# MissionSite top unreached locations

Beach Bryson City Rockingham Shar THOMASVILLE, NC Warrenton Washington Ellerbe

Conover Connelly Springs Brunswick Lewiston CENSUS TRACT: 37057060500 Multiplytonsburg Murfreesboro Kings Grant Ruth Congregational Pytionsburg Municesboro Kings Grant REGION: Region 5: Piedmont Triad Skippers Corner Richfield COUNTY: Davidson Davidson Snow Hill Morganton Cape Carteret Lawnda SITESCAPE: Townscape Castalia Ocracoke Midv In partnership with the: In partnership with the: In partnership with the: In partnership with the: Intercultural Institute Rock Maysville Maysville Powells Donald for Contextual Ministryveys Corner Bethlehem Prospect Elm City Pleasant Garden Ranlo Myrtle Grove Os to©Copyright 2011;1ntercultural\histitute for/ContextualMinistry.shley Heights

North Carolina Baptists Caring. Sharing. Daring.

Duck Ivanhoe El Oakb Greenville

sborough Murp

#### MissionSite (TM) Table of Contents

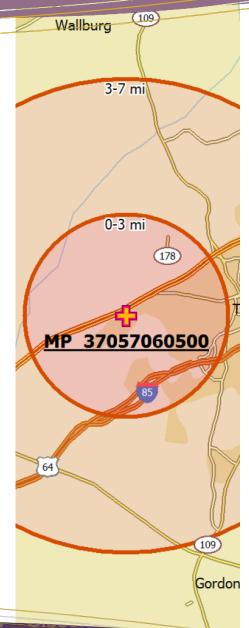
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers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



#### Site Location Summary

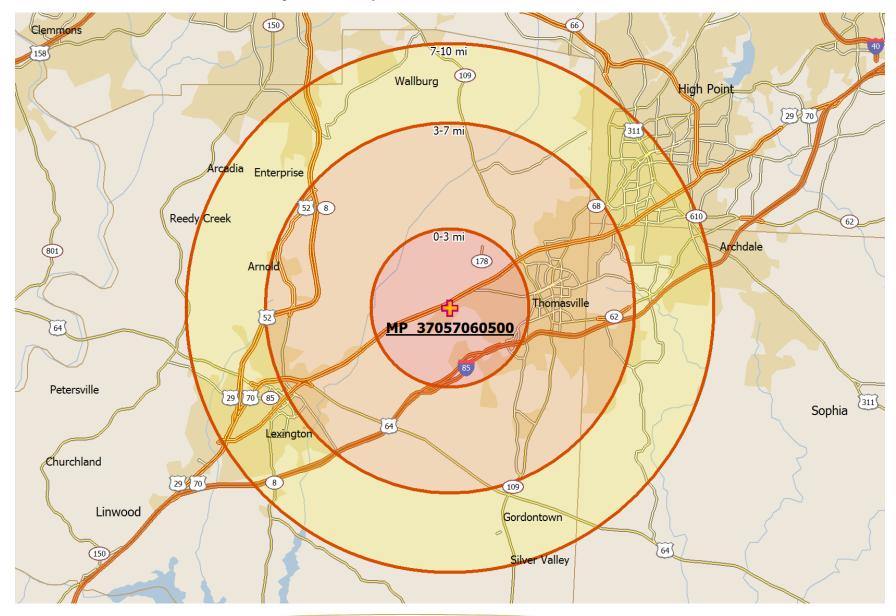
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	3705	Region 5: Piedmont Triad
3	County Location	37057	Davidson
4	Zipcode	27360	Davidson
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.25	Medium towns adjacent to a large town
8	Sitescape Density Pattern	13	50000-100000-100000



rfield Lawndale Kirkland Raleigh Ahoskie Creswell Navassa Enfield Ein City Myrtle Grove Madison Connelly Springs Mebane Wesley Chapel Lansing Mount Gilead Moment Intercultural Institute East Arcadia Askewville Keener Ayden Albemarle Kill Devil Hills Star Governant Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

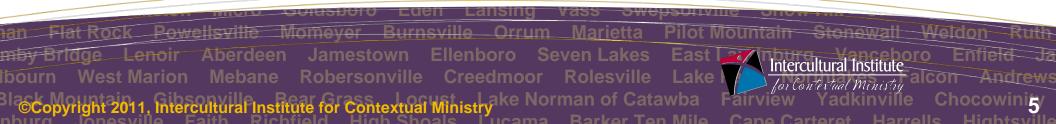


An Crossroads Prospect St. Pauls Clarkton Hendersonville Grifton Seven Springs Butner Four Oaks Gr Cooleemee Marshall Henderson Roanoke Rapids Summerfield Waxhaw <u>Intercultural Institute</u> Forest Hills Youngsville Fairview Marvin Robersonville Sims Ronda Archdale Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Severn Liberty A

### 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
Metro or Non-Metro	0	Non-Metro
Urban Influence	5	Micropolitan area adjacent to a small metro area
Rural / Urban Continuum	4	
NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
NCES Urban Centric Locale	13	City: Small: Territory inside an urbanized area and inside a principal city with
Codes		population less than 100,000.
IICM RUCA Values Index	94	Metropolitan high commuting: Secondary flow 30% to 50% to a larger Urban Area
ERS RUCA Commuting	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
Value		
Percent Commuting to Metro	39	Percent commuting from non metro to metro areas
	<ul> <li>Metro or Non-Metro</li> <li>Urban Influence</li> <li>Rural / Urban Continuum</li> <li>NCHS Rural Urban Codes</li> <li>NCES Urban Centric Locale</li> <li>Codes</li> <li>IICM RUCA Values Index</li> <li>ERS RUCA Commuting</li> <li>Value</li> </ul>	Metro or Non-Metro0Urban Influence5Rural / Urban Continuum4NCHS Rural Urban Codes5NCES Urban Centric Locale13Codes94IICM RUCA Values Index94ERS RUCA Commuting2Value94



### 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	6,324	66,294	53,494
2010 Households	2,581	26,603	21,034
2010 Group Quarters Population	41	1,597	209

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	28	34	43
Language Diversity National Index	27	36	41
Foreign Born Diversity National Index	23	14	24
Ancestry Diversity National Index	33	43	41
Racial Diversity National Index	44	45	49

Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Watha Oak City Environ Jefferson Westport Watha Oak City Environ Jefferson Westport Westport Contextual Ministry Watha Oak City Environ Jefferson Westport Kerner

## Site Location Summary - County Environment

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

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

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

ape Carteret Richfield Wallace Leggett Ruth West Marion Cameron Stokesdale Spencer Stony Point Pink Hill Chimney Rock Village Micro Polkton Red Cross Foxfire McDonald McAdenville East Laurinburg Falkland Mount Gilead Drev Jox Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 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	229	8.87%
Mainstay Communities	Established, Diverse Households	318	12.32%
Working Communities	Blue-collar, Working Families	1,222	47.35%
Country Communities	Rural, Agri. & Mining Families	484	18.75%
Aspiring Communities	Young Singles / Aspiring-Multihousing	221	8.56%
Urban Communities	High Density, Inner-city Neighborhoods	102	3.95%

S McFarlan Lilesville Forest City Walnut Cove Belville Ogden Godwin Valley Hill Proctorville Peletier Badin Conway Carthage Cofield Mooresboro East Arcadia South Intercultural Institute Princeville Mar-Mac Pinehurst Sea Breeze Lewiston Woodville Boardman (or Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

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

#### Issues for Your Consideration

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

St. James Lake Lure Spring Hope Barker Heights Saluda Kill Devil Hills Cornelius Lawndale Greensborg Rewland Orrum Neuse Forest Mint Hill Pembroke Greenville Macon Intercultural Institute Raemon Biscoe Half Moon Leggett East Arcadia Fairplains Dover Salis (outestual Munistry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bandleman Broadway Rolesville McLeansville River Road Huntersville Forest City Sum

# 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?

Barker Ten Mile Nashville Caswell Beach Rockingham Spencer Mountain South Henderson Jonesville Intercultural Institute o Midland Conover Old Fort Winterville Oxford Bermuda Run Raefor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Conte

# 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	41,465	1,653	3.99%
Unreached %	65.04%	64.06%	98.5
Religious But NOT Evangelical HH	9,593	398	4.15%
Religious But NOT Evangelical %	15.05%	15.41%	102.42
Spiritual But NOT Relig or Evang HH	6,608	246	3.72%
Spiritual But NOT Relig or Evang %	10.36%	9.52%	91.88
Not Evangelical, Not Interested HH	25,466	1,011	3.97%
Not Evangelical, Not Interested %	39.94%	39.19%	98.1



Whiteville Spring Lake Holden Beach Shallotte Stony Point Misenheimer Hillsborough Clinton Magnet Bostic Sunset Beach Glen Alpine Milton Mountain Home Elkin Sharey Intercultural Institute on Woodlawn Spring Hope Charlotte White Lake Faith Linden Glen R Intercultural Institute Washington Sir Joi Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Spirituality Indicators - Churchscape**

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCNC Churches	54	0	0%
Active BCNC Attenders	6,510	0	0%
Active Evangelical Households	6,289	260	4.14%
Active Evangelical Percent	9.86%	10.09%	102.24
Inactive Evangelical Households	16,001	663	4.14%
Inactive Evangelical Percent	25.10%	25.68%	102.32
# New Churches Needed	0	1	0%



