MissionSite top unreached locations

Catawba Ellerbe DURHAM, NC Creek West Canton Carrboro Whispering Pinecensus TRACT: 37063001603 Forest Spruce Pine Madison Multiplyson Lewiston Woodville Spring Lake REGION: Region 4: Triangle COUNTY: Durham ccovi - Cramer Winterville Wadesboro Eden Creswell Pikeville Sim SITESCAPE? Suburbscapenity In partnership with the: Hill Sugar Mountain Elk Park Knigh DENSITY PATTERN: 11m ndsor Avden N Intercultural Instituterkton Raleigh rlingtor for Contextual Ministry Coats North Carolina Baptists Caring. Sharing. Daring. Mebane Creedmo ©Copyright 2011 RIntercultura Institute for Contextual Ministrykewville Goldsboro

MissionSite (TM) Table of Contents

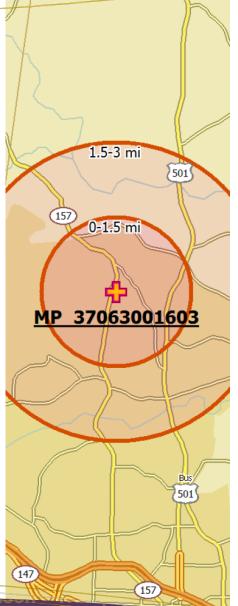
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Site Location Summary

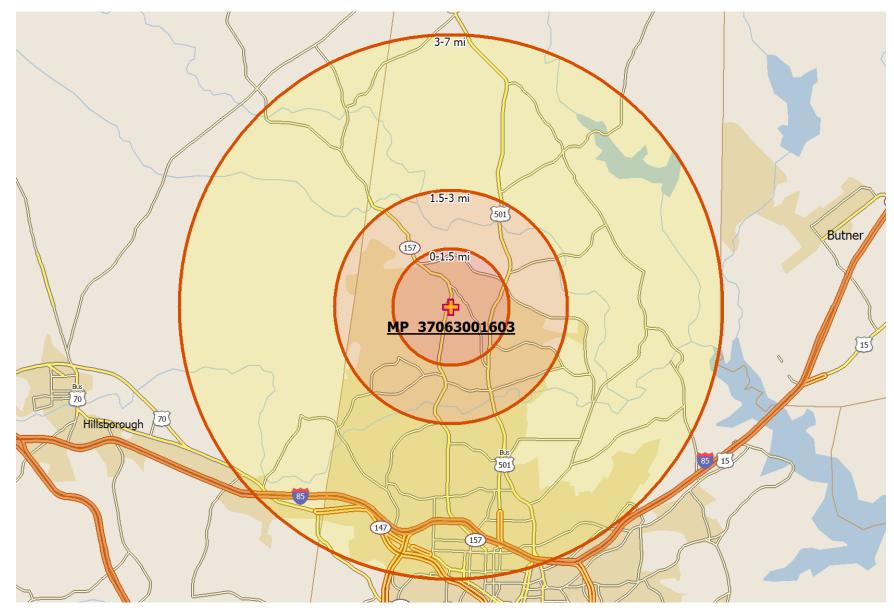
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	37063	Durham
4	Zipcode	27712	Durham
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.2	Medium Suburbs
7	Sitescape Subgroup	3.22	Medium suburbs nearby suburbs adjacent a city
8	Sitescape Density Pattern	l1	50000-100000-250000



thage Erwin Etowah Buies Creek Walnut Cove Toast Pollocksville Boiling Springs Seagrove Silver City Frant Rosman Pinebluff Godwin Bogue White Oak Princeville Sawmills Midland Bailey Benson Seve Roanoke Rapids Glen Raven Danbury Marshall Ahoskie Wilmington Wass Cantextual Ministry Confectual Ministry Bent Cree Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry Castonia Oak Bidge Greenville West Canton Candor

Site Location Summary - Map of the Site Location



Oakboro Fountain Bald Head Island Midland Bayshore Pumpkin Center Tryon Everetts Crossnore Frank Nashville Seven Lakes Woodlawn Walstonburg Lillington Burger Intercultural Institute Sunset Beach Marvin Calypso Middlesex Duck Walnut Creek Cen Jor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric	12	City: Midsize: Territory inside an urbanized area and inside a principal city with population
	Locale Codes		less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Ile Fairfield Harbour Harrisburg Fountain Harrells Littleton Lawndale Swannanoa Erwin Boonville Gr Burnsville Magnolia Dallas Faith Rural Hall Drexel Havelock Gibson intercultural Institute ough Kings Grant Pikeville Rutherford College Spiveys Corner Woodlaw (Soutextual Ministry) ©Copyright 2011, Intercultural Institute for Contextual Ministry Construction Brices Creek Connelly Springs Crossno 5

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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	4,247	13,247	63,757
2010 Households	1,550	4,669	25,399
2010 Group Quarters Population	24	255	1,134

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	30	37	48
Language Diversity National Index	26	54	62
Foreign Born Diversity National Index	97	32	13
Ancestry Diversity National Index	70	27	9
Racial Diversity National Index	51	79	86

Green Level Kings Grant Lenoir Fairmont Catawba Forest Hills Atkinson Marietta Denton Kill Des The Pines Belville Bunn Archdale Roseboro Oxford Carrboro Pinetops Fintercultural Institute Hamilton Parmele Chapel Hill Wendell Norlina Kinston Balfour Linde for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

ine Level Elizabethtown Kittrell Walnut Cove Chocowinity Bayshore Wilson's Mills South Rosemary Ruff Rewton Grove Beulaville Mocksville Watha Spencer Mountain Vander Intercultural Institute Springs Granite Quarry Kill Devil Hills Stanfield Stovall Monroe Alama of Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-1.5 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	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,292	83.35%
Mainstay Communities	Established, Diverse Households	63	4.06%
Working Communities	Blue-collar, Working Families	9	0.58%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	187	12.06%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%

Sherrills Ford Newton New Bern Haw River River Road Halifax Grandfather Kenly Sanford Weaverville Hount Gilead Leland East Flat Rock Winfall Sneads Ferry Walnut Cove Intercultural Institute Ellerbe Lilesville Robbins Royal Pines Murraysville Holly Ridge Unit for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

hburg Vancebore Winston-Salem Boone Lenoir Oakboro Ellerbe Vass Gorman Duon Kittrell Duck Clemmons Middleburg Huntersville McDonald Sandy Creek Stallings Intercultural Institute High Point Stown Warsaw Skippers Corner Ranlo Clinton Castalia East Arcadia Intercultural Institute for Contextual Ministry Kannapolis Canton Brookford Wesley Chapel Dent 9 Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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



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 0-1.5 mile band that are in each category. The index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	0-1.5 MILE BAND	% INDEX
Unreached Households	76,756	1,056	1.38%
Unreached %	71.97%	68.14%	94.67
Religious But NOT Evangelical HH	23,447	272	1.16%
Religious But NOT Evangelical %	21.99%	17.54%	79.78
Spiritual But NOT Relig or Evang HH	10,303	153	1.49%
Spiritual But NOT Relig or Evang %	9.66%	9.88%	102.22
Not Evangelical, Not Interested HH	43,265	631	1.46%
Not Evangelical, Not Interested %	40.57%	40.71%	100.36



Lev Murfreesbore Summerfield Peletier Conetoe Statesville Micro Piney Green Snow Hill Sneads Ferry artette Parmele Ansonville Coats River Bend Whiteville Wendell Vass Intercultural Institute Candor Everetts Montreat Kinston Cornelius Silver Lake Godwin May for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Bayshore 2011, Intercultural Institute for Contextual Ministry Bayshore 2011, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCNC Churches	57	5	8.77%
Active BCNC Attenders	8,121	691	8.51%
Active Evangelical Households	13,117	856	6.53%
Active Evangelical Percent	12.30%	13.77%	111.94
Inactive Evangelical Households	16,770	1,095	6.53%
Inactive Evangelical Percent	15.73%	17.61%	111.96
# 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	Ridgecrest - Durham	0.74 mi	596	Declining	16	Glenn School Road - Durham	6.89 mi	20	Insufficient Data
2	North Durham - Durham	0.85 mi	15	Declining	17	Dayspring - Durham	6.90 mi	124	Plateauing
3	C3 Christ Centered Church	1.48 mi	0	Insufficient Data	18	Grey Stone - Durham	7.00 mi	567	Growing
4	Faith Community - Durham	2.53 mi	70	Insufficient Data	19	Mount Hermon (Y) - Durham	7.00 mi	66	Plateauing
5	New Freedom - Durham	2.80 mi	10	Insufficient Data	20	Immanuel - Durham	7.00 mi	60	Plateauing
6	Rose of Sharon - Durham	3.29 mi	184	Plateauing	21	Great Faith - Durham	7.23 mi	30	Insufficient Data
7	Bahama - Bahama	3.49 mi	69	Plateauing	22	Gorman - Durham	7.47 mi	248	Declining
8	Edgewood - Durham	3.50 mi	70	Growing	23	Grace - Durham	7.49 mi	81	Growing
9	Ebenezer - Hillsborough	4.18 mi	475	Declining	24	Cheek Heights - Durham	7.88 mi	20	Plateauing
10	Guess Road - Durham	5.39 mi	161	Plateauing	25	Durham First - Durham	8.09 mi	423	Plateauing
11	New Jerusalem Baptist Cathedral - Durham	5.47 mi	50	Plateauing	26	Red Mountain - Rougemont	8.11 mi	83	Plateauing
12	Braggtown - Durham	5.71 mi	138	Declining	27	Antioch Baptist Church - Durham	8.47 mi	81	Plateauing
13	Park View - Durham	6.37 mi	35	Declining	28	Faith - Durham	8.56 mi	136	Declining
14	Iglesia Cristiana Emanuel - Durham	6.55 mi	0	Insufficient Data	29	Greater Joy International Ministries	8.68 mi	200	Insufficient Data
15	Journey - Durham	6.55 mi	33	Declining	30	Lakewood - Durham	8.71 mi	31	Declining

Renda Mountain View Welcome Randleman Grover Rockwell Moravian Fails Halifax Sanford Avery Brevard Roanoke Rapids Broadway Bayboro Castalia Sandy Creek Seven Lakes Ahoskie hispering Pines Stem South Weldon Stanley Polkton Burgaw Rutherfor Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Spirituality Indicators

