MissionSite top unreached locations

Pumpkin Center **Bald Head Island** WARRENTON, NC **CENSUS TRACT: 37185950300** Vrights VIU tipe V Stony Point Bethania Seagrove Y Stony Point Bethania Seagrove Sile REGION: Region 4: Triangle By Son City Lake Santeetlah Lake Junalus COUNTY: Warren Hightsv larmony Alamance Buies Creek Sherrills Ford Northwest SITESCAPE: Townscape Orrum In partnership with the baccoville Rural Hall Jacksonville DENSITY PATTERN: 13 Weddington Intercultural Institute Oak Island Jamesville for Contextual Ministry Robbins Chapel Hill McDonald South Rosemary Fairview Speed McDonald **Fairview** Speed Beaufort North Carolina Baptists Caring. Sharing. Daring. **Mount Olive** Mesic

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MissionSite (TM) Table of Contents

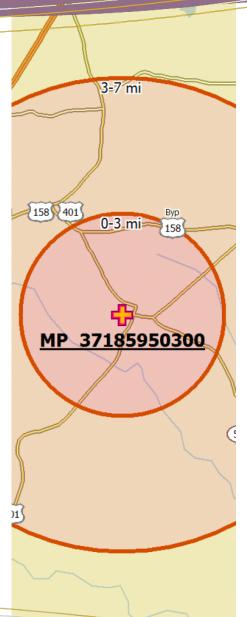
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Enochville Southern Shores Red Oak Norwood Fallston Bryson City Boiling Springs Four Oaks Silver Santeetlah Yanceyville Tabor City Old Fort Ogden Murphy Pollocksville Dallas Winston-Salem Hora Elizabethtown Ahoskie New London Five Points Hickory Midway Classific Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary

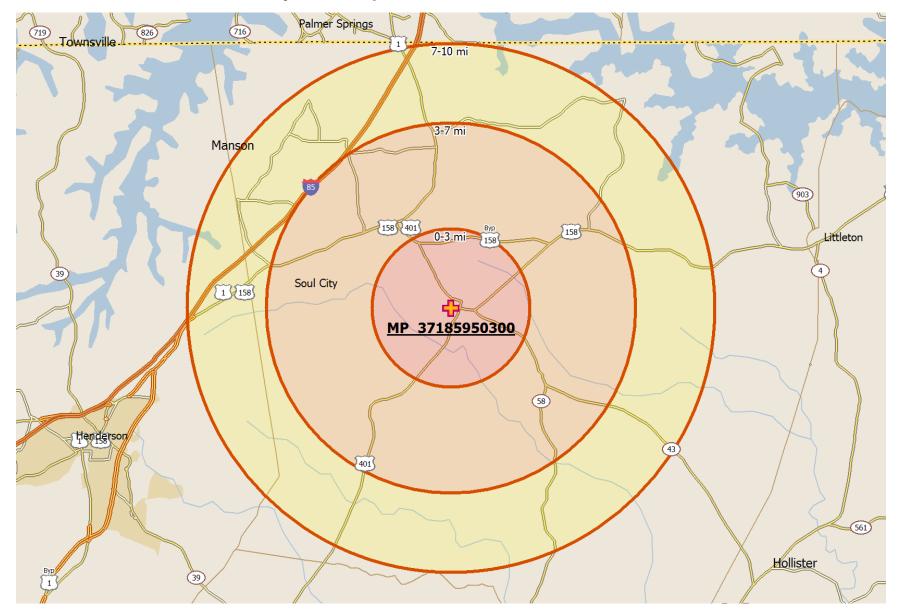
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	3704	Region 4: Triangle
3	County Location	37185	Warren
4	Zipcode	27589	Warren
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.13	Small towns adjacent to a small town
8	Sitescape Density Pattern	13	10000-10000-10000



ewall Valley Hill Oakbero Atlantic Beach Maysville Trenton Fair Bluff Dundarrach Topsail Beach Edente Abemarle Bakersville New Bern Jefferson Indian Trail Siler City Source Lasker Turkey Mocksville Ikville North Wilkesboro Ogden Cornelius Sparta Kingstown Clinton ^d ©Copyright 2013, Intercultural Institute for Contextual Ministry ^d ©Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Rutherford College Swansboro Bayshore Elizabethtown Norlina Powellsville Creswell Morven Magnet Fearrington Red Oak Morrisville Half Moon Trenton Woodfin Navasser Intercultural Institute Fearrington Boardman Goldston Barker Heights Robbins Kings Grad Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	7	Noncore adjacent to a small metro area and does not contain a town of at least 2,500 residents
3	Rural / Urban Continuum	8	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric Locale Codes	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	13	Rural commuting: Secondary flow 10% to 30% to a large Urban Cluster
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	8	Percent commuting from non metro to metro areas

ker Kelford Proctorville Wallace Micro Centerville Green Level Jefferson Pleasant Garden Rose Hill P Inten Forest City Lenoir Norlina Royal Pines Atkinson Kernersville Above Intercultural Institute Ramseur Badin Weddington Clemmons Salem Lansing Wilson's Mills for Contextual Ministry a Copyright 2013, Intercultural Institute for Contextual Ministry Castle Hayne Sugar Mountain Trinity Pineville West 5 merton Rear Grass Standards Kannapolis Castalia Ocean Isle Beach Minnesott Beach Harrisburg Gle

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	3,696	5,806	6,470
2010 Households	1,617	2,567	2,355
2010 Group Quarters Population	273	58	771

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	12	6	12
Language Diversity National Index	17	25	16
Foreign Born Diversity National Index	19	7	34
Ancestry Diversity National Index	6	5	5
Racial Diversity National Index	56	62	64

ings Grant Harrells Landis Carrboro Granite Falls Pinetops Bath Kill Devit Hills Marshville Mount Gilea Knightdale Butters Garland Woodfin Elizabethtown Sherrills Ford Mount Intercultural Institute ce Bayboro Cramerton Kittrell Hickory Welcome Scotland Neck Char Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

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Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	38	2.35%
Mainstay Communities	Established, Diverse Households	29	1.79%
Working Communities	Blue-collar, Working Families	13	0.8%
Country Communities	Rural, Agri. & Mining Families	16	0.99%
Aspiring Communities	Young Singles / Aspiring-Multihousing	672	41.56%
Urban Communities	High Density, Inner-city Neighborhoods	849	52.5%

A Spencer Columbia Banner Elk Watha Indian Beach Waxhaw Belwood Lexington Denton Bladenboro Rose Hill Carthage Dobson Sandy Creek Butner Prospect East Flats Intercultural Institute an Falls Cornelius Brookford Webster Mesic Whiteville Carrboro Proches Contextual Ministry Contextual Ministry Grover Calypso Orrum Pinehurst Marshall Seven Lage

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.

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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?

Whispering Pines Moravian Falls Broadway Grandfather Claremont Lake Lure Seven Devils Bryson City Lawndale Askewville Bakersville Ocean Isle Beach Valdese LincoInton Intercultural Institute mbroke Hays Coats Mayodan Dundarrach Calabash Cajah's Mountain McCopyright 2013, Intercultural Institute for Contextual Ministry McCopyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	5,768	1,146	19.86%
Unreached %	69.04%	70.85%	102.63
Religious But NOT Evangelical HH	2,106	465	22.1%
Religious But NOT Evangelical %	25.21%	28.78%	114.17
Spiritual But NOT Relig or Evang HH	460	58	12.54%
Spiritual But NOT Relig or Evang %	5.51%	3.57%	64.78
Not Evangelical, Not Interested HH	3,391	667	19.66%
Not Evangelical, Not Interested %	40.59%	41.23%	101.58



Stanfield Spruce Pine Locust China Grove Elizabeth City Aberdeen Kinston Casar Everetts Hunterse Hiset Beach Indian Beach Garland St. Helena Parmele Balfour Hender Intercultural Institute South Rosemary Swannanoa Forest Oaks Kannapolis Norlina Besser for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Convey Fairplains Sherrills Ford Varnamtown Marion

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	16	5	31.25%
Active BCNC Attenders	1,623	233	14.36%
Active Evangelical Households	1,216	222	18.22%
Active Evangelical Percent	14.56%	13.71%	94.15
Inactive Evangelical Households	1,370	250	18.22%
Inactive Evangelical Percent	16.40%	15.44%	94.15
# 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	North Warrenton - Warrenton	0.34 mi	0	Insufficient Data	16	Nueva Sandy Creek Baptist Mission	12.18 mi	0	Insufficient Data
2	Warrenton - Warrenton	0.92 mi	47	Declining	17	Carey - Henderson	12.31 mi	139	Declining
3	Fishing Creek - Warrenton	1.06 mi	52	Plateauing	18	New Life - Henderson	12.33 mi	54	Growing
4	Warren Plains - Warrenton	1.74 mi	46	Declining	19	Mountain Grove - Louisburg	13.17 mi	52	Plateauing
5	Norlina - Norlina	2.96 mi	88	Declining	20	Littleton - Littleton	13.54 mi	83	Plateauing
6	Macon - Macon	4.50 mi	133	Plateauing	21	Clearview	13.98 mi	62	Growing
7	Wise - Wise	5.71 mi	77	Plateauing	22	Central - Henderson	13.98 mi	325	Plateauing
8	Browns - Norlina	6.52 mi	21	Declining	23	Rock Spring - Henderson	13.98 mi	100	Plateauing
9	Gardners - Macon	7.75 mi	29	Declining	24	Lake Gaston - Littleton	14.13 mi	304	Plateauing
10	Sulphur Springs - Warrenton	8.57 mi	104	Declining	25	Walnut Grove - Warren	14.29 mi	86	Growing
11	Reedy Creek - Macon	10.20 mi	31	Plateauing	26	North Henderson - Henderson	14.42 mi	129	Plateauing
12	Middleburg - Middleburg	10.86 mi	74	Insufficient Data	27	New Bethel - Henderson	14.58 mi	64	Declining
13	Enterprise - Littleton	11.79 mi	246	Plateauing	28	Mount Bethel Indian - Warrenton	14.62 mi	326	Plateauing
14	Inez - Littleton	11.97 mi	33	Plateauing	29	Harriett - Henderson	15.12 mi	60	Declining
15	New Sandy Creek - Henderson	12.18 mi	160	Growing	30	Kittrell - Kittrell	15.13 mi	22	Declining

Granite Falls Gatesville Mount Airy Spindale Ivanhoe Ramseur Elrod Biscoe Seagrove Bath Fall Isle West Jefferson Trent Woods Clayton Boardman Hayesville Fletcher Intercultural Institute K Creek Newland Hays Simpson Albemarle Ocracoke Kinston Etow for Confectual Ministry Confectual Ministry Alamanca Stantonsburg Stan

Using the Spirituality Indicators

Rutherford College

Intercultural Institute for Contextual Ministry

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.