Lake Santeetlah Catawba Albemarle Weddington Newland Highlands Oakboro Cove City Mills River R The Rich Square Franklin Linden Greenville La Grange Farmville Are Intercultural Institute rkers Island Cape Carteret Candor Etowah Spring Lake Brogden Wanch for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Abardeen Hickory Eastover Wendell Raeford Neuse

### 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	Victory - Thomasville	3.20 mi	65	Insufficient Data	16	Carolina Memorial - Thomasville	5.55 mi	301	Plateauing
2	Hillside Park - Thomasville	3.37 mi	245	Growing	17	North Lexington - Lexington	5.73 mi	169	Plateauing
3	Rich Fork - Thomasville	3.40 mi	995	Plateauing	18	Cambodian Mission - Lexington	5.73 mi	0	Insufficient Data
4	Greenwood - Thomasville	3.40 mi	160	Plateauing	19	High Rock Community	5.86 mi	0	Insufficient Data
5	Clearview - Lexington	3.67 mi	41	Plateauing	20	Lexington First - Lexington	5.88 mi	500	Insufficient Data
6	Mills Home - Thomasville	3.88 mi	80	Insufficient Data	21	Oak Hill Memorial - Thomasville	5.95 mi	150	Plateauing
7	Southside - Thomasville	4.30 mi	60	Declining	22	The River Church	6.12 mi	136	Insufficient Data
8	Brown New Calvary	4.52 mi	0	Insufficient Data	23	Liberty - Thomasville	6.49 mi	122	Plateauing
9	Cedar Lodge - Thomasville	4.66 mi	77	Plateauing	24	Welcome First - Welcome	6.57 mi	342	Plateauing
10	Thomas Point	4.83 mi	0	Insufficient Data	25	Mision Bautista Hispana - Lexington	6.84 mi	57	Insufficient Data
11	Thomasville First - Thomasville	4.88 mi	107	Declining	26	Coggins Memorial - Lexington	6.84 mi	200	Plateauing
12	Park Place - Thomasville	5.12 mi	167	Plateauing	27	Hasty - Thomasville	6.86 mi	70	Growing
13	Oakhurst - Lexington	5.15 mi	17	Plateauing	28	Pilot View - Thomasville	7.42 mi	23	Plateauing
14	Southgate - Thomasville	5.34 mi	200	Plateauing	29	Antioch - Lexington	7.44 mi	28	Declining
15	Mision Bautista Hispana - Thomasville	5.55 mi	18	Insufficient Data	30	Charity - High Point	7.81 mi	0	Insufficient Data

ings Grant Pumpkin Center Bakersville Graham Trinity Magnolia Ingold South Rosemary Ellerbe Suns Valley Hill Kings Mountain Bear Grass Cajah's Mountain Walkertown Intercultural Institute skewville Stokesdale Barker Ten Mile Blowing Rock Morehead City Brick Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Using the Spirituality Indicators

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

#### Issues for Your Consideration

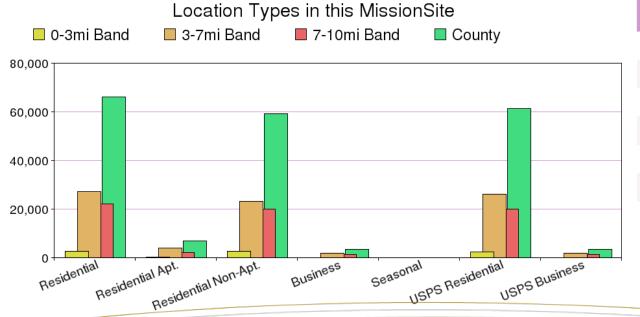
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

Ungsville Barker Ten Mile Kure Beach Gorman Turkey Wilmington Earl Colerain Askewville Beech Mour DavidSon Sims Balfour Kenly Plymouth Stallings Graham Woodland Intercultural Institute tsboro Castle Hayne Fountain Beaufort Canton Ashley Heights Badin Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual 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	126,691	5,844	4.61%
2000 Population	147,246	6,277	4.26%
2010 Population	159,850	6,324	3.96%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	48,953	2,199	4.49%
2000 Households	58,156	2,532	4.35%
2010 Households	63,755	2,581	4.05%

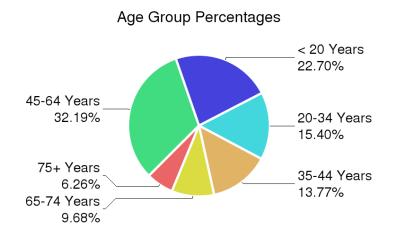


Location Type	0-3mi Band
Residential	2,715
Residential Apt.	144
Residential Non-Apt.	2,571
Business	67
Seasonal	0
USPS Residential	2,526
USPS Business	60

Aurora Vann Crossroads Piney Green Belville Dobbins Heights Stantonsburg Fair Bluff Whiteville Ber Lowesville Sylva Centerville Mount Holly Pineville Earl Kingstown Avidson Robersonville Swand rson Springs Hope Mills Hightsville Huntersville Westport Shannon Ind Intercultural Institute for Confectual Ministry Rutherford Co Copyright 2011, Intercultural Institute for Contextual Ministry Asbeville Silver Lake James City Grandfather Dillsborr

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.

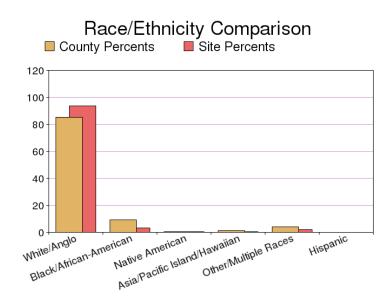


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.41%	3.43%	77.78
4-5 Years	2.53%	2.01%	79.45
6-8 Years	3.97%	3.67%	92.44
9-11 Years	4.01%	3.83%	95.51
12-13 Years	2.69%	2.53%	94.05
14-17 Years	5.27%	4.79%	90.89
18-19 Years	2.62%	2.44%	93.13
0-5 Years	6.94%	5.44%	78.39
6-12 Years	9.32%	8.76%	93.99
13-19 Years	9.24%	8.49%	91.88
< 20 Years	25.5%	22.69%	88.98
20-34 Years	17%	15.39%	90.53
35-44 Years	14.06%	13.76%	97.87
45-64 Years	28.51%	32.18%	112.87
65-74 Years	8.48%	9.68%	114.15
75+ Years	6.44%	6.26%	97.2
Median Age	41	45	109.93
Median Age (Male)	39	44	111.38
Median Age (Female)	42	45	108.67

Northwest Harrisburg Pittsboro Gibsonville Dundarrach Crossnore Shallotte Drexel Stony Point Harrisburg Pittsboro Gibsonville Dundarrach Crossnore Shallotte Drexel Stony Point Harderson Wade Valdese Teachey Bryson City Walkertown Granite Quarry Are Shallotte Speed South Henderson man Norwood Warsaw Wendell St. Helena Spencer Maysville Denton For Confectual Ministry onesville Blow Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 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	85.1%	93.74%	110.15
Black, African-American	9.29%	3.29%	35.4
Native American	0.42%	0.46%	109.41
Asian	1.14%	0.51%	44.37
Pacific Island, Hawaiian	0.02%	0.05%	244.61
Other/Multiple Races	4.03%	1.96%	48.66
Hispanic	0%	2.53%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	109,878	4,564	
Less than 9th Grade	7.06%	8.33%	84.78
No High School Diploma	13.91%	17.46%	79.68
High School Graduate	36.36%	34.29%	106.03
Some College, no degree	17.26%	18.69%	92.33
Associate Degree	9.73%	8.87%	109.66
College Degree	11.37%	8.24%	138.07
Graduate/Prof. degree	4.31%	4.12%	104.62

Whiteville Buies Creek Lowesville Eastover Sedalia Elm City Valley Hill Speed Wallace Cove City Caemon Banner Elk Calypso Morganton Middleburg Barker Heights Marie Silver City Red Cross Sant Seagrove Wallburg River Road La Grange Magnolia Weldon China Grov Jor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	6.64%	6.39%	130.72
\$10,000 to \$19,999	12.48%	13.87%	111.18
\$20,000 to \$29,999	13.01%	14.72%	113.17
\$30,000 to \$49,999	21.68%	23.05%	106.32
\$50,000 to \$59,999	10.23%	13.6%	133
\$60,000 to \$69,999	8.83%	8.76%	99.21
\$70,000 to \$79,999	6.84%	6.51%	95.16
\$80,000 to \$89,999	4.97%	4.61%	92.73
\$90,000 to \$99,999	3.25%	2.44%	75.18
\$100,000 to \$124,999	5.33%	2.17%	40.7
\$125,000 to \$149,999	3.1%	1.86%	59.97
\$150,000 to \$199,999	2.12%	0.5%	23.72
\$200,000 to \$249,999	0.53%	0.15%	29.41
\$250,000 or more	1%	1.24%	123.7
Median Household	46,022	42,019	91.3
Average Household	56,782	59,972	105.62
Per Capita Household	22,914	24,480	106.83
Family/Non-Family Household			
Income			
Median Family Income	55,583	51,196	92.11
Average Family Income	66,853	70,334	105.21
Median Non-Family Income	26,866	24,302	90.46
Average Non-Family Income	34,148	29,438	86.21

