31	1.72	131.3
Households By Count of Persons			Percent
One	6,573	1,028	15.64%
Тwo	6,520	704	10.8%
Three or Four	7,918	1,200	15.16%
Five+	3,015	825	27.36%

Star Elkin Tryon Bunn Kelford South Rosemary Calabash Seagrove Benson Pikeville Kill Deville St. Stephens Love Valley Midway Chocowinity Foxfire St. Pauls Sam life Clemmons Raeford Coll ax Brogden Brevard Drexel Burlington Columbia Beaufort Cajah's Moderna Intercultural Institute Intercultural Institute for Contextual Ministry Robersonville Pinetops Mebane Connelly Springs 19 Manuary Burlington Politics P

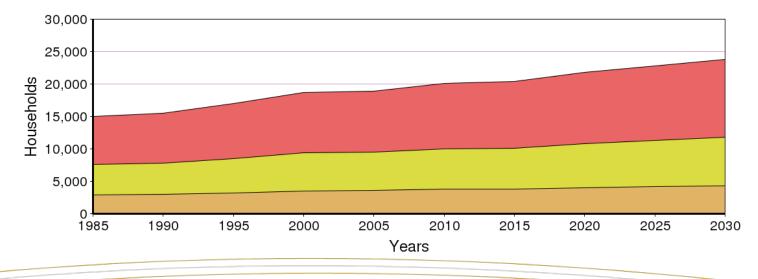
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	38,759	7,788	20.09%
2000 Population	49,329	10,009	20.29%
2010 Population	66,463	11,864	17.85%
2015 Population	74,910	12,574	16.79%

Household Change from 1985 to 2030

🔲 0-3mi Ring 👘 🔲 0-7mi Ring

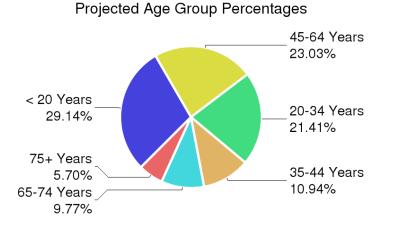
📕 0-10mi Ring



vs Polkton Dunn Old Fort Waxhaw Spiveys Corner Surf City Concord McDonald Kelford Buies Creek Conetoe Marion Mountain View Grantsboro Rolesville Kerners Intercultural Institute Kenly Bogue East Spencer Carolina Beach Morganton Angier Ruf Confextual Ministry Confextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

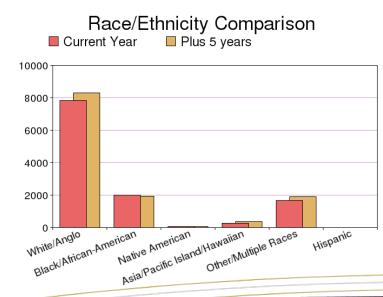


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.46%	6.62%	102.48
4-5 Years	2.74%	2.81%	102.55
6-8 Years	3.93%	4.22%	107.38
9-11 Years	3.99%	3.93%	98.5
12-13 Years	2.68%	2.55%	95.15
14-17 Years	5.45%	5.88%	107.89
18-19 Years	2.92%	3.13%	107.19
0-5 Years	9.2%	9.42%	102.39
6-12 Years	9.25%	9.41%	101.73
13-19 Years	9.7%	10.31%	106.29
< 20 Years	28.15%	29.14%	103.52
20-34 Years	21.81%	21.41%	98.17
35-44 Years	12.9%	10.94%	84.81
45-64 Years	23.26%	23.03%	99.01
65-74 Years	7.75%	9.77%	126.06
75+ Years	6.1%	5.7%	93.44
Median Age	42	37	88.39
Median Age (Male)	40	36	89.25
Median Age (Female)	43	40	92.16

Elroy Westport South Weldon Warsaw Wilmington McDonald Salem Northlakes Elkin Walnut Cov Cape Carteret Seaboard Sanford Goldsboro Avery Creek Oakboro Parings Burnsville Dunit Claremont Spindale Whiteville Neuse Forest Murfreesboro Waco Selmo for Confertual Ministry Confertual Institute for Contextual Ministry Confertual Institute for Contextual Ministry Confertual Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	66.07%	66%	99.89
Black, African-American	16.85%	15.48%	91.85
Native American	0.53%	0.52%	98.85
Asian	2.22%	2.75%	124.13
Pacific Island, Hawaiian	0.17%	0.19%	113.22
Other/Multiple Races	14.16%	15.05%	106.32
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	7,508	7,703	
Less than 9th Grade	17.06%	14.89%	87.27
No High School Diploma	14.29%	12.2%	85.39
High School Graduate	33.06%	34.31%	103.79

15.42%

6.79%

9.96%

3.41%

15.45%

7.41%

11.63%

4.1%

100.16

109.13

116.75

120.31

St. James Nags Head Rowland Lake Junaluska Walnut Cove Raynham Sugar Mountain Star Hunters Stantonsburg Albemarle Pinebluff Harrells Mint Hill Ahoskie Lake New Intercultural Institute North Topsail Beach Milton Biscoe Wesley Chapel Carolina Shores Lake Lure Norwood Gatesville Win22 Copyright 2013, Intercultural Institute for Contextual Ministry

Some College, no degree

Graduate/Prof. degree

Associate Degree

**College Degree** 

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	8.12%	7.42%	91.27
\$10,000 to \$19,999	18.57%	18.49%	99.56
\$20,000 to \$29,999	14.97%	14.83%	99.06
\$30,000 to \$49,999	21.58%	19.6%	90.83
\$50,000 to \$59,999	8.55%	8.5%	99.42
\$60,000 to \$69,999	7.62%	8.16%	107.06
\$70,000 to \$79,999	6.05%	6.09%	98.54
\$80,000 to \$89,999	3.46%	3.79%	106.3
\$90,000 to \$99,999	1.97%	2.12%	107.48
\$100,000 to \$249,999	4.93%	5.83%	118.23
\$125,000 to \$149,999	2.05%	2.6%	126.53
\$150,000 to \$199,999	1.17%	1.32%	112.97
\$200,000 to \$249,999	0.27%	0.37%	139.18
\$250,000 or more	0.69%	0.85%	122.36
Median Household	37,364	39,415	105.49
Average Household	48,064	51,302	106.74
Per Capita Household	15,215	15,414	101.31
Family/Non-Family Household			
Income			
Median Family Income	44,839	48,904	109.07
Average Family Income	55,592	59,955	107.85
Median Non-Family Income	25,265	26,466	104.75
Average Non-Family Income	34,132	36,402	106.65

Tighlands Rosman Sandyfield Lansing Millers Creek Roxobel Washington Pleasant Garden Cajah's Mount Froy Speed Ocracoke Fallston Green Level Stantonsburg Webster Intercultural Institute Stallings Raynham Raemon Angier Indian Trail White Plains Bryson City Intercultural Institute Buccopyright 2013, Intercultural Institute for Contextual Ministry Coston 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	66.44%	65.07%	97.94
Families with Children	34.42	33.58	97.57
Families without Children	32.02	30.85	96.36
Non-Family Households			
% Non-Family Households	33.56%	34.93%	104.07
Non-Families with Children	0.27	0.21	104.07
Non-Families without	33.3	34.72	104.27
Children			
Housing Units			
Total Housing Units	4,198	4,226	100.67%
Vacant percent	10.55%	10.65%	100.91
Owned percent	58.41%	58.8%	100.67
Rented Percent	31.04%	30.55%	98.42
Households by Size			
Avg household size	3.12	3.28	105.13%
Avg family hh size	3.82	4.13	108.12%
Avg non-family hh size	1.72	1.70	98.84%
Households By Count of			
Persons			
One	1,028	1,073	104.38%
Тwo	704	530	75.28%
Three or Four	1,200	1,203	100.25%
Five+	825	969	117.45%