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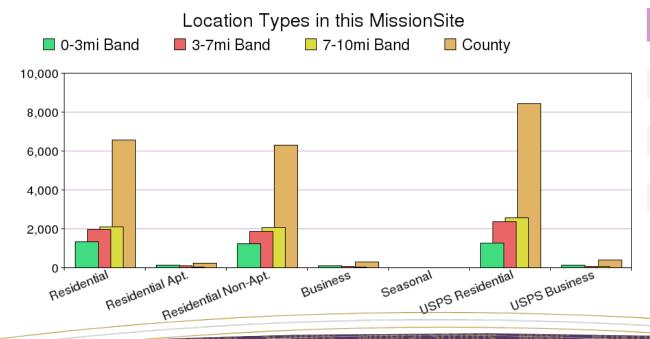
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Ministry

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	17,265	3,783	21.91%
2000 Population	19,972	4,090	20.48%
2010 Population	19,381	3,696	19.07%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	6,305	1,350	21.41%
2000 Households	7,708	1,614	20.94%
2010 Households	8,354	1,617	19.36%

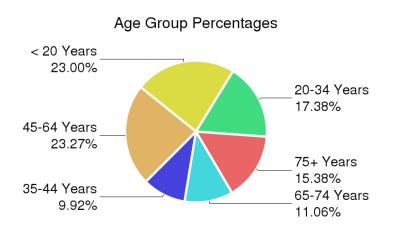


Location Type	0-3mi Band
Residential	1,347
Residential Apt.	130
Residential Non-Apt.	1,217
Business	113
Seasonal	0
USPS Residential	1,265
USPS Business	150

Plain View <u>Gatesville</u> Middlesox <u>Neuse Forest</u> James City Beulaville Erwin Indian Trail Green Level Rich Square Pine Knoll Shores Wrightsville Beach Smithfield Albemark <u>Intercultural Institute</u> Wingate Burg Southern Pines Prospect Sherrills Ford Franklinton Forest Oaks Ramse *for Contextual Ministry* Wingate Burg Copyright 2013, Intercultural Institute for Contextual Ministry and the Manager Manager Manager Bate States Sta

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

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

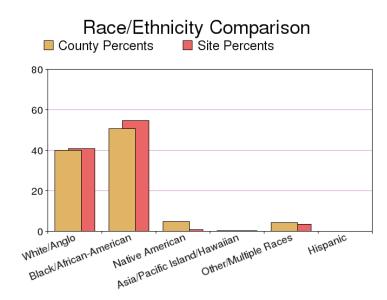


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.42%	4.82%	109.05
4-5 Years	2.15%	1.92%	89.3
6-8 Years	3.19%	3.22%	100.94
9-11 Years	3.16%	3.41%	107.91
12-13 Years	2.1%	2.6%	123.81
14-17 Years	4.73%	4.52%	95.56
18-19 Years	2.5%	2.54%	101.6
0-5 Years	6.57%	6.74%	102.59
6-12 Years	7.4%	7.85%	106.08
13-19 Years	8.28%	8.44%	101.93
< 20 Years	22.25%	23.03%	103.51
20-34 Years	18.5%	17.4%	94.05
35-44 Years	10.82%	9.93%	91.77
45-64 Years	28.26%	23.3%	82.45
65-74 Years	10.62%	11.07%	104.24
75+ Years	9.54%	15.4%	161.43
Median Age	44	44	101.84
Median Age (Male)	40	40	99.83
Median Age (Female)	47	49	104.51

Le Cramerton Ramseur Brookford Toast Glen Raven Rennert Benson Lumber Bridge White Plains Generation Regional Relation Plains Generated Isle Raynham Wrights Harch Columbia Leland Liberty Pinebluff Murphy Hoffman Erwin Pine Level Angier Badi For Contextual Ministry Forest Oaks Sandyfield Navassa La Grange Laurinb 16

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	39.9%	40.75%	102.12
Black, African-American	50.71%	54.65%	107.77
Native American	4.93%	0.76%	15.37
Asian	0.27%	0.3%	110.93
Pacific Island, Hawaiian	0.04%	0%	0
Other/Multiple Races	4.15%	3.57%	85.98
Hispanic	0%	3.22%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	13,769	2,612	
Less than 9th Grade	12.59%	13.25%	95.07
No High School Diploma	19.65%	22.4%	87.75
High School Graduate	32.14%	31.24%	102.87
Some College, no degree	18.47%	16.31%	113.24
Associate Degree	5.61%	4.75%	118.26
College Degree	7.07%	7.96%	88.83

4.46%

108.86

4.1%

Green Level Murfreesboro South Henderson Askewville Piney Green St. Pauls Swepsonville Clinton Line Rutherford College Knightdale Tarboro Enochville Elrod Salemburg Intercultural Institute Jeton Surf City Danbury Kenansville Sneads Ferry New London Carolin For Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

Graduate/Prof. degree

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	14.92%	16.94%	86.74
\$10,000 to \$19,999	15.23%	16.45%	108.04
\$20,000 to \$29,999	13.66%	15.4%	112.75
\$30,000 to \$49,999	22.44%	24.37%	108.56
\$50,000 to \$59,999	8.24%	9.59%	116.39
\$60,000 to \$69,999	6.27%	4.33%	69.02
\$70,000 to \$79,999	4.63%	3.34%	72.09
\$80,000 to \$89,999	3.69%	2.91%	78.84
\$90,000 to \$99,999	2.45%	1.36%	55.44
\$100,000 to \$124,999	3.77%	1.86%	49.2
\$125,000 to \$149,999	1.63%	0.93%	56.98
\$150,000 to \$199,999	1.74%	1.42%	81.95
\$200,000 to \$249,999	0.43%	0.56%	129.16
\$250,000 or more	0.91%	0.56%	61.18
Median Household	35,111	31,553	89.87
Average Household	46,582	42,990	92.29
Per Capita Household	21,188	18,858	89
Family/Non-Family Household			
Income			
Median Family Income	42,008	38,493	91.63
Average Family Income	53,796	49,378	91.79
Median Non-Family Income	18,990	19,810	104.32
Average Non-Family Income	29,278	30,520	104.24

Kinston Knightdale Clinton West Jefferson Parmele Madison Rich Square Rennert Glen Raven G ton Pinehurst Raeford Stokesdale Buies Creek Monroe Magnolia Flat in Ashley Heights Hildebran Waynesville Elon Spring Lake Hendersonville Franklin Kenansville ^{or}Copyright 2013, Intercultural Institute for Contextual Ministry averying Holly, Ridde Builton Spring South Ministry Averying Holly, Ridde Builton Spring South Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	70.58%	65.74%	93.15
Families with Children	33.01%	33.4%	101.15
Families without Children	37.56%	32.34%	86.11
Non-Family Households			
% Non-Family Households	29.42%	34.26%	116.44
Non-Families with Children	0.38	0.31	80.72
Non-Families without Children	29.04	33.95	116.91
Housing Units			Index
Total Housing Units	11,444	1,850	
Vacant percent	27%	12.59%	46.64
Owned percent	56.44%	56.22%	99.6%
Rented Percent	16.56%	31.19%	188.35
Households by Size			Index
Avg household size	2.19	2.12	96.8
Avg family hh size	2.62	2.62	100
Avg non-family hh size	1.14	1.15	100.88
Households By Count of Persons			Percent
One	2,205	506	22.95%
Two	3,627	644	17.76%
Three or Four	2,211	417	18.86%
Five+	311	49	15.76%

Grover Franklinville Roxobel Sawmills Barker Heights Crossnore Turkey Lilesville China Grove Coole Hoodfin Scotland Neck Hot Springs Claremont Micro Casar Harkers in Falkland Eletcher Ranio Sylva Tar Heel Dover Pantego Cofield Bear Grass Stedman Kittrell Por Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry bethown Wadram Walkertown White Oak Forest City Dobson Bethel Creswell Unionville Monroe Ric

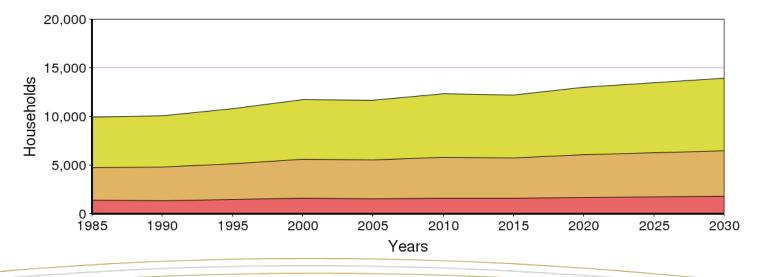
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	17,265	3,783	21.91%
2000 Population	19,972	4,090	20.48%
2010 Population	19,381	3,696	19.07%
2015 Population	19,158	3,582	18.7%