Cedar Rock St. Stephens Pantego Halifax Wake Forest Tar Heel Faison Wikesbore Asheville Bow Green Level Wallburg Bolton South Weldon Long View Wesley Chaper Intercultural Institute West Jefferson Swansboro Mount Pleasant Forest Oaks Mocksville Way for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 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	69.21%	71.95%	103.96
Families with Children	33.34%	31.31%	93.88
Families without Children	35.86%	40.64%	113.34
Non-Family Households			
% Non-Family Households	30.79%	28.05%	91.09
Non-Families with Children	0.12	0.04	31.27
Non-Families without Children	30.67	28.01	91.33
Housing Units			Index
Total Housing Units	70,746	2,784	
Vacant percent	9.88%	7.29%	73.79
Owned percent	66.39%	76.8%	115.67%
Rented Percent	23.72%	15.91%	67.07
Households by Size			Index
Avg household size	2.47	2.43	98.38
Avg family hh size	3.08	2.96	96.1
Avg non-family hh size	1.12	1.08	96.43
Households By Count of Persons			Percent
One	16,909	624	3.69%
Two	21,070	957	4.54%
Three or Four	21,066	850	4.03%
Five+	4,710	149	3.16%

Raleigh Wendell Princeville Seaboard Henderson Millers Creek Pine Knoll Shores Vann Grossroads S gden Hobgood Hot Springs Littleton Wilson Hudson Vander Rock Intercultural Institute Bent Creek Zebulon Boiling Springs Fairfield Harbour Polkton Lela for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

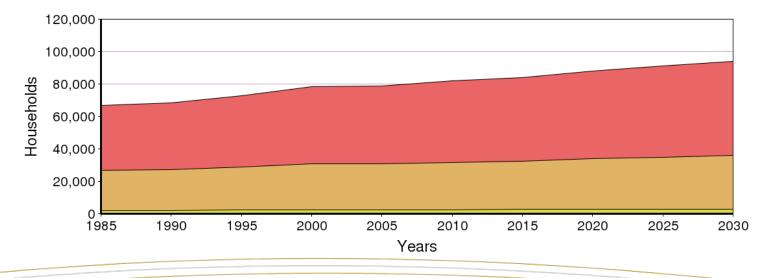
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	126,691	5,844	4.61%
2000 Population	147,246	6,277	4.26%
2010 Population	159,850	6,324	3.96%
2015 Population	166,190	6,413	3.86%

Household Change from 1985 to 2030

🗖 0-3mi Ring 👘 0-7mi Ring

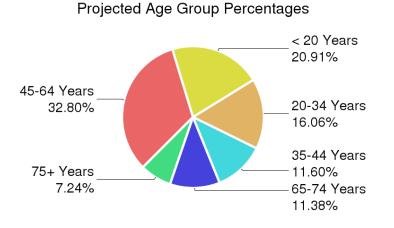
📕 0-10mi Ring



Boardman Lowell Butner Godwin Northwest Bolton Nashville Middleburg Linden Biltmore Forest Ingold Fairfield Harbour Salemburg Hightsville Tobaccoville Kittrell Intercultural Institute Forest City Navassa Kill Devil Hills Bent Creek Cape Carteret Roxobe for Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Francisco Fairfield Harrells Mars Hill Kings Mountain Re20

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

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

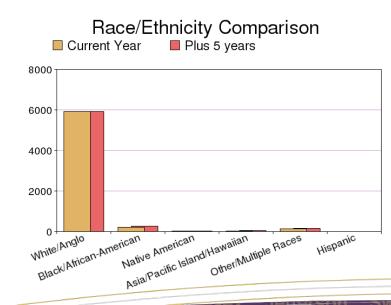


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	3.43%	2.82%	82.22
4-5 Years	2.01%	1.7%	84.58
6-8 Years	3.67%	3.01%	82.02
9-11 Years	3.83%	3.4%	88.77
12-13 Years	2.53%	2.51%	99.21
14-17 Years	4.79%	4.93%	102.92
18-19 Years	2.44%	2.53%	103.69
0-5 Years	5.44%	4.52%	83.09
6-12 Years	8.76%	7.69%	87.79
13-19 Years	8.49%	8.69%	102.36
< 20 Years	22.69%	20.9%	92.11
20-34 Years	15.39%	16.05%	104.29
35-44 Years	13.76%	11.6%	84.3
45-64 Years	32.18%	32.79%	101.9
65-74 Years	9.68%	11.38%	117.56
75+ Years	6.26%	7.24%	115.65
Median Age	41	47	115.38
Median Age (Male)	39	45	113.81
Median Age (Female)	42	48	115.95

Judson St. Stephens Ranio Jefferson Kinston Greenevers Wilkesboro Angier White Oak Seven Devils Seven Lakes East Laurinburg Sims Richfield Wade Hobgood Linder <u>Intercultural Institute</u> Newton Hend Stony Point Laurel Park Lowesville Wanchese Louisburg Hoffman Coopyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-3 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	93.74%	92.16%	98.31
Black, African-American	3.29%	4.3%	130.85
Native American	0.46%	0.51%	112.21
Asian	0.51%	0.69%	135.59
Pacific Island, Hawaiian	0.05%	0.02%	32.87
Other/Multiple Races	1.96%	2.31%	117.7
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	4,564	4,692	
Less than 9th Grade	8.33%	7.33%	88.06
No High School Diploma	17.46%	15.11%	86.53
High School Graduate	34.29%	35.98%	104.92
Some College, no degree	18.69%	17.41%	93.17
Associate Degree	8.87%	10.44%	117.69
College Degree	8.24%	9.02%	109.43

4.12%

4.71%

114.35

Cornelius Warsaw Everetts East Arcadia Elizabeth City Fremont Topsail Beach Dallas Enochville B der Red Cross Wendell Swansboro Youngsville McFarlan Marshall Brog City Oak City Star Peach Lowell Bailey Cajah's Mountain Pineville Cramerton Princeton Clare (or Contestual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Stem Varnamtown Seven Springs Indian Trail Wallace

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	6.39%	5.87%	91.87
\$10,000 to \$19,999	13.87%	13.78%	99.36
\$20,000 to \$29,999	14.72%	13.93%	94.65
\$30,000 to \$49,999	23.05%	22.38%	97.08
\$50,000 to \$59,999	13.6%	13.36%	98.23
\$60,000 to \$69,999	8.76%	8.87%	101.27
\$70,000 to \$79,999	6.51%	6.83%	100.26
\$80,000 to \$89,999	4.61%	4.91%	104.07
\$90,000 to \$99,999	2.44%	2.61%	106.94
\$100,000 to \$249,999	2.17%	2.61%	120.31
\$125,000 to \$149,999	1.86%	2.38%	127.98
\$150,000 to \$199,999	0.5%	0.54%	106.7
\$200,000 to \$249,999	0.15%	0.27%	173.39
\$250,000 or more	1.24%	1.38%	111.46
Median Household	42,019	43,580	103.71
Average Household	59,972	63,855	106.47
Per Capita Household	24,480	25,943	105.98
Family/Non-Family Household			
Income			
Median Family Income	51,196	53,284	104.08
Average Family Income	70,334	76,073	108.16
Median Non-Family Income	24,302	25,694	105.73
Average Non-Family Income	29,438	31,820	108.09

Cary Washington Park Black Creek Aulander Morganton Lake Park Remert Mount Pleasant Midland atom Swansboro Weldon Jonesville Garner Enochville Faith Wallburg Intercultural Institute prings Ellerbe Bolton Pilot Mountain Waxhaw Sea Breeze Raeford Way Intercultural Institute Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	71.95%	69.87%	97.1
Families with Children	31.31	30.06	96.01
Families without Children	40.64	38.85	95.58
Non-Family Households			
% Non-Family Households	28.05%	30.13%	107.43
Non-Families with Children	0.04	0	107.43
Non-Families without	28.01	30.13	107.58
Children			
Housing Units			
Total Housing Units	2,784	2,813	101.04%
Vacant percent	7.29%	7.39%	101.41
Owned percent	76.8%	76.36%	99.43
Rented Percent	15.91%	16.25%	102.1
Households by Size			
Avg household size	2.43	2.45	100.82%
Avg family hh size	2.96	3.05	103.04%
Avg non-family hh size	1.08	1.05	97.22%
Households By Count of			
Persons			
One	624	679	108.81%
Тwo	957	905	94.57%
Three or Four	850	854	100.47%
Five+	149	167	112.08%

Richfield Five Points Sherrills Ford Dillsboro Vass Ocean Isle Beach Williamston Macon Mesic Norlina S Wallburg Youngsville Albemarle Bowmore East Flat Rock Stovall Provide Intercultural Institute Idenboro Staley Wingate Erwin Bethlehem Cramerton Halifax Gamew (Confectual Ministry Sburg Saxapah Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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	23	3,871	1,896	Eastern Africa	0	
Northern Europe	4	29	69	Middle Africa	0	
Western Europe	6	48	96	Northern Africa	0	
Southern Europe	0	90	18	Southern Africa	0	
Eastern Europe	0	164	68	Western Africa	0	
Other Europe	0	0	0	Other Africa	0	
Eastern Asia	0	63	24	Oceania	0	
So. Central Asia	9	69	129	Caribbean	0	
SE Asia	4	527	199	Central Amer.	0	
Western Asia	0	9	14	South America	0	
Other Asia	0	0	0	North America	0	
				Born at sea	0	

Last Laurinburg Monroe Warsaw Zebuion Plat rook Hierov S. Pauls Prospect The Revealed Revealed Bowmore Valley Hill Rocky Mount Danbury S. Pauls Prospect The Bent Creek Rex McFarlan Kannapolis Robbinsville Greensboro Falley Intercultural Institute Vandemere Fletcher Locust Murphy Morrisville Elrod Wilkesboro Joi Contextual Ministry Alliance April Copyright 2011, Intercultural Institute for Contextual Ministry Burnsville St Stephens Pinetons Mayodan Delway

# Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only			49,612	Other Indo-Euro	0	15	
English only	4,986 50	54,175	,		0		0
Spanish Other Indo-Euro	33	3,574	2,068	Asian/PI languages Chinese		0 38	
	33	572	557		0		6
language	0	470	405	Japanese	0	11	5
French (incl. Patois,	8	178	135	Korean	0	16	11
Cajun)	_			Mon-Khmer,	0	372	33
French Creole	0	4	0	Cambodian			
Italian	0	88	34	Miao, Hmong	0	0	0
Portuguese	0	0	12	Thai	7	45	5
German	10	113	114	Laotian	0	92	3
Yiddish	0	0	0	Vietnamese	0	57	198
Other West Germanic	0	0	5	Other Asian	0	0	29
A Scandinavian	0	7	8	Tagalog	0	95	12
Language				Other Pacific Is	0	0	0
Greek	0	0	12	Other languages	0	76	65
Russian	0	0	0	Navajo	0	0	0
Polish	0	42	11	Other Native N.	0	33	6
Serbo-Croatian	0	79	65	American			
Other Slavic Language	0	0	14	Hungarian	0	0	0
Armenian	5	0	3	Arabic	0	8	52
Persian	0	0	0	Hebrew	0	0	4
Gujarathi	0	19	20	African languages	0	16	3
Hindi	0	0	4	Other unspecified	0	19	0
Urdu	10	7	67		-		•

Laurinburg Southern Pines Chapel Hill Elizabeth City Speed Midland Kure Beach Harrisburg Mooresville Red Springs Roxboro Norman Bridgeton Youngsville Cashiers More Intercultural Institute Alamance Leland Walkertown Castalia Asheboro Swansboro Enochvi Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Ancestry Summary

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

ANCESTRY	ANCESTRY 0-3 3-		7-10		ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	3,300	43,348	36,141		Irish	Irish 186	Irish 186 2,438
Arab	0	15	56	Italian		Italian 25	Italian 25 523
Armenian	0	28	11		Lithuanian	Lithuanian 0	Lithuanian 0 17
Austrian	0	3	21		Norwegian	Norwegian 34	Norwegian 34 84
British	19	113	158		Polish	Polish 3	Polish 3 117
Canadian	2	53	40		Portuguese	Portuguese 0	Portuguese 0 14
Croatian	0	0	12		Romanian	Romanian 0	Romanian 0 3
Czech	0	7	19		Russian	Russian 3	Russian 3 55
Czechoslovak	0	14	21		Scandinavian	Scandinavian 1	Scandinavian 1 16
Danish	0	18	37		Scotch-Irish	Scotch-Irish 95	Scotch-Irish 95 833
Dutch	53	474	597		Scottish	Scottish 105	Scottish 105 804
English	190	3,493	3,452		Slovak	Slovak 5	Slovak 5 33
European	9	346	389		Subsaharan African	Subsaharan African 4	Subsaharan African 4 322
Finnish	0	7	12		Swedish	Swedish 7	Swedish 7 103
French (not Basque)	34	374	495		Swiss	Swiss 0	Swiss 0 5
French Canadian	7	151	82		Ukrainian	Ukrainian 0	Ukrainian 0 9
German	519	5,420	5,731		US/American	US/American 1,609	US/American 1,609 12,991
Greek	0	41	86		Welsh	Welsh 0	Welsh 0 51
Hungarian	3	26	33		West Indian	West Indian 0	West Indian 0 29
Iranian	0	2	5		Yugoslavian	Yugoslavian 0	Yugoslavian 0 33
					Other	Other 387	Other 387 14,281

Creswell Flat Rock Newton Roxboro Seven Lakes Northwest Walnut Creek Mesic Littleton Havele Youngsville Cornelius Greenville Enfield Newland Wilson Autryville Mar Mac Southern Pines Stor Fremont Reidsville Farmville Glen Alpine Lewiston Woodville Keener for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Red Cross

# 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

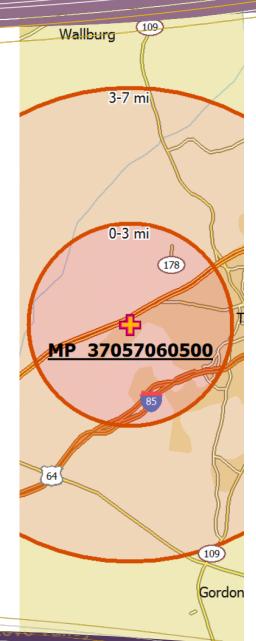
#### Issues for Your Consideration - continued

- 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.



rell Southern Pines Hurfreesboro Cullowhee Teachey Bakersville Royal Pines Cricket Davidson Salud Franklinton Hamilton Pleasant Hill Gamewell Weaverville Fairview Intercultural Institute Rich Square Green Level Valdese South Henderson Jonesville Bolt Fairview Confertual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 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	2,581	100%	1,655	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	229	8.87%	154	9.31%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	229	8.87%	154	9.31%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	306	11.86%	196	11.84%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	62	2.4%	0	0%
Prime Middle America	0	0%	40	2.42%
Urban Optimists	244	9.45%	0	0%
Family Convenience	0	0%	156	9.43%
Mid-Market Enterprise	0	0%	0	0%

Lowesville <u>Stantonsburg</u> Wake Forest Clyde Peletier Roxboro Oak City Hayesville Lewisville Sarate Hemby Bridge Topsail Beach Raemon Como Leland Spring Lake Kinster <u>Intercultural Institute</u> yton Norwood Jackson Conetoe Bryson City Middleburg Hertford Ya *for Contextual Ministry* ©Copyright 2011, 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	2,581	100%	1,655	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	12	0.46%	8	0.48%
Ethnic Urban Mix	12	0.46%	8	0.48%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	1,222	47.35%	838	50.63%
Steadfast Conservative	1,167	45.22%	800	48.34%
Moderate Conventionalists	2	0.08%	1	0.06%
Southern Blues	6	0.23%	4	0.24%
Urban Grit	0	0%	0	0%
Grass-Roots Living	47	1.82%	33	1.99%

a Dobbins Heights Whitakers Elm City Faison Wendell Leland Morganton Cramerton Jonesville Switch Cerro Gordo Oriental Murfreesboro Glen Raven Brevard Rockfish Intercultural Institute Kelford Black Creek Bakersville Jackson Maiden Granite Quarry Clop for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,581	100%	1,655	100%
REMOTE AMERICA	58	2.25%	34	2.05%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	58	2.25%	34	2.05%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	221	8.56%	164	9.91%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	221	8.56%	164	9.91%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	426	16.51%	190	11.48%
Aspiring Hispania	53	2.05%	0	0%
Industrious Country Living	0	0%	36	2.18%
America's Farmland	0	0%	0	0%
Comfy Country Living	1	0.04%	0	0%
Small Town Connections	372	14.41%	1	0.06%
Hinterland Fam.	0	0%	153	9.24%

Surf City Leland Rosman Murphy Clen Raven Beech Mountain Monroe New Bern Avery Creek Spring ten Hildebran Conetoe Wendell Cameron Fairmont Castle Hayne Oak Intercultural Institute Washington Park Laurel Park Micro Clarkton Pine Knoll Shores Greet for Contestual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Favetteville Shelby West Canton Lake Park Matthews

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	2,581	100%	1,655	100%
STRUGGLING SOCIETIES	24	0.93%	17	1.03%
Rugged Southern Style	1	0.04%	1	0.06%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	23	0.89%	16	0.97%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	78	3.02%	54	3.26%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	30	1.16%	21	1.27%
Urban Diversity	14	0.54%	10	0.6%
New Generation Activists	34	1.32%	23	1.39%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

GLAREY VANCEDORO AITAMANAW BURINGLON MIGW

White Oak Madison waco Norina Raeford Etowah Morven Morganton Goldsbore Creswell Sunset Liesville Kitty Hawk Castalia East Bend Wake Forest Lumber Bridge Intercultural Institute Goopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for 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

Sawmills

Creswell

- 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?

**Pinev Green** 

Princeton

35

Durham

Contextual Ministry Ferry

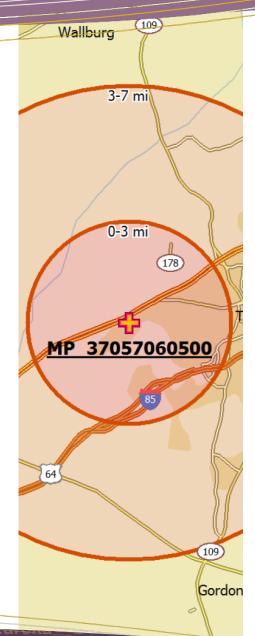
#### **Potential Cultural Bridges**

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).