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

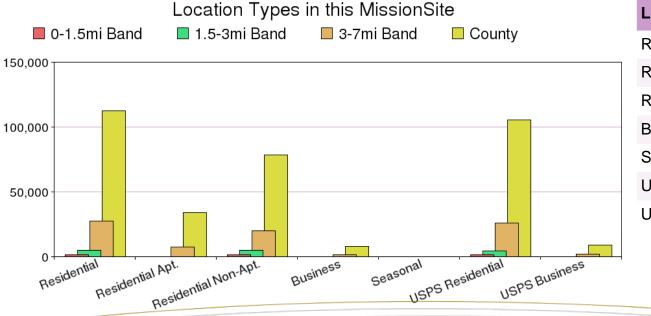
Issues for Your Consideration

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



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 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	181,835	3,885	2.14%
2000 Population	223,314	3,892	1.74%
2010 Population	276,659	4,247	1.54%

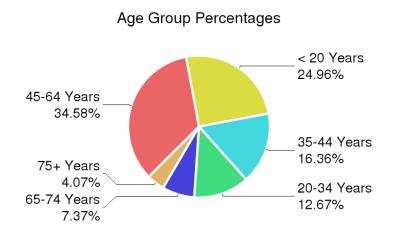


Location Type	0-1.5mi Band
Residential	1,618
Residential Apt.	0
Residential Non-Apt.	1,618
Business	27
Seasonal	0
USPS Residential	1,710
USPS Business	30

Carrboro Robbinsville Bear Crass Fairfield Harbour Norwood Raynham Stonewall Wilson Brogden Level Fearrington Kelly Mayodan Saxapahaw Jamesville Richfield Intercultural Institute Roxobel Roper Littleton Weddington Aberdeen New Bern Sneads For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

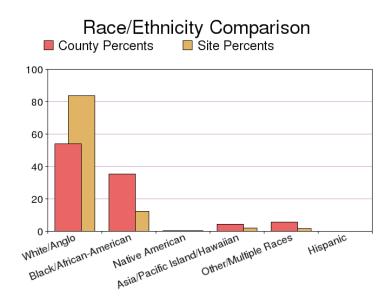


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.9%	4.29%	62.17
4-5 Years	2.96%	2.47%	83.45
6-8 Years	4.21%	4.19%	99.52
9-11 Years	3.73%	4.24%	113.67
12-13 Years	2.28%	2.85%	125
14-17 Years	4.72%	4.71%	99.79
18-19 Years	2.29%	2.21%	96.51
0-5 Years	9.85%	6.76%	68.63
6-12 Years	9.08%	9.84%	108.37
13-19 Years	8.14%	8.36%	102.7
< 20 Years	27.07%	24.96%	92.21
20-34 Years	24.78%	12.67%	51.13
35-44 Years	15.48%	16.36%	105.68
45-64 Years	22.71%	34.59%	152.31
65-74 Years	5.5%	7.37%	134
75+ Years	4.46%	4.07%	91.26
Median Age	34	42	123.57
Median Age (Male)	33	41	125.9
Median Age (Female)	35	43	121.14

Clen Raven Kernersville Webster Milton Granite Quarry Trent Woods Momeyer Enfield Watha Coat Salemburg King China Grove Raleigh Fairmont Haw River Wades Concertual Institute East Flat Rock Hillsborough Hickory Kittrell Cedar Point Tar Heel Book Contextual Ministry Contextual Institute for Contextual Ministry Copyright 2011, 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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	54.02%	83.68%	154.91
Black, African-American	35.38%	12.29%	34.74
Native American	0.4%	0.31%	76.99
Asian	4.28%	1.7%	39.64
Pacific Island, Hawaiian	0.1%	0.26%	250.55
Other/Multiple Races	5.82%	1.79%	30.74
Hispanic	0%	2.8%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	182,612	3,065	
Less than 9th Grade	5.35%	3.16%	168.9
No High School Diploma	8.12%	5.74%	141.45

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	182,612	3,065	
Less than 9th Grade	5.35%	3.16%	168.9
No High School Diploma	8.12%	5.74%	141.45
High School Graduate	20.81%	28.29%	73.57
Some College, no degree	16.1%	18.63%	86.44
Associate Degree	7.05%	9.59%	73.48
College Degree	23.42%	21.08%	111.13
Graduate/Prof. degree	19.15%	13.51%	141.76

McDonald New London Bethel Black Creek Littleton Spruce Pine Emerald Isle Oak Ridge Rockfish The South Rosemary Havelock Alliance Wake Forest Roanoke Rapids Provide Contextual Institute Selma Sharpsburg Roseboro Sugar Mountain Trent Woods Northwest For Contextual Ministry Contextual Ministry Plain View Godwin Indian Beach Ahoskie St. Helen 17

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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	8.19%	2.77%	36.59
\$10,000 to \$19,999	10.11%	5.16%	51.06
\$20,000 to \$29,999	10.42%	4.71%	45.22
\$30,000 to \$49,999	20.7%	18.58%	89.76
\$50,000 to \$59,999	9.16%	12.52%	136.68
\$60,000 to \$69,999	7.11%	11.16%	156.99
\$70,000 to \$79,999	5.86%	8.26%	140.95
\$80,000 to \$89,999	4.83%	6%	124.25
\$90,000 to \$99,999	3.65%	4.45%	122.04
\$100,000 to \$124,999	8.07%	9.61%	119.09
\$125,000 to \$149,999	4.86%	8.84%	181.83
\$150,000 to \$199,999	3.81%	4.84%	127
\$200,000 to \$249,999	1.19%	1.48%	124.51
\$250,000 or more	2.05%	1.55%	75.47
Median Household	50,541	65,060	128.73
Average Household	67,971	75,690	111.36
Per Capita Household	27,131	27,627	101.83
Family/Non-Family Household			
Income			
Median Family Income	63,515	72,462	114.09
Average Family Income	83,521	83,906	100.46
Median Non-Family Income	36,641	42,674	116.47
Average Non-Family Income	46,532	49,534	106.45

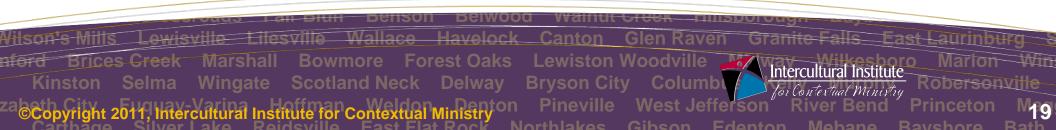
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Sonville Old Fort Lake Park Bermuda Run Harrells Seagrove Cerro Gordo Fountain Clayton New Bostic Rolesville Cashiers Halifax Dover Half Moon Jamestown Intercultural Institute Arapahoe Duck Intercultural Institute of Contextual Ministry Contextua

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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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.