Stle Hayne Wrightsbore Stony Point Macon Candor Sims River Road Garland Shelby Charlotte McAde A JAARS Ranio Jamesville Elm City Faith Lowell Coats Centerville Intercultural Institute Mawn Havelock Lucama Smithfield High Shoals Haw River Jonesville Contextual Ministry Contextual Ministry Franklinville Kannapolis Five Points Marsbyille Dobson Stedman Grover Sparta Bath Mocksville

# **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	5
	MILES	MILES	MILES		MILES	5
Foreign Born Pop	0	3,209	265	Eastern Africa	0	
Northern Europe	0	33	4	Middle Africa	0	
Western Europe	0	0	9	Northern Africa	0	
Southern Europe	0	0	0	Southern Africa	0	
Eastern Europe	0	4	7	Western Africa	0	
Other Europe	0	0	0	Other Africa	0	
Eastern Asia	0	7	9	Oceania	0	
So. Central Asia	0	5	0	Caribbean	0	
SE Asia	0	19	1	Central Amer.	0	
Western Asia	0	30	0	South America	0	
Other Asia	0	0	0	North America	0	
				Born at sea	0	

Mount Pleasant Leland Mars Hill Light Oak Valley Hill Pumpkin Center Haw River Bogue Aurora Toa terd Gaston Cedar Point Bostic Boardman Gamewell Laurel Park Fred Intercultural Institute Untain View Pinetops Carolina Beach Wentworth Columbus Falcon Pin ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

# Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	0	12,954	5,188	Other Indo-Euro	0	0	0
Spanish	0	3,128	396	Asian/PI languages	0	0	0
Other Indo-Euro	0	103	21	Chinese	0	0	0
language	U	100	21	Japanese	0	0	0
French (incl. Patois,	0	47	11	Korean	0	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	6	0	Miao, Hmong	0	36	17
Portuguese	0	0	0	Thai	0	0	0
German	0	25	9	Laotian	0	0	0
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	0
Language				Other Pacific Is	0	17	8
Greek	0	0	0	Other languages	0	65	0
Russian	0	4	1	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	8	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	30	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	30	0
Hindi	0	5	0	Other unspecified	0	5	0
Urdu	0	8	0				

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# 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	12,945	4,031	Irish	Irish 0	Irish 0 758
Arab	0	32	2	Italian	Italian 0	Italian 0 153
Armenian	0	0	1	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	0	0	Norwegian	Norwegian 0	Norwegian 0 29
British	0	21	7	Polish	Polish 0	Polish 0 41
Canadian	0	19	2	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	6	9	Russian	Russian 0	Russian 0 10
Czechoslovak	0	0	0	Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	0	5	6	Scotch-Irish	Scotch-Irish 0	Scotch-Irish 0 393
Dutch	0	56	36	Scottish	Scottish 0	Scottish 0 235
English	0	1,034	442	Slovak	Slovak 0	Slovak 0 0
European	0	132	78	Subsaharan African	Subsaharan African 0	Subsaharan African 0 88
Finnish	0	0	0	Swedish	Swedish 0	Swedish 0 22
French (not Basque)	0	112	41	Swiss	Swiss 0	Swiss 0 4
French Canadian	0	19	6	Ukrainian	Ukrainian 0	Ukrainian 0 5
German	0	796	342	US/American	US/American 0	US/American 0 2,413
Greek	0	2	0	Welsh	Welsh 0	Welsh 0 19
Hungarian	0	7	0	West Indian	West Indian 0	West Indian 0 14
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 0	Other 0 6,519

ural Hall Asheville Knightdale Kenly Grover Mount Pleasant Foxfire Lumber Bridge Stallings Fairview all Vanceboro Ossipee Princeville Harmony Littleton Smithfield Bolton <u>Intercultural Institute</u> ville Pembroke Huntersville Kannapolis Vandemere Bostic Barker Heige (or Confectual Ministry Confectual Ministry © Copyright 2013, Intercultural Institute for Contextual Ministry © Copyright 2013, Intercultural Institute for Contextual Ministry Description Pack Village Unionville Green Level Fairfield Ha

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## 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?

layesville Clayton Fearrington Franklinton Weddington Dover Wrightsboro Elizabeth City Mars Hill Car shore Kenly McFarlan Apex Ivanhoe Conway Highlands Nashville <u>Intercultural Institute</u> Wagram E ral Hall Scotland Neck Lattimore Siler City Wilmington Bostic Biltmore <u>Intercultural Institute</u> undarrach Ber <u>Copyright 2013, Intercultural Institute for Contextual Ministry</u> Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Using the Demographic Indicators

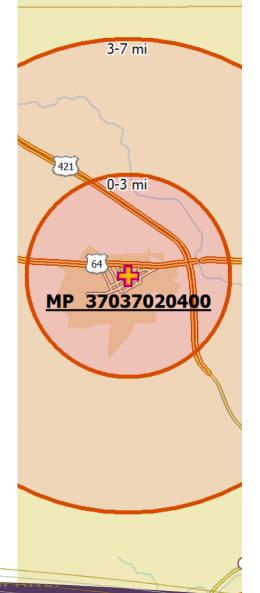
#### Issues for Your Consideration - continued

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



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.



Vilkesboro Yadkingile Flat Rock Pink Hill Jonesville Newton Fearrington Dobbins Heights Five Points Carnewell Oakboro Aberdeen Wrightsville Beach Ashley Heights Hudson Intercultural Institute Inter Lake Lure Grover Forest Oaks Pineville Proctorville North Wilkesb Intercultural Institute For Contextual Ministry October Contextual Ministry October 10 Pleasant Garden Connell 30

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	3,754	100%	2,560	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	125	3.33%	84	3.28%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	125	3.33%	84	3.28%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	19	0.51%	12	0.47%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	19	0.51%	12	0.47%
Mid-Market Enterprise	0	0%	0	0%

Littleton Saxapahaw New London Lake Lure Godwin Askewville Aulander Mills River Leneir Carrbord Littleton Saxapahaw New London Lake Lure Godwin Askewville Aulander Mills River Leneir Carrbord Littleton Saxapahaw New London Lake Lure Godwin Askewville Aulander Mills River Leneir Carrbord Littleton Saxapahaw New London Lake Lure Godwin Askewville Aulander Mills River Leneir Carrbord Littleton Saxapahaw New London Lake Lure Godwin Askewville Aulander Mills River Leneir Carrbord Littleton Saxapahaw New London Lake Lure Godwin Askewville Aulander Mills River Leneir Carrbord Littleton Saxapahaw New London Lake Lure Godwin Askewville Aulander Mills River Leneir Carrbord Littleton Saxapahaw New London Lake Lure Godwin Askewville Aulander Mills River Leneir Carrbord Littleton Saxapahaw New London Lake Lure Godwin Askewville Aulander Mills River Leneir Carrbord Littleton Saxapahaw New London Lake Lure Godwin Selma Valley Hill Nashville Garland Roper Janger Littleton Saxapahaw New London Lake Lure Godwin Selma Valley Hill Nashville Garland Roper Janger Littleton Saxapahaw New London Lake Lure Godwin Selma Valley Hill Nashville Garland Roper Janger Janger Saxapahaw New Low New Low