Spring Hope Garysburg Dobbins Heights Creedmoor Fayetteville Garland Grandfather Beulaville Barland Grandfather Beulaville Barland Cornelius Salemburg Flat Rock Ellenboro Blowing Rock Corrective Intercultural Institute for Contextual Ministry Troy Green Level Spencer Milton Sparta Franklinv 36

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	BRIDGES
	MILES	MILES	MILES	
PC-HH Own	77%	75%	77%	Internet Use: News/ Wea
Use Comp. for Internet/E-mail	58%	56%	58%	Internet Use: Banking
Internet Use: E-Mail	47%	46%	48%	Use Comp. for News/Inf
Use Comp. for Comp. Games	40%	39%	40%	Service
Use Comp. for Word Processing	36%	35%	36%	PC-Network-HH Has Or
Use Comp. for Shopping	35%	32%	34%	Use Comp. for Accounti
Jse Comp. for Digital Camera	31%	30%	31%	Internet Use: Shopping:
Photo Editing				Info. for Shopping
Use Comp. for Education	31%	31%	32%	Internet Use: Research/
Use Comp. for Banking	29%	28%	29%	Internet Use: Shopping:
HH Owns DVD Player	26%	26%	27%	Purchase

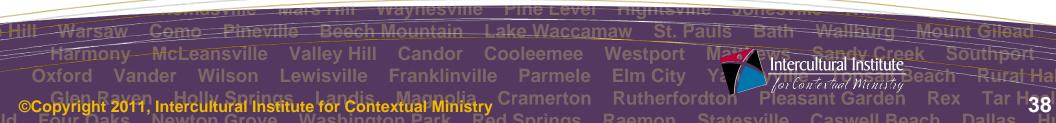
BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	25%	25%	26%
Internet Use: Banking	25%	23%	24%
Use Comp. for News/Info./Data	19%	20%	20%
Service			
PC-Network-HH Has One	17%	16%	17%
Use Comp. for Accounting	12%	12%	13%
Internet Use: Shopping: Gathered	11%	11%	11%
Info. for Shopping			
Internet Use: Research/ Education	11%	11%	11%
Internet Use: Shopping: Made A	11%	10%	10%
Purchase			
Use Comp. for Personal Financial	11%	11%	12%
Mngmnt			
Use Comp. for Filing/DB Mngmnt	10%	11%	12%

zabethtown Creswell Davidson Belville Broadway Morrisville Roxboro Littleton West Canton Burlington stema Parkton Mocksville Siler City East Flat Rock Dobbins Heights Baron Intercultural Institute d Lake Park Kenansville Troy Faison Holden Beach Whitsett Lumbert for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Stanley Cary Seven Devils Mount Gilead Fr37

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	66%	67%	67%
Dining Out (Not Fast	57%	54%	56%
Food)			
Reading Books	50%	51%	52%
Card Games	42%	41%	41%
Gardening	38%	34%	35%
Go To A Beach/Lake	34%	33%	35%
Board Games	34%	32%	33%
Cooking for Fun	33%	35%	35%
Visit Zoo	19%	18%	19%
Photography	18%	18%	18%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	67%	68%	68%
Gen./Fam. Practitioner	42%	41%	41%
Dentist	25%	25%	26%
Backache	23%	23%	23%
None Of These	21%	20%	20%
Eye Dr.	21%	21%	21%
Hypertension/High Blood	20%	20%	20%
Pressure			
High Cholesterol	18%	18%	18%
Any Arthritis	17%	16%	16%
Overweight (30 Pounds Or	16%	15%	15%
More)			



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	24.36%	25.1%	25.54%
Live Theater	17.04%	17.43%	18.19%
Live Theater Most Often	13.78%	14.25%	14.99%
Rock/Pop Concerts Most	13.78%	13.76%	13.83%
Often			
Comedy Club	7.64%	8.58%	8.57%
Dance Performance	6.96%	7.95%	7.92%
Movies: Comedy	37.74%	39.12%	39.91%
Movies: Action/Adventure	35.69%	37.94%	38.28%
Movies: Fam.	18.57%	20.59%	20.74%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	18.24%	19.14%	19.47%
Movies: Drama	17.07%	18.96%	19.23%
Movies: Mystery	14.76%	16.47%	16.36%
MLB Baseball Reg. Season	6.26%	6.18%	6.71%
NFL Football Reg. Season	5.65%	5.46%	5.86%
College Football Reg.	5.42%	5.33%	5.82%
Season			
College Basketball Reg.	3.49%	3.74%	4.05%
Season			
Auto Racing Events	3.07%	2.74%	2.85%
NBA Basketball Reg.	2.63%	2.88%	3.08%
Season			



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Walking for Exercise	39.06%	38.67%	39.18%
Swimming	33.27%	31.09%	32.06%
Bowling	22.33%	21.21%	21.4%
Freshwater Fishing	22.12%	19.32%	19.57%
Camping Trips	19.72%	16.36%	16.57%
Billiards/Pool	18.92%	18.63%	18.8%
Basketball	14.9%	15.19%	15.24%
Weight Training	14.35%	14.2%	14.76%
Hunting	13.7%	11.35%	11.5%
Jogging/Running	12.77%	13.7%	13.84%
Golf	12.66%	12.08%	12.67%
Mountain/Road Biking	12.51%	11.62%	11.89%
Using Cardio Machine	12.16%	12.02%	12.4%
Target Shooting	11.36%	9.62%	9.7%

wing Rock Etowah Plain View Gastonia Huntersville Dobson Greenville Beihaven McDonald Rocky Me Her Belmont Whitakers Thomasville Misenheimer Conover Falcon Correct Sandy Creek Vander Bald Tayodan Southern Shores Butner Kings Grant Lake Lure Walnut Creek <sup>S</sup> ©Copyright 2011, Intercultural Institute for Contextual Ministry <sup>S</sup> ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Archery	6.1%	5.04%	5.16%
Yoga	5.95%	6.37%	6.34%
Roller Skating	5.25%	5.24%	5.11%
Fly Fishing	4.88%	4.54%	4.49%
Ice Skating	4.77%	5.03%	4.96%
Water Skiing	4.52%	4.02%	4.04%
Snorkeling	4.38%	4.3%	4.39%
Jet Skiing	4.33%	4.09%	4.13%
Downhill & X-Country	4.09%	4.05%	4.09%
Skiing			
Snowmobiling	3.96%	3.73%	3.73%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Racquetball	3.8%	3.71%	3.57%
Hockey	3.78%	3.5%	3.3%
Martial Arts	3.56%	3.05%	2.91%
Auto Racing	3.46%	3.84%	3.61%
Skateboarding	3.45%	3.34%	3.25%
Rock Climbing	3.3%	3.44%	3.35%
Snowboarding	3.05%	3.2%	3.17%
Rowing	2.62%	2.44%	2.38%
Sailing	2.5%	2.65%	2.63%
Surfing & Windsurfing	2.21%	2.42%	2.36%

Topsail Beach Orrum Rex Hope Mills Clarkton Bayboro Middlesex Silver City Spivers Corner Macon Proctorville Parmele White Plains North Topsail Beach Watha Snea North Rich Square Ranlo Northlakes East Flat Rock Mount Pleasant Drey Intercultural Institute for Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

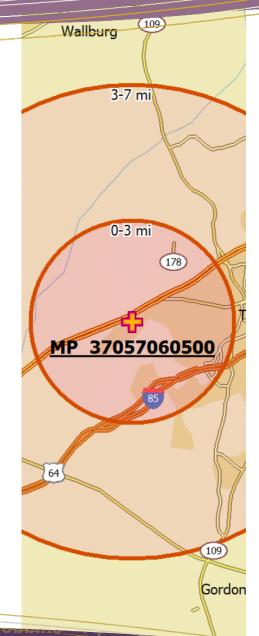
#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



Vanceboro <u>Cedar Point</u> Southern Shores Hayesville Angier Conetoe Mountain View Wentworth Clar Stovall Chadbourn Washington Park Wilson Rutherford College For Contextual Institute Waynesville E Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

#### CULTURAL BARRIERS OF UNDERSTANDING

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

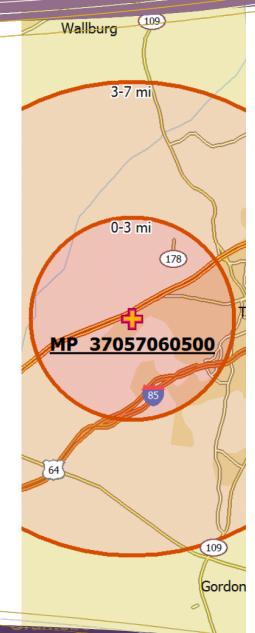
CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

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

#### **Unreached People Group**

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



ite Quarry Bailey Biscoe Piney Green Sims Oak City Oriental Forest Oaks West Jefferson Columbus P Sylva Lilesville Dallas Lenoir Tar Heel Marion Holden Beach Yancer Intercultural Institute Jamesville Cricket Speed Maggie Valley Parkton Trenton Thomasvill Government of Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-3 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	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning	49%	51%	51%	Like to Stand Out In A Crowd	21%	22%	22%
New Things				Marijuana Should Be Legalized	18%	19%	19%
Find It Difficult To Say No To My Kids	40%	38%	39%	Rarely Sit Down to a Meal Together At Home	18%	18%	18%
Speak My Mind Even If It Upsets People	36%	36%	36%	Like To Pursue Challenge/Novelty/Change	17%	17%	17%
Woman's Place Is In The Home	35%	35%	36%	I Am A Workaholic	15%	18%	18%
Like Control Over People And Resources	34%	35%	34%	Only Work Current Job for The Money	14%	14%	14%
Prefer To Have Few Possessions As Possible	31%	31%	31%	We Should Strive for Equality for All	12%	14%	13%
Like To Do Unconventional Things	31%	30%	30%	Happy With My Standard Of Living	10%	11%	11%
Don't Judge People/Way They Live Life	27%	29%	29%	On Whole People Get What They Deserve	10%	10%	10%
Money Is Best Measure Of Success	26%	25%	25%	Indulge My Kids With The Little Extras	9%	9%	9%
If Won Lottery Would Never Work Again	25%	25%	26%	Little I Can Do To Change My Life	8%	8%	8%
Too Much Sponsorship In Arts/Sports	24%	25%	25%	Very Happy With My Life As It Is	6%	7%	7%
Friends More Important Than My Fam.	24%	24%	23%				