Farmily Households Index % Family Households 57.96% 76.19% 131.46 % Family Households 31.74% 36.45% 114.84 Families with Children 26.22% 39.74% 151.58 Non-Family Households 42.04% 23.81% 56.63 Non-Family Households 42.04% 23.81% 56.63 Non-Family Households 42.04% 23.81% 56.63 Non-Families with Children 0.37 0.13 35.28 Non-Families without Children 41.67 23.68 56.82 Housing Units 120,358 1,663 144.84 Yacant percent 11.39% 6.79% 59.63 Owned percent 49.02% 85.63% 174.69% Rented Percent 39.59% 7.58% 19.14 Households by Size Index 104x 80.62 Avg household size 2.50 2.72 108.8 Avg non-family hh size 1.29 1.04 80.62 Households By Count of Persons Percent Percent One 36,910 327	2010 HOUSEHOLD	COUNTY	BAND	
* Family Households 57.96% 76.19% 131.46 Families with Children 31.74% 36.45% 114.84 Families without Children 26.22% 39.74% 151.58 Non-Family Households 42.04% 23.81% 56.63 Non-Family Households 42.04% 23.81% 56.63 Non-Families with Children 0.37 0.13 35.28 Non-Families without Children 41.67 23.68 56.82 Housing Units 120,358 1,663 114.69% Total Housing Units 120,358 1,663 146.9% Vacant percent 49.02% 85.63% 174.69% Rented Percent 39.59% 7.58% 19.14 Households by Size Index 104 104 Avg household size 3.37 3.25 96.44 Avg family hh size 3.37 3.25 96.44 Avg non-family hh size 1.29 1.04 80.62 Households By Count of Persons Percent 0.89% 0.89% <th>ESTIMATES</th> <th></th> <th></th> <th></th>	ESTIMATES			
Families with Children 31.74% 36.45% 114.84 Families without Children 26.22% 39.74% 151.58 Non-Family Households 42.04% 23.81% 56.63 Non-Family Households 42.04% 23.81% 56.63 Non-Families with Children 0.37 0.13 35.28 Non-Families with Children 41.67 23.68 56.82 Housing Units 120,358 1,663 114.84 Total Housing Units 120,358 1,663 114.84 Vacant percent 41.67 23.68 56.82 Non-Families without Children 120,358 1,663 114.84 Housing Units 120,358 1,663 114.84 Vacant percent 49.02% 85.63% 174.69% Rented Percent 39.59% 7.58% 19.14 Households by Size Index 104x 104x Avg household size 2.50 2.72 108.8 Avg non-family hh size 3.37 3.25 96.44	Family Households			Index
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Non-Family Households 42.04% 23.81% 56.63 Non-Families with Children 0.37 0.13 35.28 Non-Families without Children 41.67 23.68 56.82 Iousing Units 120,358 1,663 index Total Housing Units 120,358 1,663 59.63 Vacant percent 49.02% 85.63% 174.69% Owned percent 49.02% 85.63% 19.14 Rented Percent 39.59% 7.58% 19.14 Avg household size 2.50 2.72 108.8 Avg non-family hh size 3.37 3.25 96.44 Avg non-family hh size 1.29 1.04 80.62 One 36,910 327 0.89% One 36,910 327 0.89% Two 27,654 479 1.73%	Families with Children	31.74%	36.45%	114.84
% Non-Family Households 42.04% 23.81% 56.63 Non-Families with Children 0.37 0.13 35.28 Non-Families without Children 41.67 23.68 56.82 Housing Units 120,358 1,663 Index Total Housing Units 120,358 1,663 1 Vacant percent 11.39% 6.79% 59.63 Owned percent 49.02% 85.63% 174.69% Rented Percent 39.59% 7.58% 19.14 Households by Size 2.50 2.72 108.8 Avg household size 2.50 2.72 108.8 Avg non-family hh size 1.29 1.04 80.62 Mone 3.37 3.25 96.44 Mone family hh size 1.29 1.04 80.62 Mone 36,910 327 0.89% One 36,910 327 0.89% Two 27,654 479 1.73%	Families without Children	26.22%	39.74%	151.58
Non-Families with Children 0.37 0.13 35.28 Non-Families without Children 41.67 23.68 56.82 Housing Units 120,358 1,663 Index Total Housing Units 120,358 1,663 59.63 Vacant percent 11.39% 6.79% 59.63 Owned percent 49.02% 85.63% 174.69% Rented Percent 39.59% 7.58% 19.14 Avg household size 2.50 2.72 108.8 Avg family hh size 3.37 3.25 96.44 Avg non-family hh size 1.29 1.04 80.62 One 36,910 327 0.89% Two 27,654 479 1.73%	Non-Family Households			
Non-Families without Children 41.67 23.68 56.82 Housing Units 120,358 1,663 Total Housing Units 120,358 1,663 Vacant percent 11.39% 6.79% 59.63 Owned percent 49.02% 85.63% 174.69% Rented Percent 39.59% 7.58% 19.14 Avg household size 2.50 2.72 108.8 Avg family hh size 3.37 3.25 96.44 Avg non-family hh size 1.29 1.04 80.62 One 36,910 327 0.89% Two 27,654 479 1.73%	% Non-Family Households	42.04%	23.81%	56.63
Housing Units 120,358 1,663 Total Housing Units 120,358 1,663 Vacant percent 11.39% 6.79% 59.63 Owned percent 49.02% 85.63% 174.69% Rented Percent 39.59% 7.58% 19.14 Households by Size Index Index Avg household size 2.50 2.72 108.8 Avg family hh size 3.37 3.25 96.44 Avg non-family hh size 1.29 1.04 80.62 One 36,910 327 0.89% Two 27,654 479 1.73%	Non-Families with Children	0.37	0.13	35.28
Total Housing Units 120,358 1,663 Vacant percent 11.39% 6.79% 59.63 Owned percent 49.02% 85.63% 174.69% Rented Percent 39.59% 7.58% 19.14 Households by Size Index Index Avg household size 2.50 2.72 108.8 Avg family hh size 3.37 3.25 96.44 Avg non-family hh size 1.29 1.04 80.62 Households By Count of Persons Percent Percent One 36,910 327 0.89% Two 27,654 479 1.73%	Non-Families without Children	41.67	23.68	56.82
Vacant percent 11.39% 6.79% 59.63 Owned percent 49.02% 85.63% 174.69% Rented Percent 39.59% 7.58% 19.14 Households by Size Index Index Avg household size 2.50 2.72 108.8 Avg family hh size 3.37 3.25 96.44 Avg non-family hh size 1.29 1.04 80.62 One 36,910 327 0.89% Two 27,654 479 1.73%	Housing Units			Index
Owned percent49.02%85.63%174.69%Rented Percent39.59%7.58%19.14Households by SizeIndexIndexAvg household size2.502.72108.8Avg family hh size3.373.2596.44Avg non-family hh size1.291.0480.62Households By Count of PersonsPercentPercentOne36,9103270.89%Two27,6544791.73%	Total Housing Units	120,358	1,663	
Rented Percent 39.59% 7.58% 19.14 Households by Size Index Avg household size 2.50 2.72 108.8 Avg family hh size 3.37 3.25 96.44 Avg non-family hh size 1.29 1.04 80.62 Households By Count of Persons Percent Percent One 36,910 327 0.89% Two 27,654 479 1.73%	Vacant percent	11.39%	6.79%	59.63
Households by SizeIndexAvg household size2.502.72108.8Avg family hh size3.373.2596.44Avg non-family hh size1.291.0480.62Households By Count of PersonsPercentOne36,9103270.89%Two27,6544791.73%	Owned percent	49.02%	85.63%	174.69%
Avg household size 2.50 2.72 108.8 Avg family hh size 3.37 3.25 96.44 Avg non-family hh size 1.29 1.04 80.62 Households By Count of Persons Percent Percent One 36,910 327 0.89% Two 27,654 479 1.73%	Rented Percent	39.59%	7.58%	19.14
Avg family hh size 3.37 3.25 96.44 Avg non-family hh size 1.29 1.04 80.62 Households By Count of Persons Percent One 36,910 327 0.89% Two 27,654 479 1.73%	Households by Size			Index
Avg non-family hh size 1.29 1.04 80.62 Households By Count of Persons Percent One 36,910 327 0.89% Two 27,654 479 1.73%	Avg household size	2.50	2.72	108.8
Households By Count of Persons Percent One 36,910 327 0.89% Two 27,654 479 1.73%	Avg family hh size	3.37	3.25	96.44
One36,9103270.89%Two27,6544791.73%	Avg non-family hh size	1.29	1.04	80.62
Two 27,654 479 1.73%	Households By Count of Persons			Percent
	One	36,910	327	0.89%
Three or Four 30,660 586 1,01%	Two	27,654	479	1.73%
Thee of Four 30,009 300 1.91%	Three or Four	30,669	586	1.91%
Five+ 11,411 158 1.38%	Five+	11,411	158	1.38%



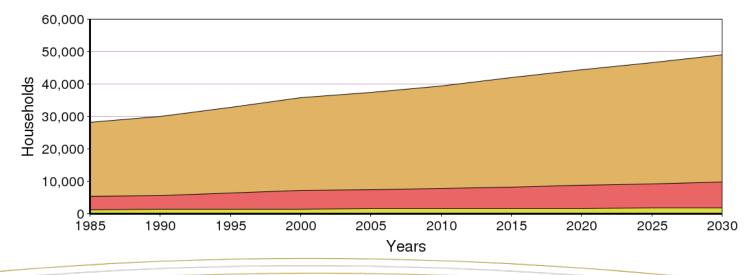
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	181,835	3,885	2.14%
2000 Population	223,314	3,892	1.74%
2010 Population	276,659	4,247	1.54%
2015 Population	311,430	4,790	1.54%

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 🛛 📕 0-3mi Ring

📕 0-7mi Ring

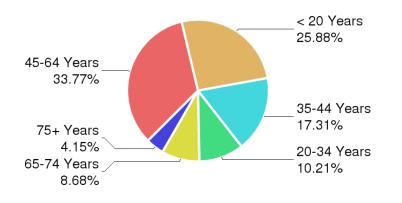


hallotte Topsail Beach Avery Creek Lake Santeetlah Seven Lakes Creswell Elizabethtewn Casar Moores Lehoir Wake Forest Franklinville Ossipee Midway Falcon River Bergen Intercultural Institute Iar-Mac Spindale Cedar Point Conover Roseboro Cofield Ansonville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Stopy Point Minnesott Beach Linden Fairview Enoch

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 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

Projected Age Group Percentages

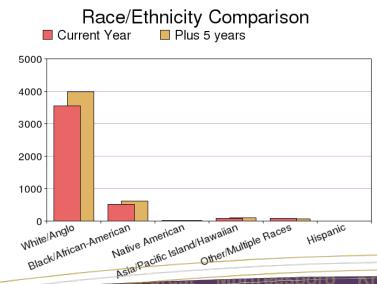


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.29%	4.05%	94.41
4-5 Years	2.47%	2.65%	107.29
6-8 Years	4.19%	4.68%	111.69
9-11 Years	4.24%	4.66%	109.91
12-13 Years	2.85%	3.17%	111.23
14-17 Years	4.71%	4.74%	100.64
18-19 Years	2.21%	1.94%	87.78
0-5 Years	6.76%	6.7%	99.11
6-12 Years	9.84%	10.9%	110.77
13-19 Years	8.36%	8.29%	99.16
< 20 Years	24.96%	25.89%	103.73
20-34 Years	12.67%	10.21%	80.58
35-44 Years	16.36%	17.31%	105.81
45-64 Years	34.59%	33.78%	97.66
65-74 Years	7.37%	8.68%	117.77
75+ Years	4.07%	4.15%	101.97
Median Age	34	43	125.28
Median Age (Male)	33	42	127.76
Median Age (Female)	35	43	122.88

leveland Taylorsville Clarkton Elizabeth City McLeansville Fairview Roanoke Rapids Apex Leland Red Dobson Dobbins Heights Marietta South Rosemary Pinehurst Clinton Intercultural Institute Silver City Bethlehem Fuquay-Varina Five Points Pine Knoll Shores Bello for Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-1.5 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	83.68%	83.19%	99.42
Black, African-American	12.29%	12.96%	105.48
Native American	0.31%	0.38%	122.77
Asian	1.7%	1.86%	109.6
Pacific Island, Hawaiian	0.26%	0.38%	145.09
Other/Multiple Races	1.79%	1.23%	68.83
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,065	3,438	
Less than 9th Grade	3.16%	2.85%	90.07
No High School Diploma	5.74%	4.97%	86.62
High School Graduate	28.29%	28.74%	101.59
Some College, no degree	18.63%	17.39%	93.37
Associate Degree	9.59%	10.24%	106.74
College Degree	21.08%	21.64%	102.68
Graduate/Prof. degree	13.51%	14.17%	104.87

Joon Roper Bladenboro Salisbury Reidsville Speed High Shoals Greenevers Corro Gordo Cherryville Genton Wrightsville Beach Five Points Maiden Bethania Broadway Laker Intercultural Institute Wallburg Statesville Icard Lillington Boonville Ahoskie Rolesville Bay Intercultural Institute St. Stephens S Contextual Ministry Nags Head Cramerton Buies Creek Wilson's Mills 22

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 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 0-1.5 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 0-1.5 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	2.77%	2.37%	85.56
\$10,000 to \$19,999	5.16%	4.63%	89.62
\$20,000 to \$29,999	4.71%	4.32%	91.75
\$30,000 to \$49,999	18.58%	17.71%	95.32
\$50,000 to \$59,999	12.52%	11.87%	94.83
\$60,000 to \$69,999	11.16%	10.96%	98.16
\$70,000 to \$79,999	8.26%	8.03%	93.6
\$80,000 to \$89,999	6%	6.27%	100.43
\$90,000 to \$99,999	4.45%	4.63%	103.91
\$100,000 to \$249,999	9.61%	10.29%	107
\$125,000 to \$149,999	8.84%	9.98%	112.93
\$150,000 to \$199,999	4.84%	5.42%	111.95
\$200,000 to \$249,999	1.48%	1.64%	110.75
\$250,000 or more	1.55%	1.58%	102.2
Median Household	65,060	67,891	104.35
Average Household	75,690	79,089	104.49
Per Capita Household	27,627	27,131	98.2
Family/Non-Family Household			
Income			
Median Family Income	72,462	76,921	106.15
Average Family Income	83,906	88,465	105.43
Median Non-Family Income	42,674	44,732	104.82
Average Non-Family Income	49,534	52,326	105.64