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	3,754	100%	2,560	100%
BLUE COLLAR BACKBONE	524	13.96%	354	13.83%
Nuevo Hispanic Fam.	56	1.49%	39	1.52%
Working Rural Suburbia	14	0.37%	8	0.31%
Lower Income Essentials	423	11.27%	286	11.17%
Small Town Endeavors	31	0.83%	21	0.82%
AMER. DIVERSITY	90	2.4%	60	2.34%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	65	1.73%	42	1.64%
Professional Urbanites	25	0.67%	18	0.7%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	898	23.92%	616	24.06%
Steadfast Conservative	791	21.07%	542	21.17%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	22	0.59%	15	0.59%
Urban Grit	0	0%	0	0%
Grass-Roots Living	85	2.26%	59	2.3%

Proctorville Buies Creek Madison Hertford Garner Drexel Wrightsboro Marshville Richlands Ogde Lucama Canton Surf City Jonesville Kill Devil Hills Bowmore Higher Freudrich Cameron Lake Wingate Blowing Rock Earl Gibsonville Brookford Hudson Black Mou Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,754	100%	2,560	100%
REMOTE AMERICA	95	2.53%	56	2.19%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	68	1.81%	40	1.56%
Coal & Crops	27	0.72%	16	0.63%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	491	13.08%	364	14.22%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	491	13.08%	364	14.22%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	67	1.78%	29	1.13%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	9	0.24%	5	0.2%
Hinterland Fam.	58	1.55%	24	0.94%

nd East Arcadia Stallings Hemby Bridge Cofield Rex Como Hendersonville Cameron Statesville Spruce Nashville Garland Myrtle Grove Carthage Granite Falls Silver Lake rogden Caswell Beach Ayden Spindale Altamahaw Kelly Beulaville Geopyright 2013, Intercultural Institute for Contextual Ministry 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	3,754	100%	2,560	100%
STRUGGLING SOCIETIES	1,290	34.36%	876	34.22%
Rugged Southern Style	6	0.16%	4	0.16%
Latino Nuevo	949	25.28%	645	25.2%
Struggling city Centers	335	8.92%	227	8.87%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	155	4.13%	109	4.26%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	80	2.13%	56	2.19%
Urban Diversity	43	1.15%	31	1.21%
New Generation Activists	32	0.85%	22	0.86%
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%

Chanotte Clarkton Columbus Long view Foxine

Carolina Shores Dover Sugar Mountain Newton Grove Indian Beach Intercultural Institute Peletier Toast Taylorsville Mills River Swansboro Bowmore Kannapo for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

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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?

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tual Ministry

#### **Potential Cultural Bridges**

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

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

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

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



Conetoe Arapahoe Elon Cove City Eden Long View Crossnore Pinebluff Mount Gilead Cotield Simps Etowah Lake Park Cameron Unionville Fairview Charlotte Laurinburge Intercultural Institute Biltmore Forest Hertford Wade Warrenton Ossipee Nashville Wright Got Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	67%	71%	73%
Use Comp. for Internet/E-mail	44%	49%	53%
Internet Use: E-Mail	34%	39%	42%
Use Comp. for Comp. Games	32%	35%	36%
Use Comp. for Education	27%	29%	29%
Use Comp. for Word Processing	26%	30%	32%
Use Comp. for Shopping	24%	28%	31%
Use Comp. for Banking	23%	25%	27%
Use Comp. for Digital Camera	22%	25%	27%
Photo Editing			
HH Owns DVD Player	21%	23%	24%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	18%	21%	23%
Internet Use: Banking	17%	20%	22%
Use Comp. for News/Info./Data	15%	17%	18%
Service			
PC-Network-HH Has One	13%	15%	16%
Internet Use: Research/ Education	10%	10%	11%
Use Comp. for Filing/DB Mngmnt	10%	10%	11%
Use Comp. for Personal Financial	9%	10%	11%
Mngmnt			
HH Owns Video/Webcam	9%	9%	9%
Internet Use: Instant Messaging	9%	8%	7%
(lm)			
Internet Use: Shopping: Gathered Info. for Shopping	9%	9%	10%



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	64%	65%	66%
Dining Out (Not Fast Food)	46%	50%	52%
Reading Books	44%	47%	48%
Card Games	34%	37%	39%
Cooking for Fun	30%	32%	33%
Gardening	29%	32%	34%
Go To A Beach/Lake	29%	31%	32%
Board Games	25%	29%	31%
Visit Zoo	17%	18%	18%
Going To	17%	17%	18%
Bars/Nightclubs/Dancing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	65%	66%	67%
Gen./Fam. Practitioner	35%	37%	39%
Dentist	24%	25%	25%
Backache	22%	22%	23%
Eye Dr.	20%	21%	21%
None Of These	19%	19%	20%
Hypertension/High Blood	18%	19%	19%
Pressure			
High Cholesterol	16%	17%	17%
Any Arthritis	16%	16%	16%
Acid Reflux Disease (GERD)	14%	14%	14%

Varnamtown <u>Elizabeth City Ivanhoe Ruth West Jefferson Marietta</u> Duck Rutherfordton <u>Cresvell</u> Fay Kure Beach Lake Norman of Catawba Fallston West Marion East Bend <u>Intercultural Institute</u> Grove Matthew and Royal Pines Enochville Morven Lake Lure Hayesville Macon Milto *Intercultural Institute* Sherrills Ford for Contextual Ministry Vann Crossroads Old Fort Boardman Granite Falls Wann

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	23.11%	23.58%	23.93%
Live Theater	14.19%	15.01%	16.07%
Rock/Pop Concerts Most	12.73%	12.94%	13.18%
Often			
Live Theater Most Often	11.61%	12.26%	13.12%
Dance Performance	9.29%	8.19%	7.69%
Comedy Club	8.23%	8.06%	7.86%
Movies: Action/Adventure	36.97%	36.29%	36.18%
Movies: Comedy	36.84%	37%	37.27%
Movies: Fam.	21.12%	19.9%	19.41%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Drama	18.95%	18.25%	17.97%
Movies: Mystery	18.64%	17.24%	16.36%
Movies: Horror	17.44%	15.15%	13.54%
College Football Reg.	3.76%	4.39%	4.99%
Season			
MLB Baseball Reg. Season	3.71%	4.67%	5.44%
NFL Football Reg. Season	3.24%	4.12%	4.78%
College Basketball Reg.	2.28%	2.77%	3.18%
Season			
NBA Basketball Reg.	1.88%	2.09%	2.44%
Season			
Auto Racing Events	1.66%	2.2%	2.54%

Tebaccoville Lexington Marshville Boonville Burgaw Highlands Brookford Rockingham Winfall Was Roxobel Salem Micro Lilesville Saxapahaw Raemon Casar Ronda Intercultural Institute Northlakes Try Calypso Laurel Park Walkertown Kernersville Rich Square Taylorsville To Confectual Ministry Vecopyright 2013, Intercultural Institute for Contextual Ministry Brogden Red Cross Maxton Spruce Pine Stoneville 39