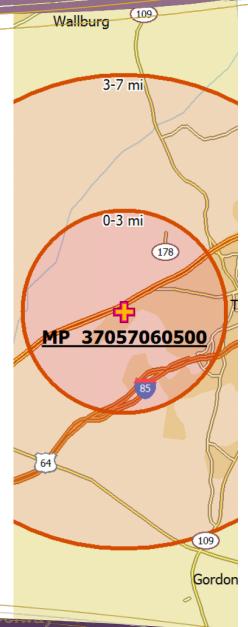
wellsville Kinston Janspur

Green Level Princeville Brices Creek Clemmons Harkers Island Pineville Lexington Lar Heel Swepsonver The Bridge Whispering Pines Saratoga King Locust Marshville Ahos Intercultural Institute Rhodhiss Cape Carteret Garner Salemburg Sanford Rose Hill Dillsboro for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual M

#### **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.



orest Hills Rosman Woodlawn Stantonsburg Gibson Red Oak Hamlet Chimney Rock Village Montreal Edited Elizabeth City Dover Fairplains Eastover Valley Hill Dobson Harry Intercultural Institute thania Buies Creek Belville Foxfire Hope Mills Boonville Gastonia Rot Confectual Ministry Confectual Ministry Black Creek Mount Holly 45 Corpyright 2011, Intercultural Institute for Contextual Ministry Half Moon Gamewell New Bern Canton Harmony Trou

## **Potential Cultural Themes:**

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

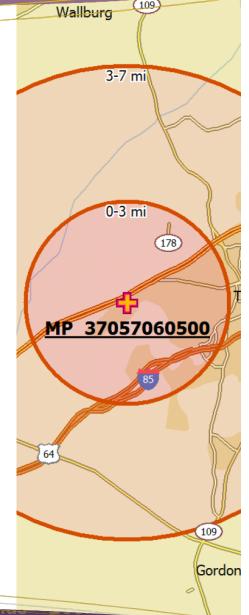
THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	61%	60%	61%	Worried About Pollution Caused By Cars	18%	17%	18%
You Should Seize Opportunities In Life	56%	57%	57%	Is An Important Part Of Who I Am Looking for New Ideas To Improve	18% 17%	16% 18%	16% 17%
Like To Understand About Nature	35%	37%	37%	Home Real Men Don't Cry	16%	16%	16%
Prefer Work Part Of Team Than Alone	34%	34%	34%	Enjoy Spending Time With My Fam.	14%	13%	13%
Important Feel Respected By My Peers	33%	34%	33%	Try Not To Worry About The Future	13%	14%	14%
Important To Juggle Various Tasks	31%	32%	31%	Provide My Kids With The Little Extras	13%	14%	13%
Prefer To Have Few Possessions As Possible	31%	31%	31%	Children Should Be Allowed To Express Themselves	6%	6%	6%
Good At Fixing Things Have Keen Sense Of Adventure	27% 26%	29% 26%	28% 26%	Like Spending Most Time With Fam.	6%	6%	5%
Like To Just Enjoy Life	22%	21%	21%	Feel Very Alone In The World	5%	6%	5%
People Have To Take Me As They Find Me	21%	22%	22%	Would Like To Set Up Own Business	4%	4%	4%
Consider Myself Interested In The Arts	18%	20%	20%	Decor Particular Interest To Me	3%	4%	4%

TELL WOODS CALOING SUOLES WASHINGTON

Locust Sanford Eden Knightdale Carolina Beach Mount Airy Unionville Ashley Heights Marvin Fletche Lowesville Whiteville Maxton Red Cross Stanfield Snow Hill Danburg Clinton Spring Hope White ogden Goldston Pink Hill Mount Olive Valley Hill Statesville Gaston Al for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

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



es Creek Simpson Emerald Isle Raynham Shallotte Fairmont Mars Hill Hamilton Scotland Neck Halifax Spencer Mountain Casar Ranlo Sea Breeze Cove City Swansboro Row Intercultural Institute Graham Pollocksville Cashiers Kittrell Nashville Youngsville Pinehu (onfectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	87.64%	87.09%	87.28%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.45%	81.59%	82.36%
Houses-Visit Any			
McDonald's	57.04%	57.11%	57.55%
Burger King	40.3%	38.89%	38.59%
Subway	31.61%	31.4%	32.04%
Wendy's	31.39%	30.62%	31.04%
Kentucky Fried Chicken (KFC)	31.18%	31.42%	31.11%
Applebee's	29.57%	28.85%	29.69%
Taco Bell	29.54%	29.33%	29.64%
Arby's	24.63%	24.35%	24.86%
Pizza Hut	24.58%	24.85%	24.62%
Olive Garden	19.59%	18.98%	19.55%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Dairy Queen	19.54%	19.64%	19.79%
Red Lobster	16.95%	17.39%	17.28%
Cracker Barrel	16.61%	15.42%	16.03%
Sonic	15.71%	15.19%	15.26%
Hardee's	13.93%	12.5%	12.49%
Domino's Pizza	13.58%	14.71%	14.39%
Golden Corral	13.14%	13.32%	13.19%
Chick-Fil-A	13.06%	12.73%	13.25%
Outback Steakhouse	12.22%	13.09%	13.69%
Denny's	12.06%	12.48%	12.31%
IHOP (International House Of	12.03%	13.47%	13.39%
Pancakes)			
Long John Silver's	11.46%	10.12%	9.75%

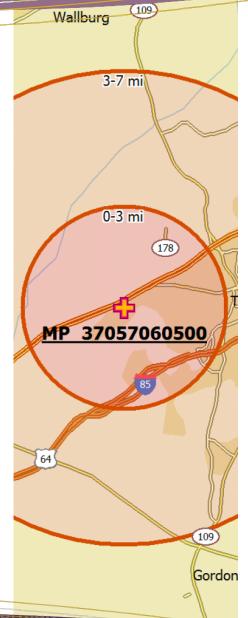
Tarboro Northwest Blowing Rock Ogden Shelby Sawmills Warsaw Mills River Valdese Marion Surf Green Marion Green Green Marion Green Marion Green Green Green Green Marion Green Gr

#### **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!



Banner Elk Hope Hills Misenheimer Spencer Elkin Winterville Bethlehem Durham Kill Devil Hills S takers Watha Cove City Cedar Rock Lowesville Surf City Rowland Care Wilson's Mills Walkertown Butner Belhaven Millers Creek Summerfield Vanceboro Franklinville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry McAdenville Hoffman Skippers Corper Roxboro Angles

## **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	47.84%	45.71%	46.49%
Recycled products	33.69%	32.07%	32.98%
Worked as volunteer (non political)	16.29%	15.88%	16.52%
Engaged in fund raising	11.63%	10.92%	11.17%
Religious club member	7.66%	7.63%	7.76%
Wrote to elected offcl about publ bus	5.74%	5.52%	5.8%

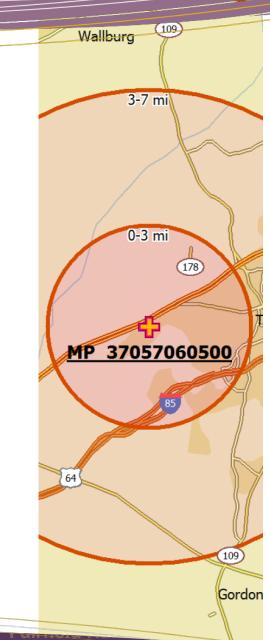
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Union member	5.63%	5.23%	5.29%
Charitable Organization	5.46%	5.19%	5.34%
Wrote to editor of mag or	5.39%	5.48%	5.64%
newspaper			
Church Board	5.38%	5.18%	5.22%
Took active part in local civic	4.89%	4.89%	4.94%
issue			
Fraternal order member	4.67%	4.63%	4.64%

Sugar Mountain Hertford Polkville Fairmont Sandyfield Charlotte Lincointon Tarboro Gramerton Hertford Robbinsville Bouth Weldon Kelly Stanfield Richfield Momeyer Carolina Shores Revealed Intercultural Institute Brices Creek Speed Waco Valley Hill Gaston Mulberry Cary Boil For Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

#### **Communication Media Content**

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

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



Statesville Unionville Love Valley Ellerbe Graham North Wilkesboro Mayodan Turkey Jacksonville H Gibson Chocowinity Dobbins Heights Powellsville Mountain Home Chor Intercultural Institute Calabash Asheboro West Canton Creedmoor Fearrington Sandyfield For Confectual Ministry Cocopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Comparison Sandy Creek Rosman Matthews Spring Lake

## **Potential Print Media Content:**

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	14.85%	14.83%	15.3%
Children's Books	12.58%	12.59%	12.93%
Mystery	10.75%	10.78%	11.08%
Cookbooks	10.36%	9.85%	10.08%
Religious (not Bibles)	9.37%	9.11%	9.17%
Romance	6.64%	6.71%	6.89%
History	6.4%	6.27%	6.43%
Personal/Business	6.24%	6.23%	6.43%
Self-help			
Biography	5.94%	5.83%	5.92%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	67.16%	66.55%	66.93%
Gen. Editorial	45.32%	46.51%	46.43%
Womens	40.37%	41.47%	41.49%
Service	34.62%	34.08%	34.82%
Mens	18.31%	18.54%	18.37%
Automotive	15.7%	14.11%	13.96%
Fishing/Hunting	14.99%	13.57%	13.69%
Business/Finance	14.85%	15.61%	16.16%
Sports	14.57%	14.3%	14.27%