Lucama McDonald Lowesville Granite Quarry Benson Wrightsboro Bladenboro Gatesville Pembroke ton Forest Hills Wendell Laurel Park Sugar Mountain JAARS Toast Contention Bent Creek Midway Tarboro Wake Forest Morganton Turkey Stallings Plymouth Ocraco Intercultural Institute for Contextual Ministry Of Copyright 2011, Intercultural Institute for Contextual Ministry Haw River Columbus Mineral Springs Tabor City C2

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 0-1.5 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 0-1.5 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 0-1.5 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	76.19%	73.77%	96.82
Families with Children	36.45	36.03	98.85
Families without Children	39.74	39.38	99.09
Non-Family Households			
% Non-Family Households	23.81%	26.23%	110.19
Non-Families with Children	0.13	0.18	110.19
Non-Families without	23.68	26.05	110.02
Children			
Housing Units			
Total Housing Units	1,663	1,758	105.71%
Vacant percent	6.79%	6.6%	97.11
Owned percent	85.63%	85.49%	99.84
Rented Percent	7.58%	7.96%	105.11
Households by Size			
Avg household size	2.72	2.90	106.62%
Avg family hh size	3.25	3.56	109.54%
Avg non-family hh size	1.04	1.04	100%
Households By Count of			
Persons			
One	327	386	118.04%
Тwo	479	369	77.04%
Three or Four	586	664	113.31%
Five+	158	223	141.14%

Ansonville Hertford Bethlehem Green Level Burlington Grantsboro Ocean Isle Beach Gibsonville Bridget Leggett Hookerton St. Stephens Earl East Flat Rock Summerfield Intercultural Institute Spindale Garland Asheboro Lincolnton Elroy Pembroke Star Yadk Governation Contextual Ministry Contextual Ministry Clemmons Coats James 24

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:	0-1.5	1.5-3	3-7	BORN IN:	BORN IN: 0-1.5	BORN IN: 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	267	364	4,172	Eastern Africa	Eastern Africa 15	Eastern Africa 15 3
Northern Europe	34	6	126	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	16	20	196	Northern Africa	Northern Africa 13	Northern Africa 13 12
Southern Europe	0	7	46	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	48	20	151	Western Africa	Western Africa 1	Western Africa 1 11
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	40	73	245	Oceania	Oceania 0	Oceania 0 0
So. Central Asia	25	24	190	Caribbean	Caribbean 1	Caribbean 1 12
SE Asia	18	67	256	Central Amer.	Central Amer. 21	Central Amer. 21 17
Western Asia	2	31	111	South America	South America 14	South America 14 46
Other Asia	0	0	6	North America	North America 19	North America 19 15
				Born at sea	Born at sea 0	Born at sea 0 0



Language Summary

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

SPOKEN AT HOME	0-1.5	1.5-3	3-7	SPOKEN AT HOME	0-1.5	1.5-3
	MILES	MILES	MILES		MILES	MIL
English only	5,572	7,861	49,021	Other Indo-Euro	3	9
Spanish	100	148	3,340	Asian/PI languages	0	0
Other Indo-Euro	184	137	1,212	Chinese	6	43
language				Japanese	0	0
French (incl. Patois,	29	41	399	Korean	4	3
Cajun)				Mon-Khmer,	0	0
French Creole	0	0	18	Cambodian		
Italian	15	8	41	Miao, Hmong	0	0
Portuguese	2	6	19	Thai	6	4
German	58	33	274	Laotian	0	0
Yiddish	0	0	0	Vietnamese	0	0
Other West Germanic	0	0	21	Other Asian	0	11
A Scandinavian	4	3	28	Tagalog	4	53
Language				Other Pacific Is	0	0
Greek	0	0	16	Other languages	30	35
Russian	39	10	35	Navajo	0	0
Polish	0	0	13	Other Native N.	0	0
Serbo-Croatian	0	0	54	American		
Other Slavic Language	3	9	0	Hungarian	0	0
Armenian	5	6	16	Arabic	4	30
Persian	0	0	7	Hebrew	0	0
Gujarathi	0	0	29	African languages	25	0
Hindi	0	0	47	Other unspecified	1	5
Urdu	0	0	105			

Lumber Bridge Newton Grove Mocksville High Point Aberdeen East Flat Rock Newton Gedar Rock Newton Ashley Heights Weddington Oakboro Colerain Varnamtown Flat Rock Intercultural Institute prings Raemon Cofield Balfour Forest Hills Warsaw Connelly Springs Intercultural Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-1.5	1.5-3	3-7		ANCESTRY	ANCESTRY 0-1.5	ANCESTRY 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	4,892	6,760	46,097		Irish	Irish 317	Irish 317 465
Arab	19	36	204		Italian	Italian 124	Italian 124 161
Armenian	4	9	14		Lithuanian	Lithuanian 2	Lithuanian 2 5
Austrian	44	37	71		lorwegian	lorwegian 11	lorwegian 11 12
British	40	54	340	Polish		57	57 77
Canadian	25	28	158	Portuguese		2	2 5
roatian	4	7	6	Romanian		10	10 20
zech	0	0	46	Russian		33	33 40
Czechoslovak	0	0	60	Scandinavian		6	6 9
Danish	5	8	77	Scotch-Irish		232	232 309
Dutch	48	47	337	Scottish		87	87 120
English	827	1,111	4,448	Slovak		0	0 0
European	244	249	549	Subsaharan African		26	26 36
Finnish	15	14	46	Swedish		54	54 83
French (not Basque)	80	120	580	Swiss		28	28 39
French Canadian	40	58	174	Ukrainian		12	12 23
German	442	623	3,223	US/American		756	756 1,044
Greek	5	10	118	Welsh		10	10 19
Hungarian	29	46	107	West Indian		4	4 9
Iranian	0	0	11	Yugoslavian		2	2 3
				Other		1,248	1,248 1,824

Cooleemee Eureka Ashley Heights Washington Middleburg South Henderson Shelby Pittsboro Matthew Marshall Princeville Autryville Rich Square Elon River Bend Stedman Intercultural Institute ands Stanley Marshville Black Mountain Jonesville Boardman Chocow Jos Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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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?

Wendell Spring Lake Washington Park Forest Hills Pinehurst Tar Heel Creedmoor Stantonsburg Month Manual Rock Enfield Glen Alpine Kelly Marion Askewville Burlington Intercultural Institute Calypso Hudson Lincolnton Sims Bostic Cajah's Mountain Jonesvi Joi Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Marietta Northw 28

Using the Demographic Indicators

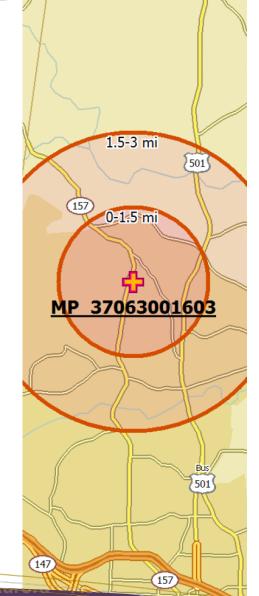
Issues for Your Consideration - continued

- 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.



The Winston-Salem Grantsboro Rosman Speed Oakboro Glen Raven Elm City Taylertown Brices Creek Franklin Four Oaks East Flat Rock Scotland Neck La Grange Greensborg Intercultural Institute Beaufort Tryon Sandy Creek Benson Snow Hill Sneads Ferry Pine Confertual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	1,550	100%	1,058	100%
AFFLUENT SUBURBIA	59	3.81%	41	3.88%
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	16	1.03%	11	1.04%
Small Town Success	43	2.77%	30	2.84%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,233	79.55%	828	78.26%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,226	79.1%	823	77.79%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	3	0.19%	2	0.19%
Successful Urban Sprawl	4	0.26%	3	0.28%
SM TWN SUCCESS	63	4.06%	45	4.25%
Successful Urban Sprawl	27	1.74%	3	0.28%
2nd City Homebodies	36	2.32%	19	1.8%
Prime Middle America	0	0%	23	2.17%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

ner Sherrills Ford Moravian Falls Montreat Oak City Bermuda Run Canton Askewville Trinity Alliance Ington Park Cashiers Forest Oaks Avery Creek Hillsborough Whiteville Soven Devils Mount Pleas Pinehurst Butters Morehead City McDonald Walkertown White Plains Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry West Marion Belmont Spencer Mountain Yancevville

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	1,550	100%	1,058	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	9	0.58%	6	0.57%
Steadfast Conservative	9	0.58%	6	0.57%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

retts Laurinburg Stem Fairfield Harbour Fairmont Grandfather Walstonburg Stoneville East Laurinburg Mount Pleasant Durham Momeyer Conover Harkers Island Bonnets Intercultural Institute Roper Newport Kenansville Morehead City Royal Pines Davidson Window for Confectual Ministry the Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Southern Shores Wanchese Norwood Hamilton Brook

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	1,550	100%	1,058	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	187	12.06%	138	13.04%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	187	12.06%	138	13.04%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Taylortown Moravian Falls Hayesville Polkville Swansboro Woodland Tarboro Pine Level Macon E Garland Falcon Woodfin Norlina McAdenville Lake Santeetlah Indian Hendersonville Valdese Faison Madison Washington St. Stephens Love Valley South Roser Joi Confectual Institute Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	1,550	100%	1,058	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

awba Sandy Creek Rutherford College Boardman Bessemer City Laurinburg Burgaw Kenansville Love V Lewiston Woodville Grandfather Balfour Avery Creek Godwin Green Intercultural Institute Princeton Powellsville Columbus Duck Kingstown White Plains Mo for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 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?