Household Change from 1985 to 2030

📕 0-3mi Ring 🛛 🔲 0-7mi Ring

🗖 0-10mi Ring

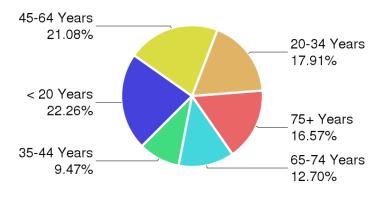


Bear-Grass Rolesville Wadesboro Laurel Park Elroy Barker Ten Mile Fuquay-Varina Wilson's Mills Ayde Saratoga Oak City Aulander Mar-Mac Beulaville Harrisburg Clarkton Intercultural Institute Seven Lakes Creedmoor Scotland Neck Sylva Bessemer City Kitty Hawk for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Butters Spindale Badin Minesott Beach Mars Hill 20

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

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

Projected Age Group Percentages

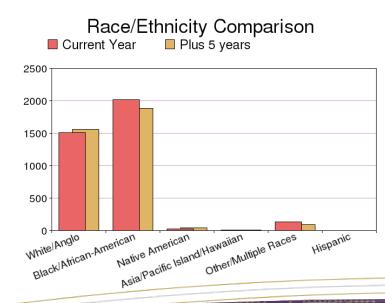


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.82%	5%	103.73
4-5 Years	1.92%	1.95%	101.56
6-8 Years	3.22%	3.18%	98.76
9-11 Years	3.41%	3.41%	100
12-13 Years	2.6%	2.74%	105.38
14-17 Years	4.52%	4.05%	89.6
18-19 Years	2.54%	1.98%	77.95
0-5 Years	6.74%	6.95%	103.12
6-12 Years	7.85%	7.93%	101.02
13-19 Years	8.44%	7.43%	88.03
< 20 Years	23.03%	22.31%	96.87
20-34 Years	17.4%	17.95%	103.16
35-44 Years	9.93%	9.49%	95.57
45-64 Years	23.3%	21.13%	90.69
65-74 Years	11.07%	12.73%	115
75+ Years	15.4%	16.61%	107.86
Median Age	44	46	106.03
Median Age (Male)	40	40	100.85
Median Age (Female)	47	51	109.64

Lake Waccamaw Wake Forest Lumber Bridge Atlantic Beach Montreat Grifton Bonnetsville Lewisville Fer City Bayshore Mount Gilead Wagram Sea Breeze Bunn High Point Intercultural Institute Sandy Creek B hland Scotland Neck Holly Ridge Glen Alpine Love Valley Parmele Jam for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Siler City Boque Vann Crossroads Boiling Springs Mirfreesboro Siler City Boque Vann Crossroads Boiling Springs Mirfreesboro Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	40.75%	43.61%	107.02
Black, African-American	54.65%	52.51%	96.08
Native American	0.76%	1.06%	140.03
Asian	0.3%	0.31%	103.18
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	3.57%	2.51%	70.35
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,612	2,579	
Less than 9th Grade	13.25%	13.03%	98.35
No High School Diploma	22.4%	22.18%	99.03
High School Graduate	31.24%	31.49%	100.78
Some College, no degree	16.31%	16.29%	99.85
Associate Degree	4.75%	5%	105.36

7.96%

4.1%

7.91%

4.11%

99.33

100.33

dway Sandyfield Roxebel Momeyer Norman West Jefferson Rich Square Jonesville Atkinson Rockwell South Weldon Brogden Faison Ruth Chapel Hill Elkin Fearrington Intercultural Institute Boone Love Valley Robbins Ellenboro Marvin Altamahaw Kernersville Histopyright 2013, Intercultural Institute for Contextual Ministry McDonald Tarboro Half Noon Stallings Whispering2

College Degree

Graduate/Prof. degree

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	16.94%	16.06%	94.8
\$10,000 to \$19,999	16.45%	15.94%	96.88
\$20,000 to \$29,999	15.4%	14.29%	92.77
\$30,000 to \$49,999	24.37%	24.32%	99.8
\$50,000 to \$59,999	9.59%	10.41%	108.63
\$60,000 to \$69,999	4.33%	4.51%	104.13
\$70,000 to \$79,999	3.34%	3.11%	93.16
\$80,000 to \$89,999	2.91%	3.05%	89.56
\$90,000 to \$99,999	1.36%	1.59%	116.67
\$100,000 to \$249,999	1.86%	2.48%	133.47
\$125,000 to \$149,999	0.93%	1.02%	109.51
\$150,000 to \$199,999	1.42%	1.65%	116.06
\$200,000 to \$249,999	0.56%	0.7%	125.48
\$250,000 or more	0.56%	0.83%	148.3
Median Household	31,553	33,593	106.47
Average Household	42,990	46,364	107.85
Per Capita Household	18,858	20,448	108.43
Family/Non-Family Household			
Income			
Median Family Income	38,493	41,267	107.21
Average Family Income	49,378	52,223	105.76
Median Non-Family Income	19,810	23,062	116.42
Average Non-Family Income	30,520	34,726	113.78

Gastenia Castalia Four Oaks Boiling Springs Wilson Lilesville Cashiers Stanley Chocowinity Walston Frait Wesley Chapel Summerfield Grifton Cherryville Middleburg Laskor Rank Woodfin Ellerbe Sp Graham Micro Webster Plymouth Windsor Eden Kelford Troutmar (Softextual Ministry) Proceedings Plymouth Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Conserved Back Creek Mebane Randleman Albemarle Holde2

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	65.74%	65.4%	99.48
Families with Children	33.4	33.21	99.43
Families without Children	32.34	31.11	96.19
Non-Family Households			
% Non-Family Households	34.26%	34.6%	101
Non-Families with Children	0.31	0.25	101
Non-Families without	33.95	34.35	101.17
Children			
Housing Units			
Total Housing Units	1,850	1,800	97.3%
Vacant percent	12.59%	12.5%	99.25
Owned percent	56.22%	56.17%	99.91
Rented Percent	31.19%	31.33%	100.46
Households by Size			
Avg household size	2.12	2.09	98.58%
Avg family hh size	2.62	2.60	99.24%
Avg non-family hh size	1.15	1.12	97.39%
Households By Count of			
Persons			
One	506	491	97.04%
Тwo	644	638	99.07%
Three or Four	417	400	95.92%
Five+	49	46	93.88%

Orrum Fairfield Harbour Forest City Turkey Shannon Woodfin Stovall Lake Waccamay Butner Brook Hookerton Welcome Leggett Shallotte Eden Cedar Rock Altamahawa Intercultural Institute Raeford West Marion Maysville Fayetteville North Wilkesboro Badir To Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:		0-3
	MILES	MILES	MILES		MILES	
Foreign Born Pop	85	143	150	Eastern Africa	0	
Northern Europe	0	7	5	Middle Africa	0	
Western Europe	6	21	23	Northern Africa	7	
Southern Europe	0	0	0	Southern Africa	0	
Eastern Europe	5	0	0	Western Africa	0	
Other Europe	0	0	0	Other Africa	0	
Eastern Asia	3	0	0	Oceania	0	
So. Central Asia	0	0	0	Caribbean	5	
SE Asia	0	14	15	Central Amer.	54	
Western Asia	0	0	0	South America	0	
Other Asia	0	0	0	North America	5	
				Born at sea	0	



Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7
	MILES	MILES	MILES		MILES	MILES	MI
English only	4,202	5,543	4,831	Other Indo-Euro	0	0	0
Spanish	104	221	248	Asian/PI languages	0	0	0
Other Indo-Euro	44	71	34	Chinese	0	0	0
language				Japanese	8	0	0
French (incl. Patois,	21	8	9	Korean	0	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	6	0	2	Miao, Hmong	0	0	0
Portuguese	7	5	0	Thai	0	0	0
German	9	41	23	Laotian	0	0	0
Yiddish	1	0	0	Vietnamese	0	4	0
Other West Germanic	0	2	0	Other Asian	0	0	0
A Scandinavian	0	8	0	Tagalog	0	0	0
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	12	13	0
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	12	13	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	2	0	African languages	0	0	0
Hindi	0	5	0	Other unspecified	0	0	0
Urdu	0	0	0				

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Ineville Kenansylle Hope Mills Ellenboro Andrews Seagrove Ronda Washington Kinston Norwood G ispering Pines Eureka Williamston Westport Franklin Belwood Neuse Intercultural Institute Pleasant Hill Lumber Bridge Oxford Stedman Kernersville Albemarle (o) Contextual Ministry (o) Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Beaufort Whitsett Wrightsville Beach Raynham 26

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10		ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
eporting ancestry	3,573	4,403	4,032	Irish		62	62 111
vrab	7	8	4	Italian		10	10 9
Armenian	0	0	0	Lithuanian		2	2 0
Austrian	1	0	0	Norwegian		1	1 5
British	4	3	1	Polish		7	7 15
Canadian	10	5	4	Portuguese		0	0 2
Croatian	0	0	0	Romanian		0	0 0
Czech	0	0	0	Russian		7	7 10
Czechoslovak	0	10	4	Scandinavian		0	0 0
Danish	3	3	3	Scotch-Irish		49	49 32
Dutch	2	15	8	Scottish		19	19 15
English	225	322	290	Slovak		0	0 5
European	6	20	4	Subsaharan African	1	6	6 37
Finnish	0	0	0	Swedish	2		17
French (not Basque)	6	19	19	Swiss	0		3
French Canadian	0	5	4	Ukrainian	0		0
German	72	298	154	US/American	384		716
Greek	1	0	0	Welsh	0		0
Hungarian	0	0	0	West Indian	0		2
Iranian	0	0	0	Yugoslavian	0		0
				Other	2,67	7	7 2,717

T LAKE PARK WAGE NO

Troy St. Helena Granite Quarry Hendersonville Minnesott Beach Pine Level Youngsville Salem Oakbe alson North Topsail Beach Oak City Rutherford College Milton Wesley Charles Beidenten Taylortown Mar Broadway Brogden Indian Beach East Rockingham Tryon La Grange Mar Intercultural Institute Pine Newland ast Bond to Sale Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Summerfield Hobboood Atkinson Fearrington Stanfield Williamston Nashville Wentworth Bailey Charles

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?