Kirkland Pumpkin Center Belmont Watha Nags Head Biscoe Sandy Creek Pantego Cameron Burga Wade Wake Forest Roseboro Kitty Hawk St. Helena Hillsborough Oak City Rocky Mount Dillsboro Kure Beach Raemon Wrightsboro Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 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	55.45%	54.15%	54.75%
Classified	36.09%	35.14%	35%
Sport	32.46%	31.86%	32.15%
Editorial Page	31.88%	30.07%	30.43%
Comics	27.7%	27.51%	27.68%
Business/Finance	26.34%	26.36%	27.12%
Movie Listings & Reviews	24.86%	24.53%	24.66%
TV/Radio Listings	24.36%	23.94%	24.04%
Food/Cooking	24.34%	24.34%	24.55%
Home/Gardening	21.73%	20.96%	21.32%
Travel	17.9%	17.75%	18.2%
Science/Technology	16.95%	16.4%	16.69%
Fashion	13.82%	13.89%	13.92%

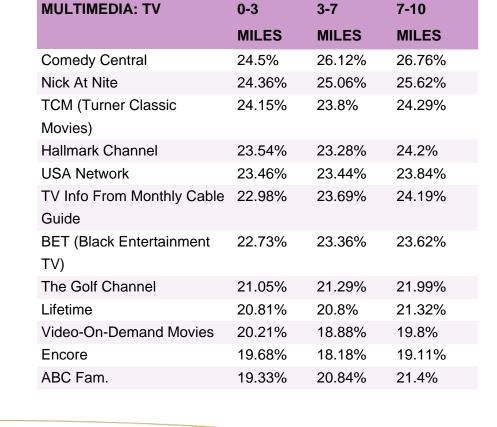
RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	26.48%	22.88%	23.52%
CHR Contemp Hit Radio	17.82%	17.88%	17.45%
Adult Contemporary	16.92%	16.41%	16.86%
Urban Contemporary	13.09%	17.16%	16.26%
Rock	12.85%	11.83%	12.18%
Oldies	11.01%	10.88%	11.04%
News/Talk	10.45%	10.06%	10.67%
Classic Rock	9.85%	9.22%	9.56%
Alternative	8.88%	7.96%	8.34%
Variety	6.6%	7.63%	7.61%
Religious	6.58%	6.09%	6.28%
Soft Contemporary	5.58%	5.68%	6.01%
Jazz	4.22%	5.12%	5.08%
Classic Hits	4.21%	3.85%	4.01%
All News	4.09%	4.28%	4.41%
Gospel	3.57%	3.93%	3.82%
All Talk	3.35%	3.13%	3.36%
Sports	3.18%	3.19%	3.36%

Fremont Winston-Salem Speed Jonesville Marshville Fletcher Stanfield Carolina Beach Wake Fores Eastover Princeville Farmville Yanceyville Wilkesboro Rocky Mount Intercultural Institute and City Oakboro Ellenboro Ahoskie Wilson Boardman Nashville Was Forest Contextual Ministry Contextual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### **Potential Multimedia Content:**

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

IULTIMEDIA: TV	0-3	3-7	7-10	MULTIMEDIA: TV
	MILES	MILES	MILES	
Fox News Channel	63.84%	62.27%	63.16%	Comedy Central
Satellite Dish	56.31%	54.21%	55.14%	Nick At Nite
Soapnet	49.24%	50%	50.47%	TCM (Turner Classic
Other Video-On-Demand	43.11%	44.87%	44.88%	Movies)
Sci-Fi Channel	36.72%	36.09%	36.65%	Hallmark Channel
Adult Pay Per View TV	35.92%	33.87%	34.54%	USA Network
MSNBC	33.48%	33.39%	34.03%	TV Info From Monthly Cable
Nickelodeon	30.3%	28.42%	29.35%	Guide
Subscribe Digital Cable	29.29%	29.86%	29.84%	BET (Black Entertainment
TV Info From Sunday TV	28.04%	27.83%	28.41%	TV)
Magazine				The Golf Channel
TV Info From Newspapers	25.81%	25.81%	26.25%	Lifetime
Adult Swim	25.72%	25.05%	26.04%	Video-On-Demand Movies
				Encoro



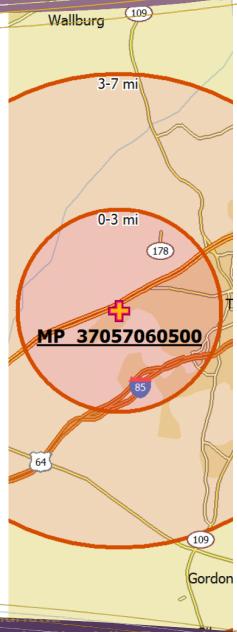
h Henderson Spiveys Cerner Delway Fairmont Westport Love Valley Faison Earl Reidsville Mayodan G Belwood Andrews Cedar Rock Franklin Falkland Seagrove Ramseur Intercultural Institute Granite Falls Chocowinity Millers Creek Clayton Cedar Point Lake for Contextual Ministry Aberdeen Yadkinville Bayshore Shelby Holly Ridg 54 Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual 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.



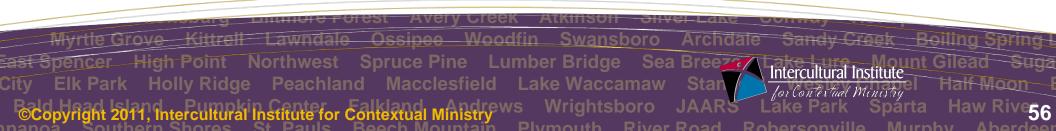
CLeansville Topsail Beach Rutherfordton Durham Altamahaw La Grange Hobgood Wendell Fountain F the Beach Tryon Connelly Springs Fletcher Bryson City Tabor City Brever Intercultural Institute ast Spencer Varnamtown Clinton Hot Springs Spencer Mountain Hayes for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-3 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+)	18.08%	17.59%	18.16%
Medium Users (4-6)	9.95%	9.91%	10.18%
Light Users (1-3)	20.86%	20.31%	20.33%
Quintiles (20%)			
Newspaper I (Heavy)	1.35%	1.43%	1.39%
Newspaper II	1.52%	1.52%	1.47%
Newspaper III	2.4%	2.18%	2.19%
Newspaper IV	0.68%	0.7%	0.72%
Newspaper V (Light)	1.17%	1.18%	1.22%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	18.87%	19.66%	19.74%
Magazines II	9.29%	9.17%	9.14%
Magazines III	9.28%	9.62%	9.79%
Magazines IV	11.22%	11.91%	11.79%
Magazines V (Light)	0.38%	0.48%	0.5%
Outdoor I (Heavy)	5.94%	6.99%	6.79%
Outdoor II	2.91%	3.26%	3.1%
Outdoor III	3.34%	3.78%	3.64%
Outdoor IV	17.79%	17.45%	17.13%
Outdoor V (Light)	25.7%	25.54%	25.52%
Yellow Pages I	15.53%	15.59%	15.41%
(Heavy)			
Yellow Pages II	5.36%	5.94%	5.85%
Yellow Pages III	5.18%	6.29%	6.18%
Yellow Pages IV	23.45%	24.12%	23.66%
Yellow Pages V (Light)	3.47%	3.93%	3.72%



## Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths /			
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	3.29%	3.26%	3.19%	Prime Time I & II (Heavy)	4.03%	3.97%	3.9%
Drive Time III (Medium)	0.88%	0.85%	0.81%	Prime Time III (Medium)	1.86%	1.97%	1.98%
Radio IV & V (Light)	2.8%	2.6%	2.48%	Prime Time IV & V (Light)	7.47%	8.52%	8.56%
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	8.44%	9.36%	9.39%	Fringe I & II (Heavy)	39.96%	39.14%	39.39%
Radio III (Medium)	4.81%	4.7%	4.87%	Fringe III (Medium)	56.08%	55.88%	55.62%
Radio IV & V (Light)	3.01%	3.32%	3.3%	Fringe IV (Light)	57.13%	56.79%	56.87%
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	12.3%	12.06%	12.38%	All Day I & II (Heavy)	13.37%	14.19%	13.85%
Cable III (Medium)	4.67%	5%	4.97%	All Day III (Medium)	25.91%	25.13%	25.05%
Cable IV & V (Light)	31.93%	34.58%	34.25%	All Day IV (Light)	11.91%	13.73%	13.58%