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

BRIDGES	0-3	3-7	7-10		BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	34.97%	36.21%	37.42%	St	ationary Cycling	ationary Cycling 9.85%	ationary Cycling 9.85% 10.18%
Swimming	24.23%	27.83%	29.82%	Aer	robics	robics 8.95%	robics 8.95% 8.72%
Billiards/Pool	19.73%	19.47%	19.2%	Golf		8.48%	8.48% 9.99%
Bowling	18.66%	20.12%	21.05%	Mounta	in/Road Biking	in/Road Biking 8.43%	in/Road Biking 8.43% 9.82%
Basketball	16.05%	15.58%	15.69%	Softball		7.97%	7.97% 7.93%
Jogging/Running	15.85%	14.61%	14.24%	Hunting		7.97%	7.97% 10.17%
Baseball	14.29%	13.18%	12.39%	Target Shootin	g	ng 7.45%	ng 7.45% 8.98%
Freshwater Fishing	14.19%	17.76%	19.61%	Saltwater Fishing	9	<b>7</b> .25%	<b>7.25% 7.66%</b>
Camping Trips	12.43%	15.3%	16.73%	Backpacking/Hikin	g	g 6.7%	g 6.7% 8.02%
Football	12.32%	11.49%	11.06%	Tennis		5.74%	5.74% 5.99%
Weight Training	12.06%	12.81%	13.58%	Yoga		5.64%	5.64% 5.65%
Soccer	10.55%	8.99%	8.14%	Motorcycling		5.64%	5.64% 6.08%
Volleyball	10.1%	9.93%	9.7%	Power Boating		5.39%	5.39% 6.29%
Using Cardio Machine	9.89%	10.63%	11.21%	Roller Skating		5.24%	5.24% 5.17%

Trantsboro Hoffman Clayton New London Peachland Barker Heights Monroe Lattimore Valley Hill Etow Fell Pink Hill Wesley Chapel Fairview Walnut Cove King Elrod Jacks Monroe Lattimore Valley Hill Etow sville Ossipee Grifton Danbury Oak City Casar Mocksville Newport For Contextual Ministry Contextual Ministry Delway Stem Skippers Corner Indian Trail Buies C40

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
Horseback Riding	5.1%	5.84%	6.26%
Canoeing/Kayaking	5.04%	5.83%	6.31%
Ice Skating	4.84%	4.67%	4.74%
Fly Fishing	4.48%	4.7%	4.81%
Racquetball	3.98%	3.93%	3.86%
Skateboarding	3.81%	3.58%	3.61%
Hockey	3.75%	3.67%	3.7%
Archery	3.75%	4.56%	5.16%
Jet Skiing	3.73%	3.9%	4.11%
Snorkeling	3.7%	3.84%	4.09%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Martial Arts	3.69%	3.53%	3.57%
Snowboarding	3.54%	3.24%	3.19%
Auto Racing	3.52%	3.36%	3.22%
Water Skiing	3.51%	3.87%	4.14%
Downhill & X-Country	3.33%	3.59%	3.87%
Skiing			
Rock Climbing	3.25%	3.18%	3.15%
Snowmobiling	3.24%	3.46%	3.66%
Sailing	2.82%	2.73%	2.74%
Surfing & Windsurfing	2.59%	2.41%	2.4%
Rowing	2.52%	2.54%	2.57%

anton Varnamtown Louisburg Angier West Jefferson Robbinsville Clyde Spring Hope Old Fort Elizabet Selferd Gaston Bolivia Ashley Heights Lewiston Woodville King Icard Intercultural Institute Mineral Springs Roanoke Rapids Harrellsville Colerain Goldston Alve Contextual Ministry Contextual Ministry Gibson Granite Quarry Cullowhee Wilkesboro St. 141

#### 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.

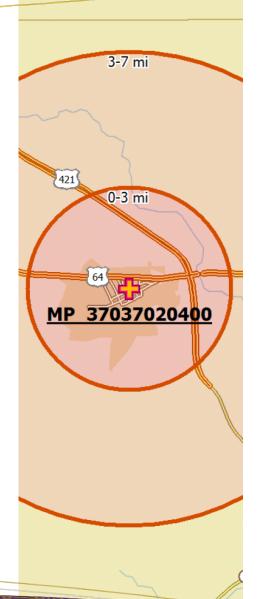
#### **BIBLICAL BARRIERS**

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.



Columbia Lincelnton Polkton Plymouth Brunswick Fearrington Ellenboro Stem Cooleenee Bent Cree Tepsal Beach Boardman McDonald Middleburg South Weldon Spruce Intercultural Institute Garland Conetoe Indian Trail Cramerton Andrews Bladenboro Ica Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute 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.

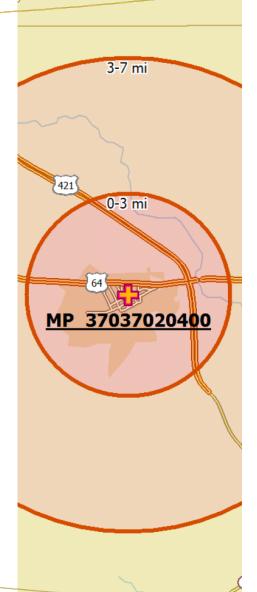
CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Elk Park Concord Wallace Wagram Belwood Mayodan Vander Rich Square Lake Waccamaw Concle Wentworth High Shoals Elon Bailey Ingold Cramerton Sunset Bear Intercultural Institute each Tobaccoville Carolina Shores Troutman Woodfin Boiling Spring Later 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 MILE
Important Continue Learning New Things	50%	49%	50%	Friends More Important Than My Fam.	23%	23%	23%
Like Control Over People And Resources	39%	38%	36%	Like To Pursue Challenge/Novelty/Change	22%	20%	19%
Woman's Place Is In The Home	38%	37%	37%	Like to Stand Out In A Crowd	22%	22%	22%
Speak My Mind Even If It Upsets	37%	37%	36%	Marijuana Should Be Legalized	21%	20%	19%
People				Only Work Current Job for The	17%	16%	15%
Find It Difficult To Say No To My	32%	35%	37%	Money			
Kids				We Should Strive for Equality	16%	14%	14%
Too Much Sponsorship In	31%	28%	27%	for All			
Arts/Sports				Rarely Sit Down to a Meal	16%	17%	17%
Like To Do Unconventional	30%	31%	30%	Together At Home			
Things				Indulge My Kids With The Little	13%	11%	11%
Don't Judge People/Way They	29%	28%	28%	Extras			
Live Life				Happy With My Standard Of	11%	10%	11%
Prefer To Have Few	29%	29%	30%	Living			
Possessions As Possible				More Important Do Duty Than	11%	8%	7%
If Won Lottery Would Never	25%	24%	25%	Enjoy Life			
Work Again				On Whole People Get What	10%	10%	10%
Money Is Best Measure Of	24%	25%	26%	They Deserve	1001	<b>0</b> 01	
Success				Very Happy With My Life As It Is	10%	8%	7%
I Am A Workaholic	23%	20%	19%				

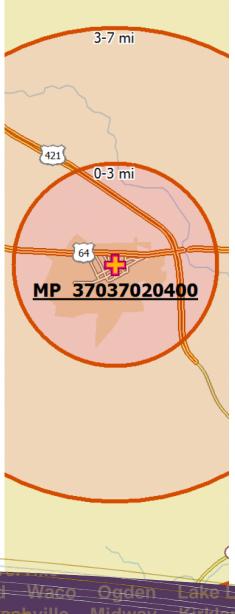
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Gatesville Valdese Kittrell Benson Midland Peachland Sparta West Find Lake Warbay Contextual Ministry Corpyright 2013, Intercultural Institute for Contextual Ministry Corpyright 2013, Intercultural Institute for Contextual Ministry