Using the Demographic Indicators

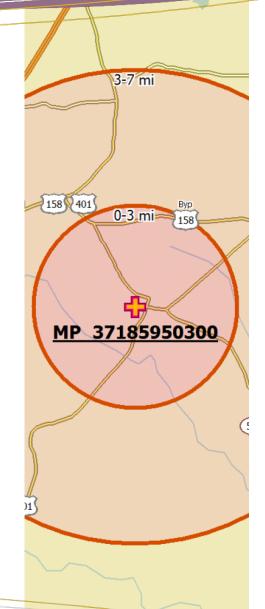
Issues for Your Consideration - continued

- 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.



 Index Mount Olive
 Mineral Springs
 West Canton
 Grover
 Walstonburg
 Montreat
 Robersonville
 McFarlan
 A

 Adapter
 Hemby Bridge
 Washington
 Marshall
 Wallace
 Four Oaks
 Hope Intercultural Institute
 Fountain
 Demonstreat

 New Bern
 Forest Hills
 Landis
 Belville
 Old Fort
 Roper
 Light Oak
 Contextual Ministry

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 For Contextual Ministry
 Salemburg
 Nags Hoad
 Brookford
 Louisburg
 Bowland

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,617	100%	1,146	100%
AFFLUENT SUBURBIA	38	2.35%	30	2.62%
America's Wealthiest	38	2.35%	30	2.62%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

East Arcadia Walstonburg Macclesfield Brevard Vandemere River Bend Sylva Lake Norman of Catawba Hurffeesboro Eastover Hoffman Stanfield Casar Leland Cape Cartered Intercultural Institute tonewall Lenoir Woodfin Eureka Rosman Dobbins Heights Black Creet Intercultural Institute for Confextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,617	100%	1,146	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	29	1.79%	19	1.66%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	29	1.79%	19	1.66%
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	13	0.8%	9	0.79%
Steadfast Conservative	13	0.8%	9	0.79%
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%

Navassa Wadesboro Boiling Springs Kittrell Danbury North Topsail Beach Rich Square Spivers Corrected Mount Gilead Dover Rockwell Boardman Patterson Springs With Intercultural Institute Parmele Dobbins Heights Bailey JAARS Pinetops Boone Pineville Rockwell Ministry Canton Bilt Copyright 2013, Intercultural Institute for Contextual Ministry Creek Hobgood Morven Southern Pines Reidsville 32

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,617	100%	1,146	100%
REMOTE AMERICA	16	0.99%	10	0.87%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	16	0.99%	10	0.87%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	671	41.5%	497	43.37%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	671	41.5%	497	43.37%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	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%

er Mineral Springs Norling Parmele Ayden Bent Creek Laurinburg Holden Beach New Bern Catawba F Stonewall Marshall Ingold Swansboro Grandfather Gaston Arapahoer Intercultural Institute ville Beach McFarlan Hoffman Half Moon Asheboro Stovall Lake Park for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Candor Wake Forest River Bend Hildebran Harrisbur 33

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,617	100%	1,146	100%
STRUGGLING SOCIETIES	788	48.73%	534	46.6%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	788	48.73%	534	46.6%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	61	3.77%	46	4.01%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	9	0.56%	6	0.52%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	52	3.22%	40	3.49%
VARYING LIFESTYLES	1	0.06%	1	0.09%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	1	0.06%	1	0.09%

Burgaw Cameron Hotfman Stem Broadway Mount Gilead Yadkinville Carolina Shores Seagrove A Pinehurst Youngsville Fallston Etowah Wagram Icard Nags Head Weaverville Stokesdale Godwin East Arcadia Bath Holly Springs for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Maggie Valley Hertford East Laurinburg Original Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

Harmony Hamilton Keener Swepsonville Roper Catawba Salisbury Alamance Butner Carthage F haven Lowesville Conway Skippers Corner Royal Pines Mount Holly High Intercultural Institute Lake Junaluska Staley Forest Oaks Bethania Aurora Newport Snow Holf Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Bunn Gamewell Trinity Stoneville Clarkton Boiling 35

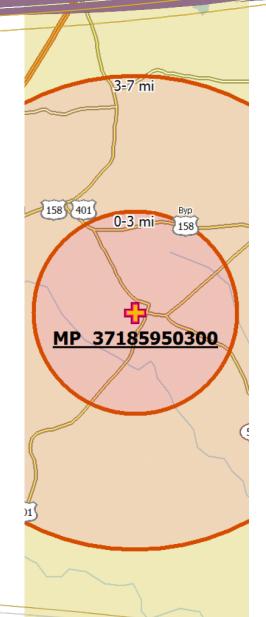
Potential Cultural Bridges

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).



de Greenevers Durham Wesley Chapel Newton Dundarrach Woodlawn Raemon Blowing Rock Rocky H Bent Creek Locust Goldsboro Sims Trinity McAdenville Weldon Creek Intercultural Institute Cajah's Mountain Canton Robbins Drexel Ocean Isle Beach Rose H for Contextual Ministry Contextual Ministry Linden Wingate Belville Light Oak Polkville Ahoski 36 Ver City McDonald Methods Stallings Hamlet Cramerton Cameron Scotland Neck St Helena Wake Forest

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	66%	67%	67%
Use Comp. for Internet/E-mail	43%	44%	45%
Internet Use: E-Mail	36%	36%	36%
Use Comp. for Comp. Games	34%	34%	34%
Use Comp. for Education	29%	28%	28%
HH Owns DVD Player	26%	25%	26%
Use Comp. for Shopping	22%	22%	22%
Use Comp. for Word Processing	21%	22%	23%
Internet Use: News/ Weather	20%	20%	20%
Use Comp. for Digital Camera Photo Editing	19%	20%	21%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Use Comp. for Banking	19%	19%	19%
Internet Use: Banking	19%	19%	19%
PC-Network-HH Has One	17%	17%	17%
Use Comp. for News/Info./Data	13%	13%	14%
Service			
Use Comp. for Filing/DB Mngmnt	10%	10%	10%
HH Owns Video/Webcam	9%	8%	8%
Internet Use: Research/ Education	9%	8%	8%
Use Comp. for Personal Financial	9%	9%	9%
Mngmnt			
Internet Use: Read Magazines/	8%	7%	7%
Newspapers			
Internet Use: Shopping: Gathered	8%	8%	8%
Info. for Shopping			

Andrews Turkey Love Valley Boone Mesic Millers Creek South Rosemary White Lake Manteo Sev Stantield Wallburg Mountain View Red Cross Jacksonville Sherrills For Intercultural Institute yesville Seagrove Altamahaw Delway Sharpsburg Winfall Seaboard for Confertual Ministry Confertual Ministry Stonewall 37 Copyright 2013, 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 - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-3	3-7	7-10	BRIDGES
	MILES	MILES	MILES	
Listening To Music	65%	64%	65%	Any Ailment
Reading Books	49%	48%	49%	Gen./Fam. Pra
Dining Out (Not Fast Food)	42%	42%	43%	Hypertension/ł
Card Games	35%	36%	36%	Pressure
Cooking for Fun	32%	32%	32%	Backache
Go To A Beach/Lake	26%	26%	27%	Dentist
Board Games	26%	25%	26%	Eye Dr.
Gardening	23%	25%	25%	High Cholester
Going To	15%	15%	15%	None Of These
Bars/Nightclubs/Dancing				Acid Reflux Dis
Visit Museum	14%	14%	14%	Any Arthritis

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	68%	69%	68%
Gen./Fam. Practitioner	31%	32%	32%
Hypertension/High Blood	24%	24%	24%
Pressure			
Backache	23%	23%	23%
Dentist	21%	22%	22%
Eye Dr.	19%	19%	19%
High Cholesterol	19%	19%	19%
None Of These	18%	18%	18%
Acid Reflux Disease (GERD)	16%	16%	16%
Any Arthritis	16%	16%	16%

Hiance Bladenboro Black Creek Wilmington Alamance West Jefferson Garner Oak City Creedmoor Kill Prospect Teachey Cullowhee Kure Beach James City Bowmore Casar Intercultural Institute Saratoga Milton Cape Carteret Red Oak Chadbourn East Flat Rock Bay Confectual Ministry Confectual Ministry Calabash Sylva Fairfield H38 Compyright 2013, Intercultural Institute for Contextual Ministry Confectual Ministry Contextual Ministr

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	23.91%	22.86%	22.83%
Live Theater	15.88%	15.29%	15.84%
Rock/Pop Concerts Most	13.33%	12.53%	12.36%
Often			
Live Theater Most Often	12.5%	12.26%	12.79%
Dance Performance	10.33%	9.82%	9.86%
Comedy Club	9.59%	9.4%	9.08%
Movies: Comedy	42.37%	41.69%	41.41%
Movies: Action/Adventure	39.91%	38.81%	38.49%
Movies: Drama	26.62%	25.48%	24.83%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	24.16%	23.41%	23.32%
Movies: Romantic Comedy	20.97%	20.32%	20.24%
Movies: Mystery	20.72%	19.5%	19.36%
College Football Reg.	4.35%	4.34%	4.46%
Season			
NFL Football Reg. Season	3.96%	4%	4.08%
College Basketball Reg.	3.6%	3.59%	3.58%
Season			
NBA Basketball Reg.	3.14%	3.05%	2.94%
Season			
MLB Baseball Reg. Season	2.73%	2.87%	3.06%
College Football	2.16%	2.1%	2.1%
Post-Season			