Half Moon Chimney Rock Village Warsaw Ruth Newton Wrightsboro Siler City Wallace Unionville Gler Whitsett Elizabethtown Sparta Woodland Rockfish Laurel Park Archae Intercultural Institute Farmville Gastonia Boiling Spring Lakes Lattimore Mount Gilead Locus for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

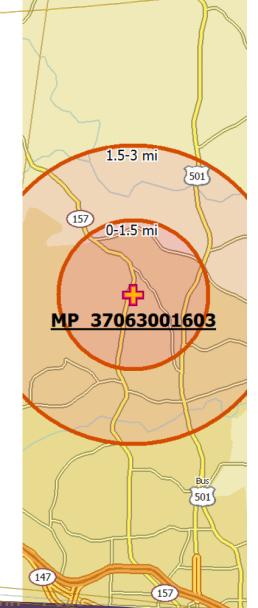
Potential Cultural Bridges

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

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

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

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



ville Sims Laurinburg Walkertown Gaston King Mineral Springs St. Helena Randleman Elrod Bonnets Kory Ocracoke Ossipee Whitsett Butters Glen Alpine Winston-Salem <u>Greenville</u> Dallas Vance pahoe Aulander Pink Hill Mesic Biscoe Williamston Davidson Rockin Jon Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Weldon Huntersville China Grove Glen Pavon Matthews

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
PC-HH Own	83%	84%	76%	HH Owns DVD Player	31%	34%	29%
Use Comp. for Internet/E-mail	69%	69%	59%	Internet Use: Banking	29%	31%	27%
Internet Use: E-Mail	57%	59%	51%	Use Comp. for News/Info./Data	27%	29%	25%
Use Comp. for Word	46%	48%	40%	Service			
Processing				PC-Network-HH Has One	24%	26%	21%
Use Comp. for Comp. Games	43%	45%	38%	Use Comp. for Personal Financial	17%	20%	16%
Use Comp. for Shopping	39%	43%	35%	Mngmnt			
Use Comp. for Digital Camera	38%	40%	32%	Internet Use: Shopping: Gathered	16%	18%	14%
Photo Editing				Info. for Shopping			
Use Comp. for Education	36%	37%	32%	Use Comp. for Accounting	16%	18%	14%
Use Comp. for Banking	35%	38%	32%	Internet Use: Shopping: Made A	14%	15%	12%
Internet Use: News/ Weather	32%	34%	28%	Purchase			
				Use Comp. for Filing/DB Mngmnt	14%	16%	13%
				Internet Use: Research/ Education	14%	15%	13%

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Bath Icard South Henderson Valdese Mountain Home James City Seven Springs Cashiers Walnut Cove Henderson Valdese Mountain Home James City Seven Springs Cashiers Walnut Cove Henderson Valdese Mountain Home James City Seven Springs Cashiers Walnut Cove Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Listening To Music	70%	70%	69%
Dining Out (Not Fast Food)	64%	65%	57%
Reading Books	56%	58%	56%
Card Games	43%	43%	41%
Go To A Beach/Lake	42%	44%	36%
Gardening	38%	38%	31%
Cooking for Fun	37%	38%	36%
Board Games	34%	35%	31%
Visit Museum	25%	26%	22%
Going To	23%	22%	20%
Bars/Nightclubs/Dancing			

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Any Ailment	69%	69%	67%
Gen./Fam. Practitioner	44%	42%	38%
Dentist	35%	34%	30%
Eye Dr.	24%	23%	22%
Backache	21%	21%	21%
None Of These	21%	21%	20%
High Cholesterol	20%	20%	18%
Hypertension/High Blood	20%	19%	19%
Pressure			
Any Arthritis	16%	15%	14%
Acid Reflux Disease (GERD)	15%	14%	14%
· /			

Tivia Bladenboro Madison Reldsville Swansboro Cary Pollocksville Falcon Sandy Creek Mount Gilead Wilson Boonville Sylva Monroe Rolesville Stovall Vann Crossroads <u>Litty Hawk</u> Beaufort Half Inut Cove Barker Heights Elkin Biscoe Troy St. Stephens Foxfire Hen for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Page Parkton Fuguay-Varina Hookerton Fremont Lake Sa

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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Concert	33.3%	34.5%	30.95%
Live Theater	27.04%	27.81%	24.27%
Live Theater Most Often	23.12%	22.94%	19.6%
Rock/Pop Concerts Most	19.14%	19.83%	17.24%
Often			
Comedy Club	10.53%	10.98%	10.69%
Dance Performance	10.28%	10.03%	10.68%
Movies: Comedy	42.57%	43.34%	41.54%
Movies: Action/Adventure	40.1%	40.9%	39.43%
Movies: Romantic Comedy	23.12%	23.69%	22.27%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Drama	21.6%	22.79%	22.82%
Movies: Fam.	19.45%	21.53%	21.11%
Movies: Mystery	17.75%	17.29%	17.54%
MLB Baseball Reg.	10.12%	10.6%	8.48%
Season			
NFL Football Reg. Season	8.79%	9.5%	7.56%
College Football Reg.	7.6%	8.96%	7.22%
Season			
College Basketball Reg.	4.42%	5.58%	4.96%
Season			
NHL Hockey Reg. Season	4.18%	4.08%	3.29%
NBA Basketball Reg.	4.05%	4.81%	4.21%
Season			



The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7		BRIDGES	BRIDGES 0-1.5	BRIDGES 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	46.08%	45.91%	42.43%		Backpacking/Hiking	Backpacking/Hiking 11.57%	Backpacking/Hiking 11.57% 11.66%
Swimming	37.14%	38.23%	31.87%		Baseball	Baseball 11.26%	Baseball 11.26% 11.4%
Bowling	24.19%	24.45%	22.6%		Power Boating	Power Boating 10.71%	Power Boating 10.71% 9.96%
Billiards/Pool	19.6%	19.28%	18.32%		Football	Football 9.88%	Football 9.88% 10.15%
Golf	19.29%	18.76%	14.41%		Volleyball	Volleyball 9.16%	Volleyball 9.16% 9.05%
Weight Training	18.67%	19.33%	17.04%		Target Shooting	Target Shooting 8.93%	Target Shooting 8.93% 8.53%
Using Cardio Machine	18%	17.98%	15.23%		Canoeing/Kayaking	Canoeing/Kayaking 8.6%	Canoeing/Kayaking 8.6% 8.08%
Jogging/Running	17.3%	17.64%	17.52%		Tennis	Tennis 8.3%	Tennis 8.3% 8.57%
Basketball	16.18%	16.68%	16.91%		Softball	Softball 8.21%	Softball 8.21% 8.33%
Camping Trips	15.97%	15.25%	11.48%		Saltwater Fishing	Saltwater Fishing 8.19%	Saltwater Fishing 8.19% 8.37%
Freshwater Fishing	15.69%	15.58%	14.14%		Hunting	Hunting 7.88%	Hunting 7.88% 7.65%
Mountain/Road Biking	14.99%	15.12%	12.49%		Yoga	Yoga 7.84%	Yoga 7.84% 7.96%
Stationary Cycling	14.65%	14.66%	12.91%		Soccer	Soccer 7.65%	Soccer 7.65% 8.15%
Aerobics	12.6%	12.69%	12.32%		Motorcycling	Motorcycling 6.6%	Motorcycling 6.6% 6.66%

Grant Elizabeth City McLeansville Trent Woods Mount Gilead Columbia Walstonburg Snow Hill Candor Monroe Lillington Seven Springs Sugar Mountain Kelford Clyde Fair Intercultural Institute est Hills Oak Island Biltmore Forest Bolton Apex Pleasant Hill Whitsett For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Castonia Sims Pollocksville Hope Mills Glen Raven

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Snorkeling	6.11%	5.88%	4.74%
Jet Skiing	5.9%	5.79%	4.69%
Ice Skating	5.74%	5.83%	5.51%
Roller Skating	5.71%	5.93%	6.21%
Downhill & X-Country	5.68%	5.58%	4.75%
Skiing			
Horseback Riding	5.47%	5.45%	4.84%
Water Skiing	5.28%	5.08%	4.3%
Snowboarding	4.85%	4.29%	3.59%
Fly Fishing	4.74%	4.63%	4.07%
Archery	4.74%	4.09%	3.52%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Rock Climbing	4.71%	4.44%	3.71%
Racquetball	4.7%	4.56%	4.53%
Hockey	4.54%	4.29%	4%
Snowmobiling	4.29%	3.9%	3.27%
Martial Arts	4.06%	3.8%	3.58%
Skateboarding	3.73%	3.52%	3.33%
Sailing	3.68%	3.81%	3.31%
Surfing & Windsurfing	3.62%	3.39%	2.8%
Rowing	3.52%	3.38%	2.84%
Auto Racing	2.86%	2.94%	2.68%

Castle Hayne Lasker Angier Morganton Alamance Washington Cramerton Ayden Bermuda Run St. Hele South Rosemary South Weldon Bryson City Welcome Richfield Founter Intercultural Institute d Oak Jefferson Old Fort Lumber Bridge Waynesville Bostic Stanfield for Contextual Ministry a Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Stonewall Ministry Fast Arcadia Saluda

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.

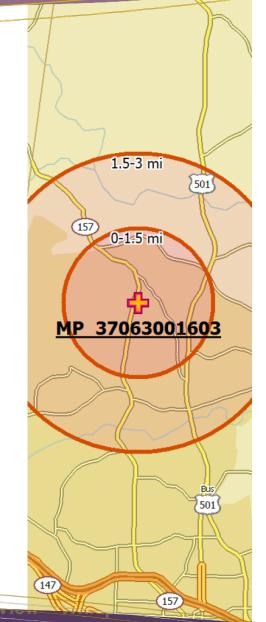
BIBLICAL BARRIERS

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.



Sheads Ferry Oak City Fairview Albemarle Biltmore Forest Jamestown Clayton Wadesboro Forest Mills River Mountain Home Brogden Lattimore Gibsonville Pikeville <u>Intercultural Institute</u> Greenville Oa Valnut Creek Richlands Biscoe Winfall Benson Wilkesboro Havelock JorConfectual Ministry Greenville Oa Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

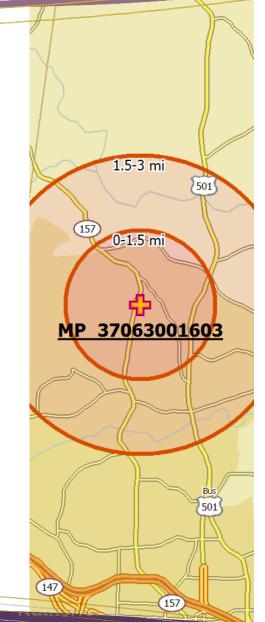
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Speed Stechman Hobgood Sunset Beach Turkey Eureka Fletcher Pilot Mountain Cofield Salisbury Salem Harrells Burgaw Grifton Swansboro Red Springs Star Red Osler Intercultural Institute RS Newton Princeville Icard Yanceyville Morrisville Garysburg Rock for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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.