#### **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.



aluda Franklinton Conetoe Matthews Stanfield Bladenboro Elm City Oak Island Maco Ogden Lake La Bethlehem Burnsville Tobaccoville Wilmington Morven Connelly Spire Intercultural Institute Lawndale Hoffman Andrews Littleton Kings Grant Southern Shores Confertual Ministry Gen Raven Fairfield Harb 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	3-7	7-10	THEM	ES	0-3	3-7	7-10
	MILES	MILES	MILES			MILES	MILES	MILES
You Should Seize Opportunities	55%	55%	55%	Like T	o Just Enjoy Life	21%	21%	21%
In Life				Real N	/len Don't Cry	20%	18%	17%
Important To Respect Customs And Beliefs	48%	53%	57%	Provid Extras	le My Kids With The Little	16%	15%	14%
Like To Understand About Nature	38%	37%	36%	Try No Future	ot To Worry About The	16%	15%	14%
Important To Juggle Various Tasks	35%	33%	33%	Worrie By Ca	ed About Pollution Caused	15%	16%	17%
Prefer Work Part Of Team Than	35%	35%	35%	Is An I	mportant Part Of Who I Am	14%	15%	16%
Alone				Enjoy	Spending Time With My	14%	14%	14%
Important Feel Respected By My	33%	33%	33%	Fam.				
Peers				Feel V	ery Alone In The World	7%	7%	6%
Good At Fixing Things	30%	29%	28%	Childre	en Should Be Allowed To	7%	7%	7%
Prefer To Have Few	29%	29%	30%	Expres	ss Themselves			
Possessions As Possible				Like S	pending Most Time With	7%	6%	6%
Have Keen Sense Of Adventure	26%	26%	26%	Fam.				
Looking for New Ideas To Improve Home	22%	20%	19%	Would Busine	l Like To Set Up Own ess	4%	4%	4%
People Have To Take Me As	22%	22%	22%	Decor	Particular Interest To Me	4%	4%	4%
They Find Me Consider Myself Interested In The Arts	22%	21%	20%					

Rich Square Hemby Bridge Rennert Tobaccoville Boiling Springs Archdale Burgay Myrtle Grove Mich E Hit Kelford Nags Head Rhodhiss Weddington Raynham Pleasant Hill And Intercultural Institute Ite Quarry Vass Mint Hill Beulaville Ellenboro Winfall Kelly Gorman (Intercultural Institute) Confectual Ministry Plymouth Sugar Mountain Salemburg Love Valley 46 Copyright 2013, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

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

nover Wingate <u>Seven Devils</u> <u>Eureka</u> North Wilkesboro Bayboro Fountain Mars Hill Monroe Saratoga Ayden Bogue Columbia Rex Littleton Goldsboro Mount Gilead <u>Services Elon</u> Morven Gibse Iashville Summerfield Rennert Saluda White Plains Red Oak Denton Copyright 2013, Intercultural Institute for Contextual Ministry

3-7 mi

0-3 mi

MP 37037020400

421

## **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	84.89%	85.99%	86.66%
Restaurant-Visit Any			
Fam. Restaurants/Steak	75.64%	78.56%	80.5%
Houses-Visit Any			
McDonald's	54.82%	55.98%	56.32%
Burger King	40.76%	40.52%	40.21%
Kentucky Fried Chicken (KFC)	29.75%	30.14%	30.71%
Subway	28.64%	29.75%	30.5%
Taco Bell	28.42%	28.79%	28.66%
Wendy's	27.53%	28.86%	29.71%
Applebee's	24.46%	26.78%	27.75%
Pizza Hut	24%	24.24%	24.24%
Dairy Queen	19%	19.38%	19.36%
Arby's	18.34%	20.67%	22.01%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Domino's Pizza	18.25%	16.42%	15.28%
Olive Garden	16.57%	17.77%	18.45%
Denny's	16.53%	14.69%	13.37%
Red Lobster	16.01%	16.34%	16.52%
Sonic	14.42%	15.21%	15.34%
Golden Corral	13.1%	13.17%	13.15%
IHOP (International House Of	12.92%	12.56%	12.46%
Pancakes)			
Church's Fried Chicken	11.89%	9.35%	8%
Jack-In-The-Box	11.78%	9.8%	8.76%
Cracker Barrel	11.51%	13.66%	14.73%
Chick-Fil-A	11.44%	12.27%	12.83%
Long John Silver's	11.31%	11.45%	11.32%

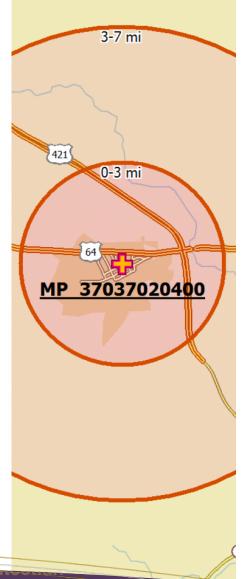
Pumpkin Center Woodland Autryville Watha Warrenton Dover Wadesboro Norven Asheville Coats torth Wilkesboro Cajah's Mountain Bonnetsville Lewiston Woodville New Intercultural Institute Eastover Granite Falls Belville Bolivia Harrells Bethlehem Mebane for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Watha Warrenton Dover Bessemer City Milton Grover Kello

#### **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!



Marvin Mulberry Cary Laurel Park Henderson Dunn Brogden Green Level Meddington Kure Beach ted Cross Concord Yanceyville Roxboro Montreat St. James Albemarle <u>Intercultural Institute</u> Fountain Beach mber Bridge Como South Henderson Lewisville Emerald Isle Elkin Pele for Confectual Ministry Murphy Staley Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

## **Potential Shared Projects**

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	37.57%	41.05%	43.44%
Recycled products	27.75%	29.5%	30.86%
Worked as volunteer (non political)	12.41%	13.65%	14.63%
Engaged in fund raising	8.59%	9.59%	10.5%
Religious club member	6.61%	6.99%	7.5%
Church Board	4.7%	4.94%	5.44%

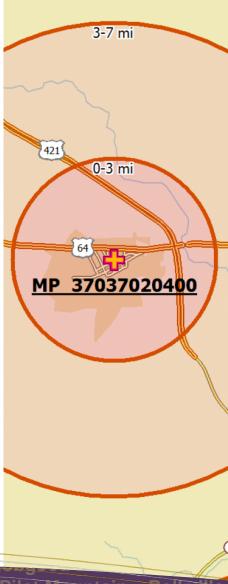
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	4.48%	4.76%	4.94%
newspaper			
Charitable Organization	4.19%	4.64%	4.98%
Union member	4.12%	4.61%	5.06%
Wrote to elected offcl about	3.88%	4.49%	4.97%
publ bus			
Took active part in local civic	3.78%	4.14%	4.4%
issue			
Fraternal order member	3.63%	3.98%	4.19%

Tale China Grove Atlantic Beach Havelock Cullowhee Etowah Marion Speed Youngsville Clayton Ran take Forest Madison Bolivia Maggie Valley Cofield McFarlan North Will on Mutherry Hemby Bridge King Barker Ten Mile Tarboro Cape Carteret Gastonia Tobaccoville (a) Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Black Creek

#### **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.



ville Cramerton Knightdale Middlesex Summerfield Clyde Leggett Albemarie Pilot Mountain Polkville Springs Grantsboro Sylva Five Points Lumber Bridge Spring Lake Intercultural Institute Aurora Harrellsville Vander Rennert Old Fort Grover Holly Ridge for Contestual 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	12.99%	13.56%	14.22%
Children's Books	11.84%	11.97%	12.43%
Mystery	9.04%	9.7%	10.01%
Cookbooks	8.73%	9.28%	9.65%
Religious (not Bibles)	8.44%	8.76%	9.11%
History	6.11%	6.17%	6.19%
Romance	5.87%	6.14%	6.47%
Biography	5.72%	5.67%	5.78%
Personal/Business Self-help	5.09%	5.36%	5.8%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	57.45%	60.53%	62.54%
Gen. Editorial	45.02%	44.88%	45.28%
Womens	40.71%	40.37%	40.81%
Service	28.75%	30.94%	32.1%
Mens	18.11%	17.94%	17.83%
Music	14.14%	12.97%	12.64%
Parenthood	14.05%	13.72%	13.53%
<b>Business/Finance</b>	13.82%	13.9%	14.85%
Automotive	13.52%	14.23%	14.35%