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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	34.99%	34.53%	34.82%	Golf	Golf 7.82%	Golf 7.82% 7.72%
Swimming	21.32%	21.92%	22.54%	Mountain/Road Biking	Mountain/Road Biking 7.37%	Mountain/Road Biking 7.37% 7.32%
Basketball	18.87%	18.29%	18.01%	Softball	Softball 6.56%	Softball 6.56% 6.59%
Bowling	17.5%	17.67%	17.94%	Ice Skating	Ice Skating 6.34%	Ice Skating 6.34% 6.06%
Billiards/Pool	16.31%	16.06%	16.14%	Yoga	Yoga 6.32%	Yoga 6.32% 6.09%
Jogging/Running	15.79%	15.08%	14.85%	Soccer	Soccer 6.29%	Soccer 6.29% 5.95%
Football	13.63%	13.07%	12.7%	Tennis	Tennis 6.25%	Tennis 6.25% 6.1%
Weight Training	12.81%	12.05%	12.13%	Roller Skating	Roller Skating 5.82%	Roller Skating 5.82% 5.59%
Freshwater Fishing	11.47%	13.09%	13.7%	Saltwater Fishing	Saltwater Fishing 5.41%	Saltwater Fishing 5.41% 5.66%
Aerobics	11.19%	10.38%	10.29%	Camping Trips	Camping Trips 5.12%	Camping Trips 5.12% 7.48%
Stationary Cycling	10.07%	10.06%	10.15%	Hunting	Hunting 4.68%	Hunting 4.68% 5.93%
Baseball	9.88%	10.15%	9.98%	Backpacking/Hiking	Backpacking/Hiking 4.61%	Backpacking/Hiking 4.61% 4.86%
Using Cardio Machine	9.1%	8.62%	8.67%	Snorkeling	Snorkeling 4.61%	Snorkeling 4.61% 4.32%
Volleyball	8.37%	8.26%	8.1%	Power Boating	Power Boating 4.31%	Power Boating 4.31% 4.65%

Sedalia Haw River Henderson Middlesex Tobaccoville Aberdeen Brookford Mooresville Newton Kell HeFarlan Conway Cameron Delway Trenton Broadway Blowing Rock Intercultural Institute Waxhaw Hamlet Stem Peachland Seven Devils Alliance Weddington Confertual Ministry Confertual Ministry Clemmons Franklin Grani 40

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Jet Skiing	4.26%	4.27%	4.21%
Canoeing/Kayaking	3.98%	4.55%	4.72%
Skateboarding	3.93%	3.76%	3.68%
Fly Fishing	3.9%	4.05%	4.04%
Hockey	3.67%	3.51%	3.44%
Racquetball	3.59%	3.67%	3.83%
Motorcycling	3.52%	3.86%	3.9%
Downhill & X-Country	3.51%	3.34%	3.33%
Skiing			
Target Shooting	3.49%	4.5%	4.83%
Snowmobiling	3.35%	3.32%	3.3%

BRIDGES	0-3	3-7	7-10	
	MILES	MILES	MILES	
Horseback Riding	3.3%	3.88%	4.03%	
Snowboarding	3.24%	3.09%	3.03%	
Water Skiing	3.2%	3.44%	3.46%	
Sailing	2.92%	2.82%	2.85%	
Surfing & Windsurfing	2.62%	2.46%	2.4%	
Martial Arts	2.51%	2.33%	2.59%	
Rock Climbing	2.41%	2.54%	2.49%	
Archery	2.12%	2.36%	2.53%	
Rowing	2.06%	2.06%	2.07%	
Auto Racing	1.87%	1.98%	1.96%	

aw Micro Pine Knoll Shores Fayetteville Waxhaw Old Fort Garysburg Richfield Kelly Sanford Topsail Weaverville Rich Square Mount Airy Forest City Pilot Mountain Nags Head Intercultural Institute Gaston Pumpkin Center Kitty Hawk Ashley Heights Askewville Anson Intercultural Institute Ka Knightdale Goopyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Boiling Spring Lakes Millers Creek Brookford Cameron

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.

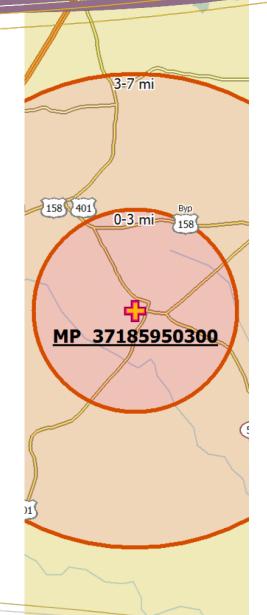
BIBLICAL BARRIERS

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.



Reidsville Lake Waccamaw Sandyfield Dobson Stanfield Stony Point Wrightsboro Brevard Toast Ge Har Grove Andrews Garner Gastonia Atlantic Beach Wallburg Raynham Intercultural Institute r Pilot Mountain Candor Rich Square Aulander Dunn Rosman Castali of Confectual Ministry Hecopyright 2013, Intercultural Institute for Contextual Ministry Corpyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

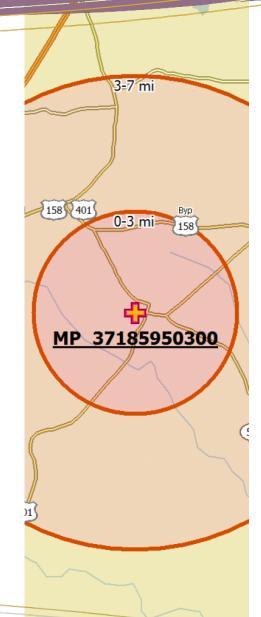
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Isle Beach Cedar Rock Pink Hill Chocowinity Sawmills Belwood Graham Vander Monroe Belville Entry Pikeville Warrenton Hudson Rockingham Rolesville Pumpkin Center Intercultural Institute High Point Bollin Garysburg Fairmont Foxfire Forest City Hayesville Erwin Newton Mine for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Northlakes Ivanhoe King Alliance Chadbourn Web 43

Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	57%	56%	56%	Money Is Best Measure Of Success	23%	23%	23%
Speak My Mind Even If It Upsets People	44%	43%	43%	We Should Strive for Equality for All	21%	21%	20%
Like Control Over People And Resources	43%	43%	42%	Marijuana Should Be Legalized Rarely Sit Down to a Meal	21% 18%	21% 19%	20% 18%
Find It Difficult To Say No To My Kids Woman's Place Is In The Home		38%	38%	Together At Home Friends More Important Than	17%	17%	18%
Too Much Sponsorship In Arts/Sports	35% 35%	36% 34%	36% 33%	My Fam. Like To Pursue Challenge/Novelty/Change	17%	17%	18%
Don't Judge People/Way They Live Life	35%	34%	34%	Only Work Current Job for The Money	17%	17%	17%
I Am A Workaholic Like To Do Unconventional	29% 28%	27% 29%	27% 28%	Happy With My Standard Of Living	13%	13%	13%
Things If Won Lottery Would Never	27%	26%	27%	Very Happy With My Life As It Is On Whole People Get What	11% 11%	11% 11%	11% 11%
Work Again Prefer To Have Few	26%	26%	26%	They Deserve Little I Can Do To Change My	11%	11%	11%
Possessions As Possible Like to Stand Out In A Crowd	25%	25%	25%	Life More Important Do Duty Than	11%	11%	10%
	2070	2070	2070	Enjoy Life	1170	11/0	1070

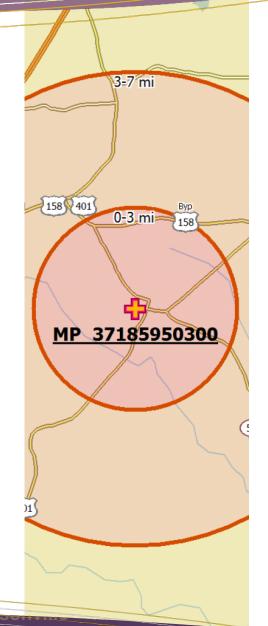
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Stony Point Harrisburg Munreesboro Flat Rock Elrod Pilot Mountain Biscoe Hurphy Cedar Point Hertford Robbinsville Pembroke Kernersville Valdese Cricket Washing <u>Intercultural Institute</u> Intercultural Institute Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



Stanley South Henderson Fletcher Blowing Rock Rural Hall Toast Pollocksville Hispering Pines Hark to Dundarrach Marietta Lilesville Winfall Icard Stony Point Rex ean Isle Beach Walnut Cove Concord Gatesville Pine Knoll Shores Glen for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

Potential Cultural Themes:

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	59%	58%	58%	People Have To Take Me As They Find Me		23%	23%
Important To Respect Customs And Beliefs	55%	55%	55%	Try Not To Worry About The Future	19%	18%	18%
Prefer Work Part Of Team Than Alone	41%	40%	40%	Like To Just Enjoy Life Real Men Don't Cry	18% 18%	18% 18%	18% 17%
Like To Understand About Nature	39%	39%	38%	Worried About Pollution Caused By Cars	16%	15%	15%
Important To Juggle Various Tasks	37%	36%	36%	Enjoy Spending Time With My Fam.	15%	15%	15%
Important Feel Respected By My Peers	33%	33%	33%	Is An Important Part Of Who I Am Children Should Be Allowed To	13% 9%	13% 10%	13% 9%
Good At Fixing Things Have Keen Sense Of Adventure	32% 30%	32% 30%	32% 30%	Express Themselves	6%	7%	6%
Prefer To Have Few Possessions As Possible	26%	26%	26%	Feel Very Alone In The World Like Spending Most Time With Fam.	6%	6%	6%
Provide My Kids With The Little Extras	26%	25%	24%	Would Like To Set Up Own Business	5%	5%	5%
Consider Myself Interested In The Arts	25%	24%	24%	Decor Particular Interest To Me	4%	4%	4%
Looking for New Ideas To Improve Home	24%	24%	24%				

 Yadkinville
 Rural Hall
 Walnut Creek
 Pinehurst
 Lowell
 Piney Green
 Fairlield Harbour
 Maiden
 Kelford

 Oak Island
 Buies Creek
 Icard
 Sparta
 Holly Springs
 Eastover
 Clear
 Rhodhiss
 Mineral Springs

 Dover
 McAdenville
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Potential Shared Places

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

Thomasville Wagram Pollocksville Mayodan Graham Unionville Atlantic Beach Havelock Havesville Fill Spruce Pine St. Pauls Pine Level Bethel Hot Springs Brogden Provide Matthews Valdese Bro Wallace Lansing Stonewall Cary Albemarle Ocean Isle Beach Landis Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