New ThingsArts/ Arts/ Prefer To Have Few45%43%37%Like Chail Like Chail Bossessions As PossibleFind It Difficult To Say No To39%41%38%Like Rare Toge I AmMy Kids35%35%36%Toge I AmSpeak My Mind Even If It35%35%36%Like Rare Rare I AmWoman's Place Is In The Home34%34%34%Hap Live Control Over People And Only32%31%35%Livin OnlyIf Won Lottery Would Never32%32%29%Mon We stWe st OnlyFriends More Important Than My Fam.30%28%26%All On V They InduLike To Do Unconventional Things29%27%They InduDon't Judge People/Way They Live Life28%28%29%Extra LittleMoney Is Best Measure Of Success27%26%26%Life	BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Possessions As PossibleChalk Like t RarelFind It Difficult To Say No To My Kids39%41%38%Like t RarelSpeak My Mind Even If It Upsets People35%35%36%Toget I AmWoman's Place Is In The Home Like Control Over People And Resources32%31%35%Happ Living 	Important Continue Learning New Things	49%	49%	50%
Find It Difficult To Say No To39%41%38%Like to RarelyMy KidsSpeak My Mind Even If It35%35%36%TogetSpeak My Mind Even If It35%35%36%TogetUpsets PeopleStart34%34%HappyWoman's Place Is In The Home34%34%34%HappyLike Control Over People And32%31%35%LivingResourcesStart32%29%MoneIf Won Lottery Would Never32%32%29%AllMy Fam.30%28%26%AllLike To Do Unconventional29%29%27%TheyInduge People/Way They28%28%29%ExtrastLive Life27%26%26%Little IMoney Is Best Measure Of27%26%26%LifeSuccessSuccessSuccessSuccessSuccessSuccess	Prefer To Have Few Possessions As Possible	45%	43%	37%
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Money Is Best Measure Of 27% 26% 26% Life Willing To Give Up T	Don't Judge People/Way They	28%	28%	29%
Success Willing To Give Up T	Live Life	070/	000/	0.001
	•	27%	26%	26%
	Marijuana Should Be Legalized	22%	22%	21%

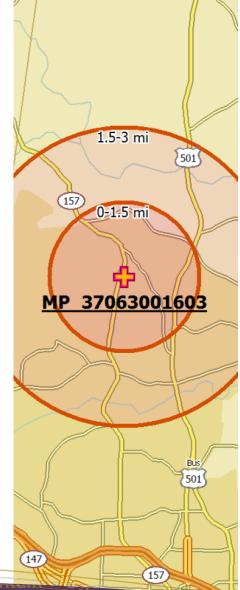
Joro Pumpkin Center Catawba

Lattimore Robersonville Raleigh Lucama Patterson Springs Vass Midland Wintal Cramerton Cullow whiteville Brunswick Stanfield Five Points Greenville Etowah Sandvert Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual

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.



Fremont Louisburg West Jefferson Parkton JAARS Erwin Gorman Middlesex Mount Holly Civile The Beulaville Red Cross Jackson Conover Bermuda Run Stedman <u>Intercultural Institute</u> or Heights Lowell Newport Pembroke Statesville Royal Pines Walnut Confertual Ministry for Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Salem Bald Head Island North Topsail Beach Mayodan

Potential Cultural Themes:

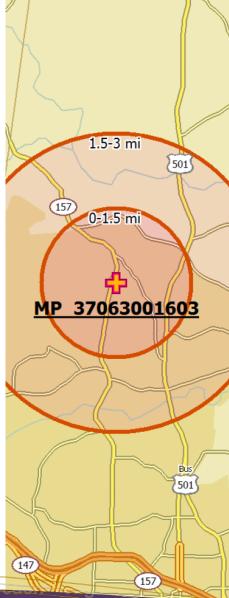
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	0-1.5	1.5-3	3-7	THEMES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	66%	68%	62%	Consider Myself Interested In The Arts	17%	18%	19%
You Should Seize Opportunities In Life	56%	57%	57%	Looking for New Ideas To Improve Home	16%	16%	17%
Prefer To Have Few	45%	43%	37%	Real Men Don't Cry	16%	16%	17%
Possessions As Possible				Is An Important Part Of Who I Am	16%	15%	15%
Like To Understand About Nature	38%	39%	39%	Try Not To Worry About The Future	14%	14%	15%
Important Feel Respected By My Peers	34%	33%	33%	Enjoy Spending Time With My Fam.	12%	12%	12%
Prefer Work Part Of Team Than Alone	33%	34%	35%	Provide My Kids With The Little Extras	11%	10%	15%
Important To Juggle Various	29%	28%	31%	Feel Very Alone In The World	5%	5%	6%
Tasks				Children Should Be Allowed To	5%	5%	7%
Have Keen Sense Of Adventure	28%	27%	27%	Express Themselves			
Good At Fixing Things	26%	26%	28%	Like Spending Most Time With	5%	5%	5%
Like To Just Enjoy Life	25%	24%	23%	Fam.			
People Have To Take Me As They Find Me	25%	25%	24%	Would Like To Set Up Own Business	4%	4%	4%
Worried About Pollution Caused By Cars	19%	21%	20%	Decor Particular Interest To Me	4%	3%	3%

GOIDSDOTO HIIISDOFOUGH St. SUSPINEITS

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.



Bethlehem Bolivia Kure Beach Wrightsville Beach Arapahoe Centerville Murphy Winston-Salem Tryon Trent Woods Neuse Forest Salemburg Granite Quarry Norwood Bath Intercultural Institute umber Bridge Tarboro Oak Island St. Helena Wentworth Wadesboro Pi Contextual Ministry Graham Nash Copyright 2011, Intercultural Institute for Contextual Ministry Norwood Bath Montreat Enochyille Speed Speed

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fam. Restaurants/Steak	86.38%	87.02%	81.24%
Houses-Visit Any			
Fast Food/Drive-In	85.82%	86.39%	84.63%
Restaurant-Visit Any			
McDonald's	55.13%	56.8%	54.99%
Burger King	37.06%	36.44%	37.3%
Wendy's	32.89%	33.14%	31.48%
Applebee's	32.47%	33.98%	29.26%
Subway	31.9%	33.02%	30.15%
Taco Bell	29.03%	28.33%	26.65%
Kentucky Fried Chicken (KFC)	25.76%	26.77%	29.06%
Olive Garden	23.87%	23.79%	21.29%
Arby's	22.39%	23.14%	20.91%
Outback Steakhouse	20.18%	20.12%	16.46%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Pizza Hut	18.97%	19.59%	21.16%
Red Lobster	18.22%	18.32%	17.9%
Dairy Queen	16.93%	16.78%	15.2%
Cracker Barrel	16.37%	16.96%	14.09%
TGI Friday's	16.01%	16.13%	14.99%
Dunkin' Donuts	15.67%	14.55%	13.38%
Chili's Grill and Bar	14.73%	16.36%	14.53%
IHOP (International House Of	14.22%	15.51%	15.78%
Pancakes)			
Starbucks	14.02%	16.11%	14.8%
Domino's Pizza	13.61%	14.26%	15.36%
Ruby Tuesday	13.3%	14.1%	12.34%
Panera Bread	12.95%	13.41%	10.47%

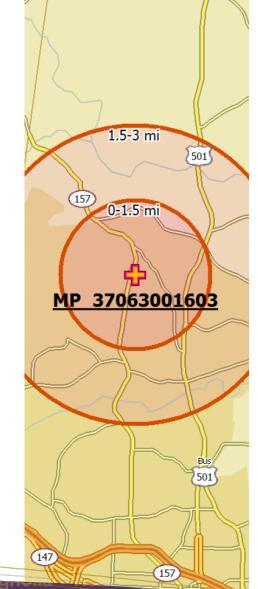
sburg Rutherford College Wesley Chapel Jackson Nags Head Monroe Washington Park Candor Simpson Grandfather Altamahaw Chimney Rock Village Sunset Beach Oxford College Intercultural Institute stic Asheville Navassa Bonnetsville Littleton Red Oak Fairview Apex Hat Contextual Ministry Hat Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

Potential Shared Projects

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

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

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



Hill Patterson Springs Teachey Lake Park Kings Mountain Newton Grove Delway Harrisburg Roseboro Washington Polkton Fair Bluff Fearrington White Lake Valley Hill Burger Intercultural Institute Hightsville Midway Yadkinville Tar Heel South Rosemary Como Boi for Confestual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	56.26%	55.04%	48.65%
Recycled products	42.48%	41.9%	35.25%
Worked as volunteer (non political)	22.22%	21.45%	17.2%
Engaged in fund raising	13.53%	13.59%	12.63%
Religious club member	8.87%	8.99%	8.43%
Wrote to elected offcl about publ bus	7.73%	7.65%	6.36%

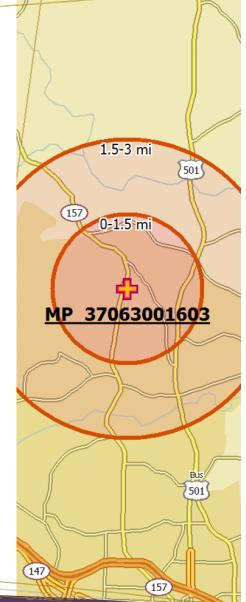
PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Union member	6.76%	6.54%	5.66%
Wrote to editor of mag or	6.71%	6.66%	5.76%
newspaper			
Took active part in local civic	6.5%	6.24%	5.55%
issue			
Fraternal order member	6.47%	5.82%	4.99%
Church Board	6.16%	6.25%	6.38%
Charitable Organization	5.82%	5.99%	5.55%

Chocowinity Fairplains Ranto Woodfin Ingold Atkinson Pittsboro Royal Pines Oak Ridge Lenoir L Herington Holly Ridge Banner Elk Stantonsburg Magnolia Cornelius Dorf Intercultural Institute e Knoll Shores Woodland New London Momeyer Mars Hill Ashley Heigh For Contextual Ministry it Copyright 2011, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



Wrightsboro Vander Littleton Aulander Roanoke Rapids Wallburg Forest Hills Whiteville Sea Breez Princeton Glen Alpine Hightsville Silver Lake Cooleemee Ruth Pilot Intercultural Institute Clemmons Newland Bent Creek Bowmore Oak City Wilson's Mills Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Novel	20.52%	20.95%	18.35%
Children's Books	15.57%	15.51%	14.38%
Mystery	13.48%	13.29%	11.58%
Cookbooks	12.94%	12.42%	10.49%
Religious (not Bibles)	9.2%	9.66%	9.87%
Biography	9.02%	8.71%	7.67%
Personal/Business	9.01%	8.89%	7.9%
Self-help			
Romance	7.45%	7.53%	7.35%
History	7.24%	7.7%	7.16%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	76.05%	74.48%	70.39%
Gen. Editorial	49.22%	49.73%	50.45%
Womens	43.37%	44.3%	45.04%
Service	38.22%	38.35%	33.69%
Business/Finance	24.54%	24.83%	22.47%
Mens	18.7%	19.3%	19.47%
Sports	17.04%	17.26%	16.05%
Mature Market	15.82%	15.14%	13.02%
Health	14.39%	14.18%	13.75%