Ellerbe Windsor Lowesville Vann Crossroads Marietta Shallotte Royal Pines Speed Light Oak Richt Linduska Mount Airy Goldsboro Piney Green Seven Lakes Ivanhoe Intercultural Institute Bakersville Oakboro Conover Brevard Sneads Ferry Madison Faison 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	45.76%	49.18%	51.38%
Classified	31.89%	33.55%	34.19%
Sport	28.17%	29.75%	30.68%
Comics	23.58%	25.15%	25.74%
Editorial Page	23.51%	26.58%	28.35%
Business/Finance	21.07%	22.78%	24.1%
Movie Listings & Reviews	20.88%	21.99%	22.78%
Food/Cooking	20.37%	21.83%	22.63%
TV/Radio Listings	19.88%	21.42%	22.21%
Home/Gardening	16.42%	18.33%	19.55%
Travel	13.83%	15.16%	16.28%
Science/Technology	13.32%	14.42%	15.27%
Fashion	12.15%	12.69%	13.36%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Urban Contemporary	21.5%	18.23%	17.49%
CHR Contemp Hit Radio	19.98%	18.99%	18.27%
Country	16.47%	20.86%	22.79%
Hispanic	14.76%	10.19%	7.4%
Adult Contemporary	12.56%	14.22%	14.93%
Oldies	12%	11.49%	11.13%
Variety	10.59%	8.99%	8.4%
Rock	8.36%	9.85%	10.45%
Classic Rock	7.03%	7.92%	8.4%
News/Talk	6.63%	7.72%	8.54%
Alternative	6.01%	6.73%	7.12%
Jazz	5.89%	5.19%	5.48%
Religious	5.28%	5.76%	6.2%
Soft Contemporary	4.73%	4.91%	5.21%
All News	4.12%	4.01%	4.4%
Gospel	4%	3.86%	3.95%
Sports	2.62%	2.73%	3.01%
All Talk	2.59%	2.83%	3.14%

City Brevard Mebane Waxhaw Raynham Mountain Home Norlina Sherrills Ford Goldston Long View Hount Airy Woodfin Bethel Cameron Bessemer City Silver Lake Robert Intercultural Institute Vander Taylorsville Ronda Morven Durham Oak City Stonewall Mills for Confectual Ministry Copyright 2013, 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
	MILES	MILES	MILES
Fox News Channel	60.68%	61.83%	62.92%
Satellite Dish	51.78%	52.86%	54.02%
Other Video-On-Demand	49.15%	46.59%	45.26%
Soapnet	47.56%	48.01%	48.55%
Sci-Fi Channel	36.68%	36.73%	36.97%
MSNBC	33.45%	33.47%	33.74%
Adult Pay Per View TV	29.95%	31.94%	33.57%
Subscribe Digital Cable	28.77%	28.96%	29.44%
Nickelodeon	27.53%	28.68%	29.57%
TV Info From Sunday TV	26.59%	27.2%	27.79%
Magazine			
Nick At Nite	25.3%	24.94%	25.11%
Hallmark Channel	24.11%	23.86%	24.23%

Hildebran Pink Hill Vanceboro Mars Hill Shelby Varnamtown Hot Springs Seven Lakes Randleman Hill Hack Mountain Franklinville St. Stephens Kingstown St. Pauls Star Midwar Caswell Beach Broadway Hill Havesville Murraysville Beech Mountain Ashley Heights Indian Beach Ede To: Confectual Ministry Heights Indian Beach Ede To: Confectual Ministry Haves Ede Copyright 2013, Intercultural Institute for Contextual Ministry Education Seven Lakes Provide Advance Pineblutt

TV Info From Other

19.05%

19.07%

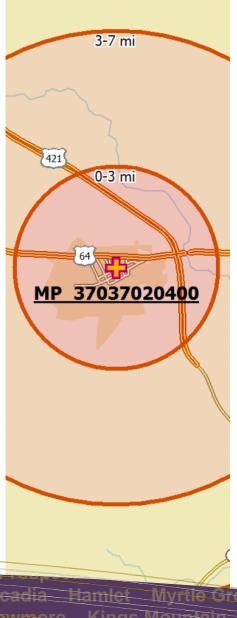
19.18%

#### **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.



Windsor Highlands Dunn Salemburg Matthews Bailey Seven Devils East Arcadia Hamlet Myrtle Gro Hiton Grifton Elrod Powellsville Sneads Ferry Watha Ayden Washin <u>Intercultural Institute</u> Kings Mountain Cove City Bogue Elkin Tar Heel Erwin Stoneville Pikeville Manteo ©Copyright 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+)	15.22%	16.22%	17.03%
Medium Users (4-6)	9.37%	9.44%	9.61%
Light Users (1-3)	18.84%	19.39%	19.91%
Quintiles (20%)			
Newspaper I (Heavy)	1.04%	1.17%	1.13%
Newspaper II	1.27%	1.4%	1.42%
Newspaper III	1.54%	1.8%	2.09%
Newspaper IV	0.64%	0.64%	0.58%
Newspaper V (Light)	0.99%	1.01%	1.06%

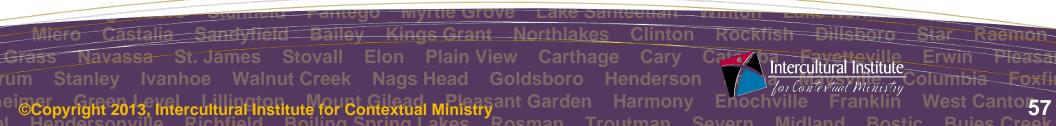
MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	21.94%	20.93%	20.21%
Magazines II	9.2%	9.19%	9.19%
Magazines III	11.15%	10.56%	10.23%
Magazines IV	14.17%	13.18%	12.42%
Magazines V (Light)	0.98%	0.76%	0.68%
Outdoor I (Heavy)	10.06%	8.5%	7.53%
Outdoor II	4.06%	3.53%	3.29%
Outdoor III	4.81%	4.29%	3.89%
Outdoor IV	18.79%	18.31%	18.15%
Outdoor V (Light)	23.35%	24.19%	24.7%
Yellow Pages I	19.5%	18.17%	17.18%
(Heavy)			
Yellow Pages II	7.05%	6.5%	6.25%
Yellow Pages III	7.65%	6.57%	6.03%
Yellow Pages IV	26.73%	25.48%	24.66%
Yellow Pages V (Light)	6.27%	5.2%	4.43%