3-7 mi

0-3 mi

MP 37185950300

158 401

Potential Shared Places:

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

7-10

MILES 20.13%

19.12%

19.25%

17.5%

17.25%

15.92%

15.14% 15.1%

16.46%

13.45%

14.44%

13.3%

PLACE	0-3	3-7	7-10		PLACE	PLACE 0-3
	MILES	MILES	MILES			MILES
Food/Drive-In	88.93%	89.23%	88.74%		Red Lobster	Red Lobster 21.08%
estaurant-Visit Any					Domino's Pizza	Domino's Pizza 20.32%
am. Restaurants/Steak	75.64%	75.69%	76.07%		Dairy Queen	Dairy Queen 19%
louses-Visit Any					Golden Corral	Golden Corral 18.33%
McDonald's	57.12%	57.86%	57.52%		Olive Garden	Olive Garden 17.32%
Kentucky Fried Chicken (KFC)	42.58%	41.37%	40.54%		IHOP (International House Of	IHOP (International House Of 16.84%
Burger King	40.04%	40.2%	39.65%		Pancakes)	Pancakes)
Vendy's	35.63%	35.56%	34.81%		Church's Fried Chicken	Church's Fried Chicken 16.58%
Subway	32.53%	32.69%	32.24%		Chick-Fil-A	Chick-Fil-A 16.22%
Pizza Hut	28.39%	28.78%	27.96%		Sonic	Sonic 15.5%
Applebee's	26.83%	26.88%	26.88%		TGI Friday's	TGI Friday's 15.07%
Taco Bell	26.76%	26.14%	25.91%		Hardee's	Hardee's 14.88%
Popeyes	22.6%	21.67%	20.68%		Krispy Kreme	Krispy Kreme 13.88%
Arby's	21.92%	21.77%	22.05%			

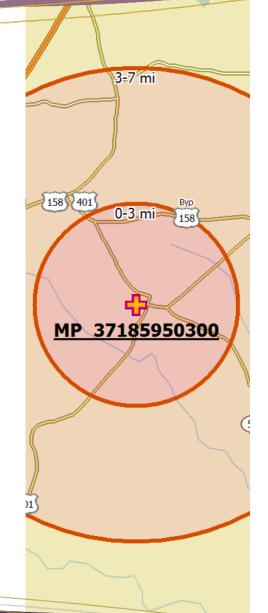


Potential Shared Projects

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!



rkers Island White Oak Concord Lawndale Clayton Carthage Spindale Green Level Aulander Bethlehen Warsaw Raleigh Madison Liberty Siler City Jamesville Conway Intercultural Institute Waxhaw Lillington Boiling Spring Lakes Sherrills Ford Atkinson East for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	39.16%	39.59%	40.06%
Recycled products	21.86%	21.93%	22.73%
Worked as volunteer (non political)	10.7%	11.03%	11.39%
Engaged in fund raising	9.79%	9.96%	10.11%
Religious club member	8.28%	8.24%	8.23%
Church Board	7.7%	7.5%	7.51%

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Took active part in local civic	4.5%	4.37%	4.42%
issue			
Union member	4.18%	4.15%	4.31%
Wrote to editor of mag or	4.15%	4.42%	4.48%
newspaper			
Charitable Organization	3.49%	3.52%	3.65%
Addressed a public meeting	3.47%	3.44%	3.61%
Wrote to elected offcl about	3.46%	3.58%	3.81%
publ bus			

Cksville Lasker Hoffman Castalia Catawba Cooleemee Turkey Cape Carteret Nashville Creswell Bald River Road Proctorville Brices Creek Patterson Springs Danbury Smithter Chimney Pock Village Ayder Cricket Arapahoe Bethania Forest Oaks Havelock Everetts Altamahaw LieCopyright 2013, Intercultural Institute for Contextual Ministry 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.

Washington Mar Mac Gatesville Shallotte Wilmington Broadway Beaufort Spruce Pine Murphy Sector Ary Jamesville Watha Zebulon Brogden South Henderson Cale Intercultural Institute Gaston Richlands Taylorsville Haw River Silver Lake Gibsonville East for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Nashville Elk Park, Caswell Beach, Elm City, Neuronal Science 2013, Intercultural Institute for Contextual Ministry Nashville Elk Park, Caswell Beach, Elm City, Neuronal Science 2013, Intercultural Institute for Contextual Ministry Nashville Elk Park, Caswell Beach, Elm City, Neuronal Science 2013, Intercultural Institute for Contextual Ministry Nashville Elk Park, Caswell Beach, Elm City, Neuronal Science 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Nashville Elk Park, Caswell Beach, Elm City, Neuronal Science 2013, Intercultural Institute For Contextual Ministry Nashville Elk Park, Caswell Beach, Elm City, Neuronal Science 2013, Intercultural Institute For Contextual Ministry Nashville Elk Park, Caswell Beach, Elm City, Neuronal Science 2013, Intercultural Institute For Contextual Ministry Nashville Elk Park, Caswell Beach, Elm City, Neuronal Science 2013, Intercultural Institute For Contextual Ministry Nashville Elk Park, Caswell Beach, Elm City, Neuronal Science 2013, Intercultural Institute For Contextual Ministry Nashville Elk Park, Caswell Beach, Elm City, Neuronal Science 2013, Intercultural Institute For Contextual Ministry Nashville Elk Park, Caswell Beach, Elm City, Neuronal Science 2013, Intercultural Institute For Contextual Ministry Nashville Elk Park, Caswell Beach, Elm City, Neuronal Science 2013, Intercultural Science 2013, Intercultural Scien

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Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Children's Books	12.31%	12.11%	12.2%
Novel	11.76%	11.89%	12.26%
Religious (not Bibles)	9.92%	9.79%	9.77%
Cookbooks	8.07%	7.94%	8.04%
Mystery	6.08%	6.35%	6.72%
Romance	5.93%	6.06%	6.25%
Personal/Business	5.14%	4.92%	5.05%
Self-help			
Biography	5.03%	4.93%	5.05%
Mail order	4.66%	4.67%	4.67%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	65.31%	64.29%	64.02%
Gen. Editorial	57.85%	56.28%	55.67%
Womens	50.38%	49.25%	48.43%
Service	28.29%	28.9%	29.16%
Business/Finance	23.6%	22.13%	21.69%
Music	23.58%	22.45%	21.63%
Mens	20.8%	20.24%	19.92%
Parenthood	16.32%	16.07%	15.67%
Health	14.61%	14.48%	14.36%

Carolina Shores Remert Roanoke Rapids Ingold Sherrills Ford Newport Trent Woods Unionville Jack Malkertown East Arcadia JAARS Pinetops Caswell Beach Ellerbe Valley A Pinoville Weldon Marietta boro Colerain Raleigh Minnesott Beach Emerald Isle Andrews Enochvil (or Contextual Ministry Simpson M ©Copyright 2013, Intercultural Institute for Contextual Ministry Raeford Fallston Flor Franklinton Everetts Cricket

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	44.11%	44.89%	45.72%
Classified	29.44%	30.46%	30.7%
Sport	26.93%	27.11%	27.72%
Editorial Page	22.18%	22.67%	23.32%
Business/Finance	21.29%	21.07%	21.6%
TV/Radio Listings	21.17%	20.85%	21%
Movie Listings & Reviews	21.1%	20.43%	20.73%
Food/Cooking	20.24%	20.26%	20.52%
Comics	19.78%	20.34%	20.77%
Fashion	16.04%	15.57%	15.54%
Home/Gardening	15.9%	16.13%	16.52%
Travel	14.76%	14.44%	14.79%
Science/Technology	12.25%	12.04%	12.4%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Urban Contemporary	51.7%	48.01%	45.56%
Jazz	16.22%	14.81%	14.14%
CHR Contemp Hit Radio	15.28%	14.88%	14.85%
Variety	11.51%	10.99%	10.91%
Gospel	10.35%	9.76%	9.28%
Adult Contemporary	8.94%	9.97%	10.43%
Oldies	8.43%	8.55%	8.85%
All News	7.45%	6.73%	6.67%
Country	6.63%	9.59%	10.91%
Religious	4.89%	4.95%	5.1%
News/Talk	4.69%	4.65%	5.01%
Soft Contemporary	4.64%	4.47%	4.48%
Alternative	3.88%	3.94%	4.08%
Rock	3.54%	4.06%	4.55%
Sports	2.68%	2.49%	2.55%
Hispanic	2.67%	2.25%	2.24%
All Talk	2.59%	2.6%	2.78%
Classical	2.49%	2.32%	2.33%



Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10		MULTIMEDIA: TV	MULTIMEDIA: TV 0-3	MULTIMEDIA: TV 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	60.8%	61.01%	61.08%		TV Info From Newspapers	TV Info From Newspapers 25.14%	TV Info From Newspapers 25.14% 24.88%
Other Video-On-Demand	54.84%	54.62%	53.48%		Lifetime	Lifetime 24.27%	Lifetime 24.27% 23.89%
Soapnet	50.42%	49.91%	49.99%		Comedy Central	Comedy Central 24.14%	Comedy Central 24.14% 23.44%
Satellite Dish	47.58%	48.24%	48.08%		Hallmark Channel	Hallmark Channel 23.95%	Hallmark Channel 23.95% 23.59%
MSNBC	35.13%	35.08%	35.05%		BET (Black Entertainment	BET (Black Entertainment 23.33%	BET (Black Entertainment 23.33% 23.31%
Sci-Fi Channel	34.98%	35.5%	35.61%		TV)	TV)	TV)
Adult Pay Per View TV	33.29%	33.1%	33.32%		The Golf Channel	The Golf Channel 22.25%	The Golf Channel 22.25% 21.64%
Subscribe Digital Cable	32.77%	32.61%	32.43%		TV Info From Monthly Cable	TV Info From Monthly Cable 22.12%	TV Info From Monthly Cable 22.12% 22.26%
Nick At Nite	26.61%	26.2%	26.21%		Guide	Guide	Guide
Nickelodeon	26.4%	27.24%	27.16%		ABC Fam.	ABC Fam. 21.89%	ABC Fam. 21.89% 21.04%
TV Info From Sunday TV	26.27%	26.21%	26.46%		TV Info From Other	TV Info From Other 21.2%	TV Info From Other 21.2% 20.98%
Magazine					TV Land	TV Land 21.11%	TV Land 21.11% 20.58%
TCM (Turner Classic	26.03%	25.3%	25.06%		HGTV (and Garden	HGTV (and Garden 21.07%	HGTV (and Garden 21.07% 20.62%
Movies)					Television)	Television)	Television)
					USA Network	USA Network 20.47%	USA Network 20.47% 20.56%