Lesex Clayton <u>Glen Alpine</u> Waxhaw <u>Burgaw Hudson Havelock</u> Louisburg Stallings Hoffman Dobson <u>Level Eureka</u> Fremont Creswell Archdale Silver City Fairview Sever <u>Intercultural Institute</u> Lillington Mocksville Gamewell Hamlet Aberdeen Sugar Mountain <u>Intercultural Institute</u> Creek Bethle Contextual Ministry Contextua

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	60.64%	59.74%	54.5%
Business/Finance	36.24%	35.76%	30.83%
Editorial Page	33.28%	33.16%	29.12%
Sport	33.2%	33.58%	32.23%
Classified	29.97%	30.16%	30.71%
Food/Cooking	29.64%	28.86%	25.32%
Movie Listings & Reviews	29.59%	28.88%	26.82%
Comics	28.75%	27.81%	25.07%
TV/Radio Listings	25.75%	25.27%	23.32%
Home/Gardening	25.02%	24.81%	21.76%
Travel	23.7%	23.99%	21.3%
Science/Technology	22.76%	22.15%	18.64%
Fashion	17.15%	17.28%	16.96%

0-1.5	1.5-3	3-7
MILES	MILES	MILES
18.88%	17.42%	12.56%
18.53%	18.28%	14.93%
16.53%	17.64%	18.61%
15.35%	16.09%	13.13%
14.07%	13.22%	10.24%
14.07%	12.64%	9.23%
13.95%	13.03%	11.11%
13.94%	15.82%	25.36%
11.34%	11.23%	8.35%
10.62%	10.67%	10.97%
8.81%	8.8%	8.5%
8.49%	8.82%	7.15%
8.05%	7.65%	6.74%
7.75%	8.25%	9.35%
6.09%	5.98%	4.85%
5.52%	5.11%	4.27%
5.37%	5.38%	5.05%
4.28%	4.3%	3.24%
	MILES 18.88% 18.53% 16.53% 15.35% 14.07% 13.95% 13.94% 10.62% 8.81% 8.49% 8.05% 7.75% 6.09% 5.52% 5.37%	MILESMILES18.88%17.42%18.53%18.28%16.53%17.64%15.35%16.09%14.07%13.22%14.07%12.64%13.95%13.03%13.94%15.82%11.34%11.23%10.62%10.67%8.81%8.82%8.49%8.82%8.05%7.65%7.75%8.25%6.09%5.98%5.52%5.11%5.37%5.38%



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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fox News Channel	64.9%	66.98%	63.77%
Satellite Dish	59.96%	62.78%	54.55%
Soapnet	52.96%	53.77%	51.91%
Other Video-On-Demand	43.54%	42.46%	40.14%
Adult Pay Per View TV	42.33%	40.45%	33.02%
Comedy Central	38.47%	39.35%	33.78%
Sci-Fi Channel	36.78%	38.11%	36.09%
Subscribe Digital Cable	34.7%	34.02%	32.75%
MSNBC	32.71%	34.63%	32.94%
TV Info From Sunday TV	30.18%	31.43%	29.8%
Magazine			
Adult Swim	30.18%	30.05%	25.01%
ABC Fam.	28.88%	29.38%	26.37%

MULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
ESPN2	27.64%	27.58%	24.87%
Nickelodeon	27.44%	28.89%	26.96%
Hallmark Channel	27.42%	29.63%	26.24%
BET (Black Entertainment	27.36%	26.71%	24.24%
TV)			
TV Info From Newspapers	27.26%	28.35%	26.73%
The Golf Channel	27.07%	28.15%	24.49%
TCM (Turner Classic	26.9%	27.76%	25.46%
Movies)			
ESPN Classic	26.8%	27.55%	23.43%
USA Network	26.59%	27.12%	24.74%
Video-On-Demand Movies	26.2%	28.84%	23.49%
Nick At Nite	25.37%	26.16%	24.23%
TV Info From Monthly Cable	23.95%	25.31%	23.19%
Guide			

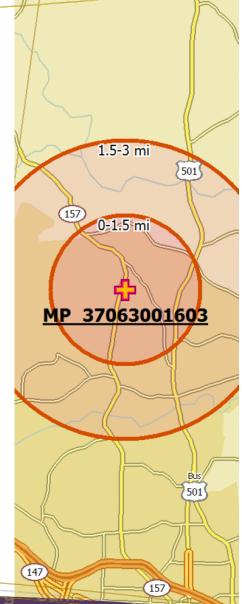


Communication Media Usage

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.



Jacksonville Altamahaw Seaboard Morrisville Rosman Goldsboro Rockwell Pine Level Rural Hall Seattle Concord Gatesville Elm City Minnesott Beach Conetoe Baybor Intercultural Institute Newland Chapel Hill St. Helena Hobgood Indian Beach Midland Nas Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	23.26%	23.59%	20.58%
Medium Users (4-6)	12.38%	12.19%	10.62%
Light Users (1-3)	21.76%	21.64%	21.28%
Quintiles (20%)			
Newspaper I (Heavy)	0.92%	0.88%	0.86%
Newspaper II	1.15%	1.36%	1.64%
Newspaper III	1.98%	2.03%	2.52%
Newspaper IV	0.07%	0.21%	0.31%
Newspaper V (Light)	0.89%	0.78%	0.78%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	15.78%	17.4%	20.36%
Magazines II	7.37%	8.03%	9.34%
Magazines III	8.39%	9.06%	10.34%
Magazines IV	8.8%	9.77%	12.15%
Magazines V (Light)	1.09%	1%	1.05%
Outdoor I (Heavy)	7.15%	7.03%	7.93%
Outdoor II	2.35%	2.52%	3.42%
Outdoor III	3.19%	3.1%	4.15%
Outdoor IV	16.08%	15.41%	15.84%
Outdoor V (Light)	25.62%	24.99%	23.7%
Yellow Pages I	15.09%	14.61%	15.13%
(Heavy)			
Yellow Pages II	6.38%	6.39%	7.48%
Yellow Pages III	5.55%	5.67%	6.84%
Yellow Pages IV	18.97%	19.15%	21.4%
Yellow Pages V	3.04%	2.75%	3.74%
(Light)			

Ayshere Eirod Mebane Mount Olive Bladenboro Spring Hope Tobaccoville Elon Peachland Robersony Murraysville Misenheimer Hays Dillsboro Surf City Wallburg Whitsett Ministry Intercultural Institute Magnolia Greenville New Bern Oakboro St. James Rolesville Farm For Confectual Ministry Davidson We for Confectual Ministry Eden Ind Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Radio Drive Time Quntiles			
(fifths / 20%)			
Drive Time I & II (Heavy)	2.13%	2.31%	3.25%
Drive Time III (Medium)	0.15%	0.25%	0.82%
Radio IV & V (Light)	2.19%	2.22%	2.99%
Radio Media Quntiles (fifths /			
20%)			
Radio I & II (Heavy)	6.68%	7.86%	9.69%
Radio III (Medium)	4.05%	4.62%	4.56%
Radio IV & V (Light)	3.23%	3.37%	4.05%
Cable TV Quntiles (fifths /			
20%)			
Cable I & II (Heavy)	15.24%	16.65%	14.69%
Cable III (Medium)	3.26%	3.59%	4.31%

St. Stephens Anserville Burgaw Pleasant Hill Welcome Waynesville Mar-Mac Rolesville Zebulon H Bayshore Vandemere Cofield Cape Carteret North Topsail Beach Winter Intercultural Institute Fallston Barker Heights South Rosemary Mulberry Randleman Loci for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Banner Elk, Gamewell, Bostic Lansing, Clipton Nava

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 --0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	14.46%	13.58%	12.38%
6:00am - 10:00am	18.93%	20.06%	19.27%
10:00am - 3:00pm	8.32%	8.35%	10.23%
3:00pm - 7:00pm	13.74%	13.87%	14.73%
7:00pm - Midnight	18.6%	17.59%	14.6%
Midnight - 6:00am	7.01%	6.71%	6.98%
Weekend Radio			
Listeners			
Dayparts [summary]	15.8%	16.05%	14.65%
6:00am - 10:00am	6.27%	5.46%	4.31%
10:00am-3:00pm	6.92%	6.97%	7.16%
3:00pm - 7:00pm	7.78%	7.76%	7.39%
7:00pm - Midnight	10.08%	10.31%	10%
Midnight - 6:00am	12.12%	12.61%	12.95%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	10.46%	11.01%	8.59%
Saturday:	8.19%	8.42%	8.82%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.69%	11.16%	9.59%
9:00am-1:00pm	25.37%	26.16%	24.23%
9:00am-4:00pm	29.55%	30.18%	28.37%
4:00pm-7:00pm	32.03%	33.39%	32.22%
11:00pm-1:00am	39.5%	41.95%	41.3%
AVG Prime time	3.33%	3.51%	4.1%
Mon-Sun			

Keener Magnolia <u>Elizabeth City Duck Chapel Hill Spruce Pine</u> St. James Clinton Beaufort West Canton The Dillsboro White Oak Zebulon Sherrills Ford Bath Franklinton Spreid Speed Indian Beach Bur wton Grove Stoneville Seven Springs Sylva Parmele Claremont Mocks for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	TV VIEWERS	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	18.93%	18.84%	17.3%	Sat: 7-10am	Sat: 7-10am 20.38%	Sat: 7-10am 20.38% 21.36%
7-9am	27.64%	27.58%	24.87%	Sat: 10am-1pm	Sat: 10am-1pm 8.78%	Sat: 10am-1pm 8.78% 8.47%
9am-12noon	22.07%	22.27%	19.72%	Sat: 1-4pm	Sat: 1-4pm 26.05%	Sat: 1-4pm 26.05% 26.98%
12noon-4pm	7.47%	7.9%	8.66%	Sat: 4-6pm	Sat: 4-6pm 7.15%	Sat: 4-6pm 7.15% 7.35%
4-6pm	54.2%	57.32%	52.76%	Sat: 6-7pm	Sat: 6-7pm 3.67%	Sat: 6-7pm 3.67% 3.05%
6-7pm	17.42%	18.27%	17.58%	Sat: 7-8pm	Sat: 7-8pm 1.85%	Sat: 7-8pm 1.85% 1.81%
7-7:30pm	2.09%	2.02%	2.08%	Sat: 8-11pm	Sat: 8-11pm 8.19%	Sat: 8-11pm 8.19% 8.42%
7:30-8pm	9.82%	10.53%	10.77%	Sat: 11pm-1am	Sat: 11pm-1am 6.11%	Sat: 11pm-1am 6.11% 6.07%
8-11pm	10.46%	11.01%	8.59%	Sat: 1am-7pm	Sat: 1am-7pm 26.59%	Sat: 1am-7pm 26.59% 27.12%
11pm-12am	32.71%	34.63%	32.94%	Sun: 7-10am	Sun: 7-10am 2.97%	Sun: 7-10am 2.97% 2.65%
11pm-1am	39.5%	41.95%	41.3%	Sun: 10am-1pm	Sun: 10am-1pm 7.69%	Sun: 10am-1pm 7.69% 7.55%
1-6am	34.36%	36.53%	33.94%	Sun: 1-4pm	Sun: 1-4pm 6.02%	Sun: 1-4pm 6.02% 6.96%
				Sun: 4-7pm	Sun: 4-7pm 13.1%	Sun: 4-7pm 13.1% 14.22%
				Sun: 7-11pm	Sun: 7-11pm 10.69%	Sun: 7-11pm 10.69% 11.16%
				Sun: 11pm-1am	Sun: 11pm-1am 4.97%	Sun: 11pm-1am 4.97% 5.15%
				Sun: 1-7am	Sun: 1-7am 22.94%	Sun: 1-7am 22.94% 23.99%

Sugar Mountain Spruce Pine Cornelius Canton Fayetteville Manteo Milton Flat Rock Angier Bath white Whitsett Pittsboro Cajah's Mountain Mount Pleasant Duck Elrod Intercultural Institute sourg Belmont Alamance Maysville Wrightsville Beach Kinston Clevela for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Company Bakersville Fairmont Highlands Sharpst 59 Company And Company And Company Bakersville Fairmont Highlands Sharpst 59 Company And Company And Company Bakersville Fairmont Highlands Sharpst 59 Company And Company And Company Bakersville Fairmont Highlands Added Added

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.