## 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	MILES
Radio Drive Time Quntiles TV Prime Time Quntiles (fifths /		
(fifths / 20%) 20%)		
Drive Time I & II (Heavy) 2.7% 2.99% 3.12% Prime Time I & II (Heavy)	4.86%	4.58%
Drive Time III (Medium) 0.88% 0.87% 0.87% Prime Time III (Medium)	1.35%	1.54%
Radio IV & V (Light)         3.24%         2.99%         2.95%         Prime Time IV & V (Light)	11.44%	10.14%
Radio Media Quntiles (fifths / TV Early/Late Fringe Quntiles		
20%) (fifths / 20%)		
Radio I & II (Heavy)         12.21%         10.9%         9.93%         Fringe I & II (Heavy)	37.35%	38.67%
Radio III (Medium)4.45%4.59%4.68%Fringe III (Medium)	55.94%	55.93%
Radio IV & V (Light) 3.8% 3.52% 3.4% Fringe IV (Light)	56.34%	56.92%
Cable TV Quntiles (fifths / TV All Day Quntiles (fifths /		
20%) 20%)		
Cable I & II (Heavy)         12.47%         12.35%         12.57%         All Day I & II (Heavy)	17.07%	15.58%
Cable III (Medium)         4.81%         4.65%         4.6%         All Day III (Medium)	24.58%	25.06%
Cable IV & V (Light) 37.53% 35.33% 34.14% All Day IV (Light)	16.58%	14.87%



# 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]	9.58%	10.29%	10.7%
6:00am - 10:00am	11.82%	11.72%	12.03%
10:00am - 3:00pm	7.27%	6.24%	5.97%
3:00pm - 7:00pm	16.83%	15.15%	14.44%
7:00pm - Midnight	11.07%	10.58%	10.52%
Midnight - 6:00am	6.47%	5.61%	5.24%
Weekend Radio			
Listeners			
Dayparts [summary]	14.27%	13.9%	13.79%
6:00am - 10:00am	2.08%	2.42%	2.52%
10:00am-3:00pm	3.83%	3.77%	3.98%
3:00pm - 7:00pm	6.47%	6.3%	6.18%
7:00pm - Midnight	8.87%	8.57%	8.51%
Midnight - 6:00am	9.33%	8.98%	8.91%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.75%	6.26%	6.54%
Saturday: 8:00-11:00pm	7.34%	7.41%	7.58%
Sunday: 7:00-11:00pm	9.56%	9.63%	9.62%
9:00am-1:00pm	25.3%	24.94%	25.11%
9:00am-4:00pm	29.02%	28.65%	28.96%
4:00pm-7:00pm	28.97%	28.17%	28.26%
11:00pm-1:00am	42.71%	41.98%	41.85%
AVG Prime time Mon-Sun	4%	3.37%	3.13%

Grange Fairplains Marshall Littleton Drexel Beaufort Dobson Kings Grant Spring Hope Turkey Indian Wanchese Laurinburg Warrenton Lincolnton Kinston Pine Knoll Short Intercultural Institute Troutman Bonnetsville Pollocksville Bath Chadbourn Belville Haw for Contextual Ministry Brices Creek Spencer Mou Brices Creek Spencer Mou 58

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	<b>TV VIEWERS</b>	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	16.34%	15.42%	14.79%	Sat: 7-10am	Sat: 7-10am 15.57%	Sat: 7-10am 15.57% 16.01%
7-9am	16.04%	17.23%	17.94%	Sat: 10am-1pm	Sat: 10am-1pm 7.35%	Sat: 10am-1pm 7.35% 7.31%
9am-12noon	19.48%	19.7%	20.24%	Sat: 1-4pm	Sat: 1-4pm 23.04%	Sat: 1-4pm 23.04% 23.61%
12noon-4pm	9.54%	8.96%	8.72%	Sat: 4-6pm	Sat: 4-6pm 5.64%	Sat: 4-6pm 5.64% 5.83%
4-6pm	46.42%	45.37%	45.92%	Sat: 6-7pm	Sat: 6-7pm 1.49%	Sat: 6-7pm 1.49% 1.63%
6-7pm	18.01%	18.91%	19.67%	Sat: 7-8pm	Sat: 7-8pm 0.73%	Sat: 7-8pm 0.73% 0.69%
7-7:30pm	1.73%	1.52%	1.55%	Sat: 8-11pm	Sat: 8-11pm 7.34%	Sat: 8-11pm 7.34% 7.41%
7:30-8pm	12.73%	12.08%	11.66%	Sat: 11pm-1am	Sat: 11pm-1am 5.53%	Sat: 11pm-1am 5.53% 5.12%
8-11pm	5.75%	6.26%	6.54%	Sat: 1am-7pm	Sat: 1am-7pm 19.98%	Sat: 1am-7pm 19.98% 21.16%
11pm-12am	33.45%	33.47%	33.74%	Sun: 7-10am	Sun: 7-10am 2.35%	Sun: 7-10am 2.35% 2.41%
11pm-1am	42.71%	41.98%	41.85%	Sun: 10am-1pm	Sun: 10am-1pm 5.96%	Sun: 10am-1pm 5.96% 6.55%
1-6am	30.95%	29.36%	28.65%	Sun: 1-4pm	Sun: 1-4pm 5.26%	Sun: 1-4pm 5.26% 5.68%
				Sun: 4-7pm	Sun: 4-7pm 11.9%	Sun: 4-7pm 11.9% 12.54%
				Sun: 7-11pm	Sun: 7-11pm 9.56%	Sun: 7-11pm 9.56% 9.63%
				Sun: 11pm-1am	Sun: 11pm-1am 4.57%	Sun: 11pm-1am 4.57% 4.55%
				Sun: 1-7am	Sun: 1-7am 20.48%	Sun: 1-7am 20.48% 20.75%

dleman Navassa Indian Beach Shelby Myrtle Grove Bailey Bermuda Run Norwood Bowmore Seven S Danbury Misenheimer Bayshore Sedalia East Flat Rock Everetts Cedar Intercultural Institute ansville Troutman Maggie Valley Kill Devil Hills Laurel Park Staley Min *Intercultural Institute* Hill Broadwar Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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

n Spring Lake River Road Chimney Rock Village Bethlehem Glen Alpine Misenheimer Matthews East Ro Hadison Boiling Springs Mountain View Winton West Jefferson Lexing Intercultural Institute Seaboard Rowland East Flat Rock Bridgeton Jamesville Cove City Flave Flave Mountain Peachland Min 60 Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

#### Issues for Your Consideration

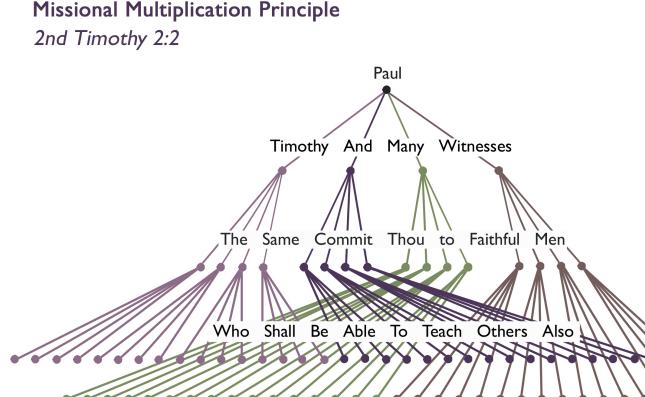
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Forest Hills West Jefferson Tryon Clayton Kure Beach Kings Grant Pine Level Wilmington Mulberry Sugar Mountain Siler City Dillsboro Bethlehem Parmele Skippers Confectual Institute na Grove Watha Garysburg Catawba Tarboro Swannanoa Hightsville Confectual 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.