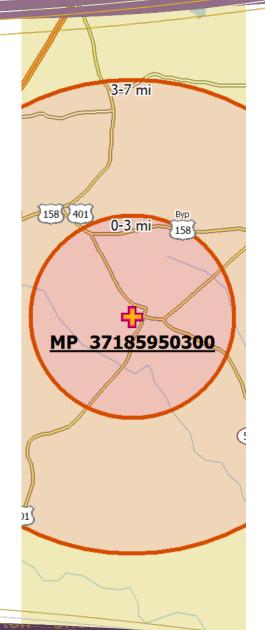
Mint Hill Bunn Aurora Eastover Newland Conetoe Micro Pinebluff Mesic Yadkinville Mount Gilead From Spruce Pine Lumberton McAdenville Carolina Shores Franklinton Intercultural Institute Powellsville Saxapahaw Turkey Kill Devil Hills Wilmington Glen Alpin Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2014 Copyright 2015 Alberton Ministry Copyright 2015 Alberton Ministry Copyright 2015 Alberton Ministry Copyright 2015 Alberton Ministry Copyright 2016 Alberton Ministry Copyright 2017 Alberton Ministry Copyright 2018 Alberton Ministry

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.



Plymouth Statey Rich Square Grandfather St. Stephens Buies Creek Claremont Love Valley Jamest Summerfield Sandy Creek Garysburg Roseboro Green Level Harkers Island Reckwell Lumber Bridge Ki Ranlo Scotland Neck Bolton Stokesdale Greenville Carthage Cove Confertual Ministry Holly Springs Copyright 2013, Intercultural Institute for Contextual Ministry Balfour Emerald Isle Westport Spindale Butner Cher55

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	14.69%	14.88%	15.1%
Medium Users (4-6)	7.25%	7.35%	7.56%
Light Users (1-3)	15.85%	16.07%	16.41%
Quintiles (20%)			
Newspaper I (Heavy)	1.09%	1.15%	1.07%
Newspaper II	1.5%	1.54%	1.5%
Newspaper III	1.45%	1.46%	1.64%
Newspaper IV	0.52%	0.52%	0.49%
Newspaper V (Light)	1.01%	0.99%	0.99%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	22.01%	22%	21.68%
Magazines II	9.95%	9.78%	9.72%
Magazines III	10.57%	10.72%	10.54%
Magazines IV	14.75%	14.72%	14.38%
Magazines V (Light)	1.33%	1.25%	1.19%
Outdoor I (Heavy)	10.54%	10.39%	9.93%
Outdoor II	6.8%	6.33%	6.04%
Outdoor III	6.44%	6.26%	5.99%
Outdoor IV	16.89%	16.98%	16.78%
Outdoor V (Light)	25.1%	25.09%	24.72%
Yellow Pages I	16.79%	16.97%	16.83%
(Heavy)			
Yellow Pages II	9.8%	9.36%	9.15%
Yellow Pages III	13.22%	12.54%	12.12%
Yellow Pages IV	26.21%	26.28%	26.02%
Yellow Pages V (Light)	6.05%	5.98%	5.7%



Potential Multimedia Usage

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

IEDIUM 0-3 3-7 7-10 MEDIU	М	M 0-3
MILES MILES MILES		MILES
adio Drive Time Quntiles TV Prime Time	e Quntiles (fifths	e Quntiles (fifths /
ifths / 20%) 20%)		
Prive Time I & II (Heavy) 1.65% 1.8% 1.97% Prime Time I & II (Heavy)	eavy)	eavy) 3.5%
Prime III (Medium) 0.99% 1.07% 1.09% Prime Time III (Medium)	m)	m) 0.96%
adio IV & V (Light) 2.39% 2.36% 2.4% Prime Time IV & V (Lig	ht)	ht) 11.71%
adio Media Quntiles (fifths / TV Early/Late Fringe Q	untiles	untiles
0%) (fifths / 20%)		
adio I & II (Heavy) 13.45% 13.32% 12.78% Fringe I & II (Heavy)		37.47%
adio III (Medium) 3.09% 3.32% 3.38% Fringe III (Medium)		55.95%
adio IV & V (Light) 4.43% 4.15% 4.1% Fringe IV (Light)		56.55%
Cable TV Quntiles (fifths / TV All Day Quntiles (fifths	s /	s /
0%) 20%)		
Cable I & II (Heavy) 11.59% 11.39% 11.46% All Day I & II (Heavy)		16.65%
Cable III (Medium)6.11%5.91%5.93%All Day III (Medium)		26.57%
Cable IV & V (Light) 44.7% 43.91% 43.31% All Day IV (Light)		24.52%

ht Oak Baltour Kittrell Ashley Heights Harkers Island Bayboro Southport Elon Emerald Isle Forest Oaks Peletier Roxboro Ogden Spiveys Corner Conetoe Bowmore Carolina Calabash Godwin Robers Int Hill Lake Santeetlah Newton Grove Murphy Polkville Mountain View for Confectual Ministry Recopyright 2013, Intercultural Institute for Contextual Ministry Lewiston Woodville Pantego Washington Norlina An 57 Jar-Mac

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.34%	10.44%	10.49%
6:00am - 10:00am	15.5%	15.17%	15.08%
10:00am - 3:00pm	15.74%	14.56%	13.9%
3:00pm - 7:00pm	18.59%	17.85%	17.47%
7:00pm - Midnight	12.45%	12.43%	12.41%
Midnight - 6:00am	11.08%	10.45%	10.07%
Weekend Radio			
Listeners			
Dayparts [summary]	15.5%	14.87%	14.6%
6:00am - 10:00am	2.23%	2.16%	2.43%
10:00am-3:00pm	5.15%	4.76%	4.88%
3:00pm - 7:00pm	8.53%	8.04%	7.74%
7:00pm - Midnight	11.91%	11.43%	11.23%
Midnight - 6:00am	17.04%	16.26%	15.75%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.94%	6.3%	6.21%
Saturday: 8:00-11:00pm	8.37%	8.31%	8.5%
Sunday: 7:00-11:00pm	10.13%	9.98%	9.77%
9:00am-1:00pm	26.61%	26.2%	26.21%
9:00am-4:00pm	30.98%	30.42%	30.37%
4:00pm-7:00pm	33.31%	32.45%	32.24%
11:00pm-1:00am	47.74%	47.12%	46.77%
AVG Prime time	7.36%	6.95%	6.59%
Mon-Sun			

Mars Hiti Lake Santeetiah Faith Fairview Atlantic Beach Spencer Bostic Ellenbore Crossnore St. Par Holly Springs Beech Mountain Gibsonville Liberty Plymouth Rich Square Intercultural Institute Cricket Waco Rolesville Peletier Etowah Seagrove Spencer Mounta Geopyright 2013, Intercultural Institute for Contextual Ministry Swepsonville Danbury Creswell Murfreesboro Gorm 58

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	16.8%	16.44%	16.06%	Sat: 7-10am	Sat: 7-10am 15.73%	Sat: 7-10am 15.73% 15.44%
7-9am	20.42%	20.51%	20.38%	Sat: 10am-1pm	Sat: 10am-1pm 8.8%	Sat: 10am-1pm 8.8% 8.59%
9am-12noon	18.84%	18.57%	19%	Sat: 1-4pm	Sat: 1-4pm 25.06%	Sat: 1-4pm 25.06% 24.5%
12noon-4pm	12.14%	11.85%	11.37%	Sat: 4-6pm	Sat: 4-6pm 7.46%	Sat: 4-6pm 7.46% 7.22%
4-6pm	50.22%	48.74%	48.23%	Sat: 6-7pm	Sat: 6-7pm 1.42%	Sat: 6-7pm 1.42% 1.45%
6-7pm	17.3%	17.81%	17.99%	Sat: 7-8pm	Sat: 7-8pm 1.06%	Sat: 7-8pm 1.06% 1.33%
7-7:30pm	1.85%	1.81%	1.81%	Sat: 8-11pm	Sat: 8-11pm 8.37%	Sat: 8-11pm 8.37% 8.31%
7:30-8pm	12.76%	13.02%	12.57%	Sat: 11pm-1am	Sat: 11pm-1am 7.23%	Sat: 11pm-1am 7.23% 6.99%
8-11pm	5.94%	6.3%	6.21%	Sat: 1am-7pm	Sat: 1am-7pm 20.47%	Sat: 1am-7pm 20.47% 20.56%
11pm-12am	35.13%	35.08%	35.05%	Sun: 7-10am	Sun: 7-10am 2.46%	Sun: 7-10am 2.46% 2.37%
11pm-1am	47.74%	47.12%	46.77%	Sun: 10am-1pm	Sun: 10am-1pm 4.96%	Sun: 10am-1pm 4.96% 5.21%
1-6am	35.09%	34.77%	34.27%	Sun: 1-4pm	Sun: 1-4pm 4.08%	Sun: 1-4pm 4.08% 3.96%
				Sun: 4-7pm	Sun: 4-7pm 10.69%	Sun: 4-7pm 10.69% 10.65%
				Sun: 7-11pm	Sun: 7-11pm 10.13%	Sun: 7-11pm 10.13% 9.98%
				Sun: 11pm-1am	Sun: 11pm-1am 6.12%	Sun: 11pm-1am 6.12% 5.71%
				Sun: 1-7am	Sun: 1-7am 19.89%	Sun: 1-7am 19.89% 19.59%