Tobaccoville Vander Red Oak Lexington Middleburg Walnut Cove Kirkland Rosman Boiling Spring Wilson's Mills Cedar Point Plymouth Star Saluda Cerro Gordo Wingate Anterville Cashiers Cary H allston Fairview Sylva Kelford Zebulon Rich Square Ranlo Sea Breez foi Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

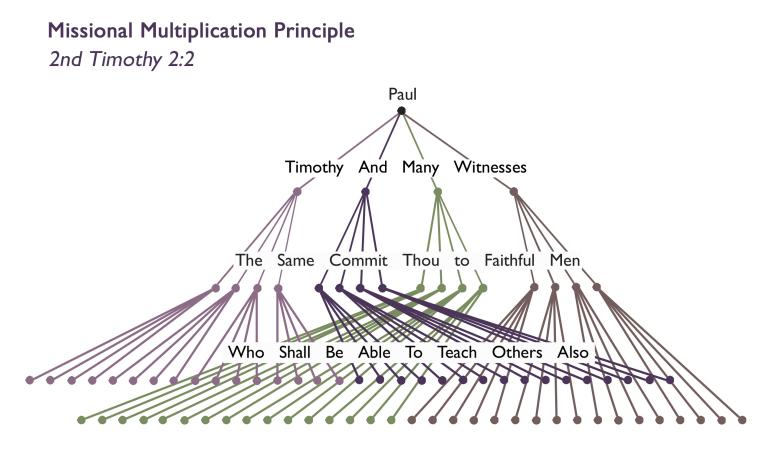
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

d Vass Hendersonville Kelly South Henderson Butters Columbia Columbus Spruce Pine Rockfish Wa coville Webster Icard Durham Spring Lake Archdale Wake Forest Lilesville Graham Light Oak Louisburg Weaverville Powellsville Copyright 2011, Intercultural Institute for Contextual Ministry

Biblical Missional Multiplication

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

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



Sastonia Silver Lake Atkinson Jonesville Saxapahaw Pinebluff Askewville Boone Tobaccoville Parmele The fust Pilot Mountain Southern Shores Bailey Wentworth Mountain Homer Intercultural Institute sfield Indian Trail East Flat Rock Bonnetsville Wilson Cary Goldston Confertual Ministry Robbins Raeford Magnolia Webster Enfield Vann Cr62 Copyright 2011, Intercultural Institute for Contextual Ministry Robbins Raeford Magnolia Webster Enfield Vann Cr62

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.



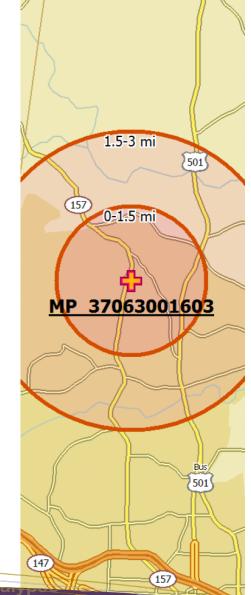


Your MissionSite and the Missional Suite

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





Notes and Sources

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



APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Ridgecrest - Durham	1104 Milton Rd Durham, NC 27712	0.74 mi	596	Declining
2	North Durham - Durham	6036 Guess Rd Durham, NC 27712	0.85 mi	15	Declining
3	C3 Christ Centered Church	6611 Guess Rd Durham, NC 27712	1.48 mi	0	Insufficient Data
4	Faith Community - Durham	302 Lebanon Cir Durham, NC 27712	2.53 mi	70	Insufficient Data
5	New Freedom - Durham	335 Rippling Stream Rd Durham, NC 27704	2.80 mi	10	Insufficient Data
6	Rose of Sharon - Durham	4109 Guess Rd Durham, NC 27712	3.29 mi	184	Plateauing
7	Bahama - Bahama	7917 Willardville Station Rd Bahama, NC 27503	3.49 mi	69	Plateauing
8	Edgewood - Durham	1807 Infinity Rd Durham, NC 27712	3.50 mi	70	Growing
9	Ebenezer - Hillsborough	1210 Pleasant Green Rd Hillsborough, NC 27278	4.18 mi	475	Declining
10	Guess Road - Durham	3102 Guess Rd Durham, NC 27705	5.39 mi	161	Plateauing
11	New Jerusalem Baptist Cathedral - Durham	3405 Danube Ln Durham, NC 27704	5.47 mi	50	Plateauing
12	Braggtown - Durham	3218 N Roxboro St Durham, NC 27704	5.71 mi	138	Declining
13	Park View - Durham	2500 Acadia St Durham, NC 27704	6.37 mi	35	Declining
14	Iglesia Cristiana Emanuel - Durham	2031 W Club Blvd Durham, NC 27705	6.55 mi	0	Insufficient Data
15	Journey - Durham	2031 W Club Blvd Durham, NC 27705	6.55 mi	33	Declining

sheville Askewville La Grange High Point Brookford West Marion Stallings Rolesville Five Points Cata Spring Lakes Tryon Mount Olive Harrisburg Saratoga Brevard Pineburg Intercultural Institute Ayden Pleasant Garden Spruce Pine Mulberry Dobson Lake Junalu Contextual Ministry Manteo Cedar Rock Mocksville Wagram Chadbour 66 Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Glenn School Road - Durham	1815 Glenn School Rd	6.89 mi	20	Insufficient Data
		Durham, NC 27704			
17	Dayspring - Durham	922 9th St Durham, NC 27705	6.90 mi	124	Plateauing
18	Grey Stone - Durham	2601 Hillsborough Rd Durham, NC 27705	7.00 mi	567	Growing
19	Mount Hermon (Y) - Durham	4511 Old NC 10 Durham, NC 27705	7.00 mi	66	Plateauing
20	Immanuel - Durham	3610 Hillandale Rd Durham, NC 27705	7.00 mi	60	Plateauing
21	Great Faith - Durham	909 Camden Ave Durham, NC 27701	7.23 mi	30	Insufficient Data
22	Gorman - Durham	3315 E Geer St Durham, NC 27704	7.47 mi	248	Declining
23	Grace - Durham	1004 N Mangum St Durham, NC 27701	7.49 mi	81	Growing
24	Cheek Heights - Durham	826 N Hardee St Durham, NC 27703	7.88 mi	20	Plateauing
25	Durham First - Durham	414 Cleveland St Durham, NC 27701	8.09 mi	423	Plateauing
26	Red Mountain - Rougemont	1322 Red Mountain Rd Rougemont, NC 27572	8.11 mi	83	Plateauing
27	Antioch Baptist Church - Durham	1415 Holloway St Durham, NC 27703	8.47 mi	81	Plateauing
28	Faith - Durham	3321 Cheek Rd Durham, NC 27704	8.56 mi	136	Declining
29	Greater Joy International Ministries	2000 Chapel Hill Rd Durham, NC 27707	8.68 mi	200	Insufficient Data
30	Lakewood - Durham	2100 Chapel Hill Rd Durham, NC 27707	8.71 mi	31	Declining

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APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Gospel	2504 Vesson Ave Apt A5 Durham, NC 27707	8.96 mi	0	Insufficient Data
32	Butner First - Butner	202 W D St Butner, NC 27509	8.97 mi	180	Growing
33	Lawrence Road - Hillsborough	1901 Lawrence Rd Hillsborough, NC 27278	9.15 mi	123	Insufficient Data
34	Angier Avenue - Durham	2101 Angier Ave Durham, NC 27703	9.25 mi	103	Growing
35	Roberson Grove - Durham	5203 Cheek Rd Durham, NC 27704	9.42 mi	59	Insufficient Data
36	Bethany	245 Bethany Church Rd Rougemont, NC 27572	9.54 mi	161	Growing
37	Plainview - Durham	5200 Cheek Rd Durham, NC 27704	9.57 mi	63	Declining
38	Yates - Durham	2819 Chapel Hill Rd Durham, NC 27707	9.63 mi	293	Plateauing
39	Mars Hill - Hillsborough	1418 NC Highway 57 Hillsborough, NC 27278	9.64 mi	89	Declining
40	Cane Creek - Hil	6901 Orange Grove Rd Hillsborough, NC 27278	9.64 mi	103	Plateauing
41	Living Word - Creedmoor	1105 Green Rd Creedmoor, NC 27522	10.06 mi	63	Insufficient Data
42	Cresset - Durham	3707 Garrett Rd Durham, NC 27707	10.16 mi	155	Declining
43	Harvest Baptist Mission - Durham	802 Lindley Dr Durham, NC 27703	10.20 mi	18	Declining
44	Berry's Grove	9628 Berry Rd Timberlake, NC 27583	10.32 mi	137	Plateauing
45	Calvary - Durham	1204 Lynn Rd Durham, NC 27703	10.55 mi	106	Declining

Sville Pine Knoll Shores Ingold Magnolia Valley Hill Varnamtown Brogden Wake Forest Belwood Earl Burnsville Hamilton Dillsboro Momeyer East Flat Rock Alamance Lawer Intercultural Institute dese Bermuda Run Clayton Cramerton Lumber Bridge Dallas Warsaw Jos Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry



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