Windsor Bethel Dover Shelby Kings Mountain Bostic Statesville Harrisburg Highlands Granite Quarty article Harbour Halifax Middlesex Carthage Mint Hill Lawndale Beul Intercultural Institute Trinity Cramerton Lincolnton Pleasant Hill Boonville Trent Woods for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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



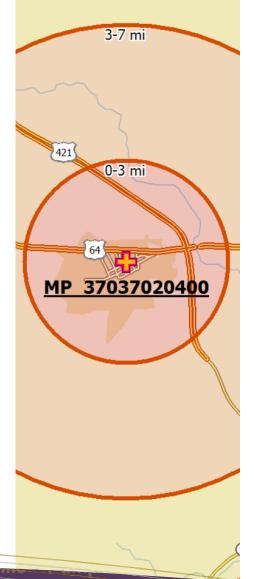


#### Your MissionSite and the Missional Suite

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



Mar-Mac Candor Gorman Sunset Beach Bowmore Swepsonville Southern Pines Pine Level Cherryville Earl Ossipee Boardman Gastonia Banner Elk Lillington Whitakers Intercultural Institute Iat Rock Hildebran Pinebluff Morehead City North Topsail Beach Milton Intercultural Institute n Lucama Hu 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**

			DIOTANOE		
	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Siler City First - Siler City	314 N 2nd Ave Siler City, NC 27344	0.10 mi	190	Plateauing
2	Brookdale - Siler City	1133 W 3rd St Siler City, NC 27344	0.81 mi	69	Growing
3	CLA - Siler City	1831 N Chatham Ave Siler City, NC 27344	1.04 mi	0	Insufficient Data
4	Loves Creek - Siler City	1745 E 11th St Siler City, NC 27344	1.56 mi	127	Plateauing
5	Community - Siler City	2575 Hamp Stone Rd Siler City, NC 27344	2.06 mi	0	Insufficient Data
6	Hickory Mountain - Siler City	1094 Mt Vernon Hickory Mtn Rd Siler City, NC 27344	2.06 mi	61	Growing
7	Fellowship - Siler City	120 Fellowship Church Rd Siler City, NC 27344	2.10 mi	121	Declining
8	Rocky River - Siler City	4436 Siler Cty Snow Cp Rd Siler City, NC 27344	3.43 mi	167	Plateauing
9	Oakley - Siler City	2300 Siler City Glendon Rd Siler City, NC 27344	3.50 mi	164	Plateauing
10	Moons Chapel - Siler City	175 Moons Chapel Rd Siler City, NC 27344	4.17 mi	150	Plateauing
11	Bonlee - Bonlee	25 Al Davis Rd Bonlee, NC 27213	5.99 mi	105	Plateauing
12	Rives Chapel - Siler City	4338 Rives Chapel Church Rd Siler City, NC 27344	6.39 mi	96	Plateauing
13	Brush Creek - Bear Creek	5345 Airport Rd Bear Creek, NC 27207	6.72 mi	134	Declining
14	New Beginning	133 Graham St Staley, NC 27355	6.93 mi	32	Insufficient Data
15	Sandy Branch - Bear Creek	715 Sandy Branch Church Rd Bear Creek, NC 27207	7.03 mi	148	Declining

boro Randieman Tobaccoville Earl Broadway Mountain Home Siler City Brunswick Stony Point Wesley Stephens Biscoe New Bern Boonville Coats Connelly Springs High Intercultural Institute Keener Stanfield Hendersonville Walkertown Salisbury Rowland White Intercultural Institute Scopyright 2013, Intercultural Institute for Contextual Ministry Scopyright 2014 And Scopyright 2015 And

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Joy - Siler City	61 Bowers Store Rd Siler City, NC 27344	7.08 mi	67	Plateauing
17	Mount Pleasant - Liberty	7103 Sandy Creek Church Rd Staley, NC 27355	7.15 mi	130	Plateauing
18	Shady Grove - Staley	6853 Old Staley Rd Staley, NC 27355	7.83 mi	82	Plateauing
19	Hickory Grove - Bear Creek	17721 NC Highway 902 Bear Creek, NC 27207	9.39 mi	101	Declining
20	Tyson's Creek - Bear Creek	10981 Siler City Glendon Rd Bear Creek, NC 27207	9.39 mi	229	Declining
21	Liberty First - Liberty	659 S Fayetteville St Liberty, NC 27298	9.93 mi	86	Declining
22	Bear Creek - Bear Creek	1278 Bonlee Carbonton Rd Bear Creek, NC 27207	10.01 mi	48	Declining
23	Snow Camp - Snow Camp	8724 Snow Camp Rd Snow Camp, NC 27349	10.58 mi	43	Declining
24	Ramseur First - Ramseur	731 Liberty St Ramseur, NC 27316	10.62 mi	127	Plateauing
25	Central Familiar Cristiano - Liberty	116 Depot St Liberty, NC 27298	10.77 mi	0	Insufficient Data
26	Deep River - Ramseur	4095 Deep River Church Rd Ramseur, NC 27316	10.80 mi	59	Plateauing
27	Emmaus - Pittsboro	2430 Silk Hope Gum Springs Rd Pittsboro, NC 27312	11.18 mi	301	Plateauing
28	Goldston - Goldston	190 N Church St Goldston, NC 27252	11.79 mi	92	Growing
29	Sandy Creek - Liberty	4765 Sandy Creek Church Rd Liberty, NC 27298	12.02 mi	98	Growing
30	Bennett	68 Bonlee St Bennett, NC 27208	12.02 mi	184	Growing

Ronda Caswell Beach Plymouth Harkers Island Pittsboro Tryon Ellerbe Cajah's Mountain Sandy Cr Eastover Barker Ten Mile Hemby Bridge East Laurinburg Forest City Specific Tonsail Beach Claremon Walnut Cove Granite Quarry Stonewall Carrboro Sparta Faith South for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Lighthouse Ministries of Asheboro Inc.	4489 Spinks Rd Asheboro, NC 27205	12.40 mi	0	Insufficient Data
32	Antioch - Goldston	3835 Bonlee Carbonton Rd Goldston, NC 27252	12.67 mi	68	Declining
33	Franklinville First - Franklinville	440 Academy St Franklinville, NC 27248	12.83 mi	0	Insufficient Data
34	Cornerstone - Goldston	396 NC Highway 42 Goldston, NC 27252	13.18 mi	0	Insufficient Data
35	Mount Olive - Pittsboro	5043 Mount Olive Church Rd Pittsboro, NC 27312	13.95 mi	126	Plateauing
36	Fall Creek - Bennett	1745 Fall Creek Church Rd Bennett, NC 27208	14.14 mi	122	Plateauing
37	Mount Zion - Lib	3572 W Greensboro Chapel Hill Rd Liberty, NC 27298	14.50 mi	0	Plateauing
38	Clearview - Franklinville	2721 Cedar Falls Rd Franklinville, NC 27248	14.58 mi	50	Insufficient Data
39	Macedonia - Liberty	7881 Old 421 Rd Liberty, NC 27298	14.74 mi	60	Declining
40	White's Memorial - Franklinville	2930 Whites Memorial Rd Franklinville, NC 27248	14.86 mi	198	Declining
41	New Salem - Pittsboro	5030 Old Graham Rd Pittsboro, NC 27312	14.91 mi	93	Growing
42	Bethany - Gulf	503 Alton King Rd Gulf, NC 27256	14.92 mi	70	Growing
43	Riverside - Seagrove	8123 Riverside Rd Seagrove, NC 27341	14.93 mi	95	Declining
44	Mays Chapel - Bear Creek	24 Rosser Rd Bear Creek, NC 27207	14.95 mi	35	Insufficient Data
45	Roca Fuerte - Pittsboro	1365 NC Highway 902 Pittsboro, NC 27312	15.02 mi	0	Insufficient Data

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