Bunn Hightsville Castalia Andrews Columbus Raynham North Topsail Beach Elk Park Prectorville Gri Vandemere Weaverville Cerro Gordo Wanchese Pollocksville Teachever Hisrille Wilmington Salember oard Havelock Franklin Bolton Mar-Mac Fairmont Emerald Isle Rowlav For Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

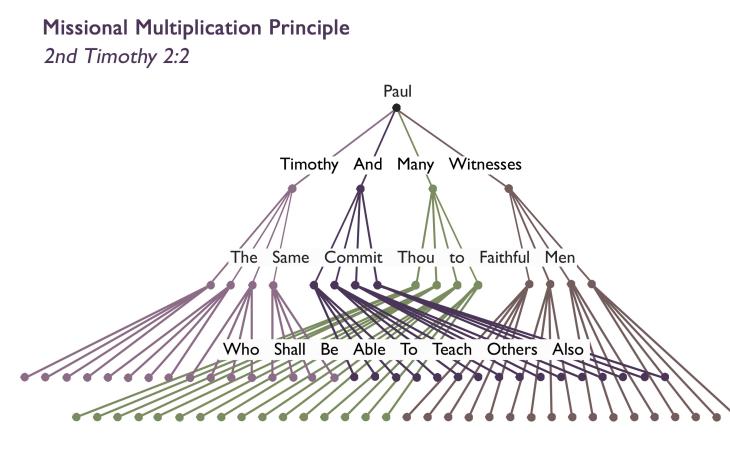
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Sharpsburg <u>Stallings Sanford Ellenboro Altamahaw Roxobel</u> Biscoe Elk Park Gaston Woodfin Bas Courn Valley Hill Trenton Walstonburg Red Cross Swepsonville Rural How <u>Intercultural Institute</u> Siler City White Plains Lansing Marshville Statesville Connelly Springer Micro Eureka Spee 61 Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry</u>

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.



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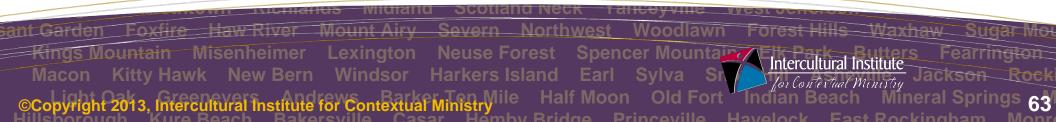
Establishing Redemptive Relationships

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

Communication Steps

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



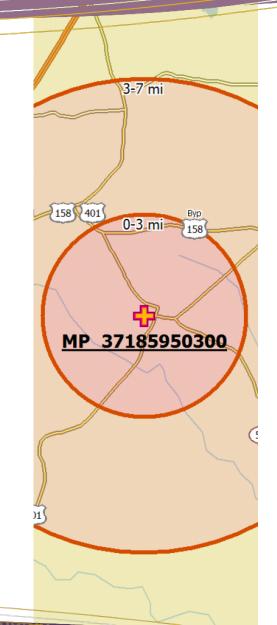


Your MissionSite and the Missional Suite

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

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

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



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Notes and Sources

- 1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
- 2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.
- 3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS
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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	North Warrenton - Warrenton		0.34 mi	0	Insufficient Data
1		Warrenton, NC 27589		-	Insuncient Data
2	Warrenton - Warrenton	226 N Main St Warrenton, NC 27589	0.92 mi	47	Declining
3	Fishing Creek - Warrenton	114 N Main St Warrenton, NC 27589	1.06 mi	52	Plateauing
4	Warren Plains - Warrenton	1225 Warren Plains Rd Warrenton, NC 27589	1.74 mi	46	Declining
5	Norlina - Norlina	402 Division St Norlina, NC 27563	2.96 mi	88	Declining
6	Macon - Macon	159 Church St Macon, NC 27551	4.50 mi	133	Plateauing
7	Wise - Wise	1846 US Hwy 1 N Wise, NC 27594	5.71 mi	77	Plateauing
8	Browns - Norlina	1818 Tower Rd Norlina, NC 27563	6.52 mi	21	Declining
9	Gardners - Macon	968 Church Hill Rd Macon, NC 27551	7.75 mi	29	Declining
10	Sulphur Springs - Warrenton	2493 US Highway 401 S Warrenton, NC 27589	8.57 mi	104	Declining
11	Reedy Creek - Macon	160 Rosser Rd Macon, NC 27551	10.20 mi	31	Plateauing
12	Middleburg - Middleburg	80 N Plummer Ave Middleburg, NC 27556	10.86 mi	74	Insufficient Data
13	Enterprise - Littleton	404 Enterprise Rd Littleton, NC 27850	11.79 mi	246	Plateauing
14	Inez - Littleton	577 Enterprise Rd Littleton, NC 27850	11.97 mi	33	Plateauing
15	New Sandy Creek - Henderson	1699 Weldons Mill Rd Henderson, NC 27537	12.18 mi	160	Growing

Chadbourn Lumberton Summerfield Conover Fair Bluff Indian Trail Oak Ridge Carrboro Franklin Gr Helena Troy Garysburg Kittrell Centerville Jackson Aberdeen Robert Intercultural Institute Lake Norman of Catawba Lenoir Huntersville Myrtle Grove Rockfish ©Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Nueva Sandy Creek Baptist Mission	1699 Weldons Mill Rd Henderson, NC 27537	12.18 mi	0	Insufficient Data
17	Carey - Henderson	1295 Carey Chapel Rd Henderson, NC 27537	12.31 mi	139	Declining
18	New Life - Henderson	2174 Vicksboro Rd Henderson, NC 27537	12.33 mi	54	Growing
19	Mountain Grove - Louisburg	834 Alert Rd Louisburg, NC 27549	13.17 mi	52	Plateauing
20	Littleton - Littleton	108 Mosby Ave Littleton, NC 27850	13.54 mi	83	Plateauing
21	Clearview	250 Red Oak Rd Henderson, NC 27537	13.98 mi	62	Growing
22	Central - Henderson	2574 Ruin Creek Rd Henderson, NC 27537	13.98 mi	325	Plateauing
23	Rock Spring - Henderson	171 Rock Spring Church Rd Henderson, NC 27537	13.98 mi	100	Plateauing
24	Lake Gaston - Littleton	128 Lynwood Rd Littleton, NC 27850	14.13 mi	304	Plateauing
25	Walnut Grove - Warren	1259 Richardson Rd Warrenton, NC 27589	14.29 mi	86	Growing
26	North Henderson - Henderson	1211 N Garnett St Henderson, NC 27536	14.42 mi	129	Plateauing
27	New Bethel - Henderson	1238 New Bethel Church Rd Henderson, NC 27537	14.58 mi	64	Declining
28	Mount Bethel Indian - Warrenton	1389 Richardson Rd Warrenton, NC 27589	14.62 mi	326	Plateauing
29	Harriett - Henderson	935 S Carolina Ave Henderson, NC 27536	15.12 mi	60	Declining
30	Kittrell - Kittrell	100 S William St Kittrell, NC 27544	15.13 mi	22	Declining

Semee Balfour <u>Columbia</u> Waxhaw Bethania Concord Burgaw Icard Prospect Kings Mountain Dallas Wentworth Mineral Springs Macon Rutherford College Rich Square Dentors Intercultural Institute Ver Montreat Valdese Franklinton Whiteville Mocksville Maiden Clyde for Contextual Ministry Waconburght 2013, Intercultural Institute for Contextual Ministry Mooresville Massaville Sims Buies Creek Carv Morven Bockfish

APPENDIX: BCNC Churches by Distance - Continued

			DICTANCE		
	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Darlington - Littleton	11658 Justice Branch Rd Littleton, NC 27850	15.23 mi	41	Growing
32	Bear Swamp - Littleton	15227 NC Highway 48 Rd Littleton, NC 27850	15.23 mi	26	Plateauing
33	Tungsten First - Henderson	3966 Tungsten Mine Rd Henderson, NC 27536	15.31 mi	228	Declining
34	Lighthouse Church - Louisburg	616 Gold Sand Rd Louisburg, NC 27549	15.33 mi	0	Insufficient Data
35	Trinity - Hollister	778 Porter Rd Hollister, NC 27844	15.36 mi	50	Insufficient Data
36	Unity - Henderson	41 Martin Creek Rd Henderson, NC 27537	15.51 mi	28	Growing
37	Centerville - Louisburg	2370 Leonard Rd Louisburg, NC 27549	15.97 mi	73	Plateauing
38	West End - Henderson	619 Dabney Dr Henderson, NC 27536	16.19 mi	132	Declining
39	Wood - Louisburg	649 Wood Church Rd Louisburg, NC 27549	16.20 mi	75	Plateauing
40	Island Creek - Henderson	950 Stagecoach Rd Henderson, NC 27537	16.24 mi	133	Growing
41	Raleigh Road - Henderson	3892 Raleigh Rd Henderson, NC 27537	16.34 mi	94	Plateauing
42	Corinth - Louisburg	4582 US 401 Hwy N Louisburg, NC 27549	16.62 mi	70	Declining
43	Greater Bethesda - Hollister	3440 Long Bridge Rd Hollister, NC 27844	16.79 mi	45	Insufficient Data
44	Faith Baptist Church	4796 Ita Rd Hollister, NC 27844	16.79 mi	83	Plateauing
45	Harris Chapel - Hollister	36079 NC Hwy 561 Hollister, NC 27844	16.79 mi	22	Declining

Sandy Creek Seven Lakes North Wilkesboro Charlotte Kitty Hawk Sparta Winton Bailey Welcome Orrum Benson Polkville Hemby Bridge Lake Waccamaw Albemarle <u>Intercultural Institute</u> Garner Bailey Stoneville East Bend JAARS Oxford Saluda West Canton Thomas (or Contextual Ministry More Stony Pol Contextual Ministry Manteo S68



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