Bermuda Run Mar Mac Elkin Cameron Smithfield Misenheimer Mooresville Ossipee Hendersonville Elizabethtown Delway Trinity Gatesville Gaston Marshall Garysburg Intercultural Institute opsail Beach Spruce Pine Trenton Raynham Clarkton Statesville Burns for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# 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]	11.37%	11.21%	11.3%
6:00am - 10:00am	11.47%	13.28%	13.46%
10:00am - 3:00pm	5.08%	7.21%	6.91%
3:00pm - 7:00pm	13.21%	14.66%	14.62%
7:00pm - Midnight	9.98%	11.41%	11.74%
Midnight - 6:00am	4.23%	5.51%	5.44%
Weekend Radio			
Listeners			
Dayparts [summary]	13.5%	14.59%	14.87%
6:00am - 10:00am	2.83%	3.08%	3.24%
10:00am-3:00pm	3.87%	4.47%	4.38%
3:00pm - 7:00pm	6.12%	7.06%	7.08%
7:00pm - Midnight	8.13%	8.76%	9.13%
Midnight - 6:00am	8.48%	10.58%	10.52%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.99%	7.02%	7.62%
Saturday: 8:00-11:00pm	7.22%	7.62%	7.82%
Sunday: 7:00-11:00pm	9.76%	9.21%	9.57%
9:00am-1:00pm	24.36%	25.06%	25.62%
9:00am-4:00pm	27.89%	28.73%	29.26%
4:00pm-7:00pm	27.39%	27.82%	28.31%
11:00pm-1:00am	40.78%	41.66%	42.22%
AVG Prime time Mon-Sun	2.5%	3.38%	3.32%

-Dallour Uak Kidge Gatesville Ellouny

An Anglie Valley Zebulon Huntersville James City Ansonville Aurora Raemon Raynham Gricket Mount Hainul Creek Wanchese Newland Calabash Gamewell Ogden Eden Intercultural Institute Whitakers Carolina Beach Mayodan Summerfield Lilesville High Shore Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	<b>TV VIEWERS</b>	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	13.92%	15.73%	15.92%	Sat: 7-10am	Sat: 7-10am 16.8%	Sat: 7-10am 16.8% 17.11%
7-9am	18.79%	19.66%	20.11%	Sat: 10am-1pm	Sat: 10am-1pm 7%	Sat: 10am-1pm 7% 7.66%
9am-12noon	20.11%	20.55%	21.26%	Sat: 1-4pm	Sat: 1-4pm 25.14%	Sat: 1-4pm 25.14% 24.66%
12noon-4pm	7.78%	8.19%	8%	Sat: 4-6pm	Sat: 4-6pm 6.34%	Sat: 4-6pm 6.34% 6.91%
4-6pm	44.31%	44.3%	45.62%	Sat: 6-7pm	Sat: 6-7pm 1.91%	Sat: 6-7pm 1.91% 1.78%
6-7pm	20.31%	19.05%	19.3%	Sat: 7-8pm	Sat: 7-8pm 0.53%	Sat: 7-8pm 0.53% 0.78%
7-7:30pm	1.28%	1.43%	1.38%	Sat: 8-11pm	Sat: 8-11pm 7.22%	Sat: 8-11pm 7.22% 7.62%
7:30-8pm	10.67%	11.31%	11.29%	Sat: 11pm-1am	Sat: 11pm-1am 4.48%	Sat: 11pm-1am 4.48% 4.74%
8-11pm	6.99%	7.02%	7.62%	Sat: 1am-7pm	Sat: 1am-7pm 23.46%	Sat: 1am-7pm 23.46% 23.44%
11pm-12am	33.48%	33.39%	34.03%	Sun: 7-10am	Sun: 7-10am 2.6%	Sun: 7-10am 2.6% 2.25%
11pm-1am	40.78%	41.66%	42.22%	Sun: 10am-1pm	Sun: 10am-1pm 7.41%	Sun: 10am-1pm 7.41% 6.52%
1-6am	27.09%	28.71%	28.93%	Sun: 1-4pm	Sun: 1-4pm 6.17%	Sun: 1-4pm 6.17% 5.48%
				Sun: 4-7pm	Sun: 4-7pm 13.56%	Sun: 4-7pm 13.56% 13.04%
				Sun: 7-11pm	Sun: 7-11pm 9.76%	Sun: 7-11pm 9.76% 9.21%
				Sun: 11pm-1am	Sun: 11pm-1am 4.36%	Sun: 11pm-1am 4.36% 4.8%
				Sun: 1-7am	Sun: 1-7am 21%	Sun: 1-7am 21% 20.44%

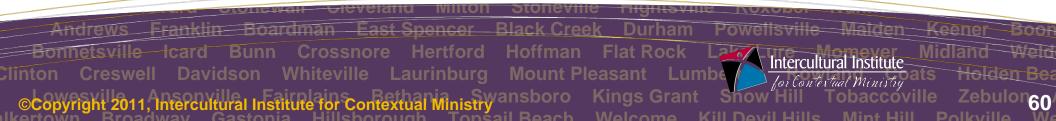
Warsaw Mount Airy Fallston Wendell Hudson Pineville South Rosemary Calabash Columbus Che Lucama Mulberry Rose Hill Bowmore Whitsett Knightdale Bridgeton Williamston Biscoe Raemon Washington Edenton Roxobel Ashley for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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

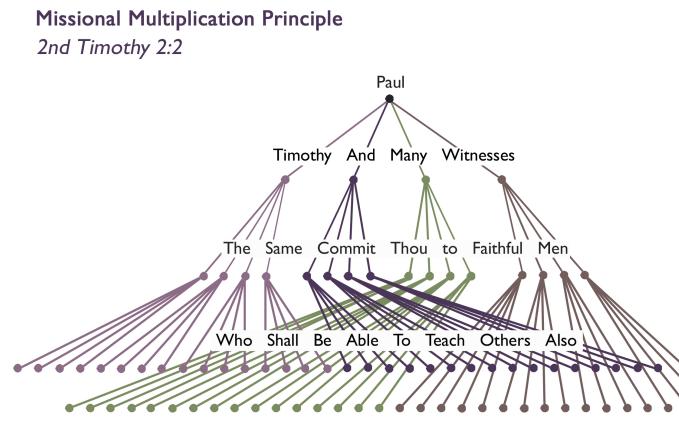
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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



## **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.



ity Jamestown Leland Zebulon Fletcher Plain View Red Oak Woodlawn Waynesville Harkers Island He wood Marshall Holden Beach Ruth Sunset Beach Maiden Indian Tree Intercultural Institute Rutherford College Goldston Morven Pinebluff Oriental South Rosem for Contestual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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



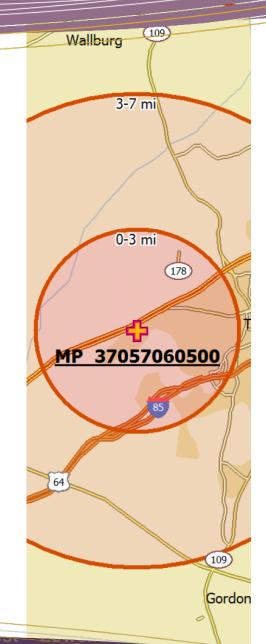


#### Your MissionSite and the Missional Suite

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

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

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



e Forest Oakbore Washington Ivanhoe Red Oak Plain View Rowland Red Springs Banner Elk Love Valk Pinetops Turkey Icard Bunn Denton Earl Stoneville Boardman Intercultural Institute Old Fort Warsaw Flat Rock Morrisville Graham Cricket White Plains Intercultural Institute on Confectual Ministry S Copyright 2011, Intercultural Institute for Contextual Ministry

### Notes and Sources

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



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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Victory - Thomasville	280 Clodfelter Rd Thomasville, NC 27360	3.20 mi	65	Insufficient Data
2	Hillside Park - Thomasville	7593 E Holly Grove Rd Thomasville, NC 27360	3.37 mi	245	Growing
3	Rich Fork - Thomasville	3993 Old Highway 29 Thomasville, NC 27360	3.40 mi	995	Plateauing
4	Greenwood - Thomasville	1010 Pineywood St Thomasville, NC 27360	3.40 mi	160	Plateauing
5	Clearview - Lexington	120 Clearview St Lexington, NC 27295	3.67 mi	41	Plateauing
6	Mills Home - Thomasville	701 Watson Cir Thomasville, NC 27360	3.88 mi	80	Insufficient Data
7	Southside - Thomasville	712 Fisher Ferry St Thomasville, NC 27360	4.30 mi	60	Declining
8	Brown New Calvary	200 Doak St Thomasville, NC 27360	4.52 mi	0	Insufficient Data
9	Cedar Lodge - Thomasville	1305 Cedar Dr Thomasville, NC 27360	4.66 mi	77	Plateauing
10	Thomas Point	18 Randolph St Thomasville, NC 27360	4.83 mi	0	Insufficient Data
11	Thomasville First - Thomasville	8 Cramer St Thomasville, NC 27360	4.88 mi	107	Declining
12	Park Place - Thomasville	201 Kern St Thomasville, NC 27360	5.12 mi	167	Plateauing
13	Oakhurst - Lexington	219 Jackson Ave Lexington, NC 27295	5.15 mi	17	Plateauing
14	Southgate - Thomasville	104 Cloniger Dr Thomasville, NC 27360	5.34 mi	200	Plateauing
15	Mision Bautista Hispana - Thomasville	422 Liberty Dr Thomasville, NC 27360	5.55 mi	18	Insufficient Data

ngs Grover St. Helena Eden Varnamtown Siler City Waco Topsail Beach Kinston Atlantic Beach Elk P Salemburg Momeyer Hickory Polkton Morehead City Tryon Delway Intercultural Institute Gibsonville Pineville Wilmington River Road Vann Crossroads New Jor Confectual Ministry Jonesville Hert Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Dallas Burnsville Montreat Knightdale Marion Wood

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

	СНПРСН		DIGTANOF		
4.0	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	
16	Carolina Memorial - Thomasville	422 Liberty Dr Thomasville, NC 27360	5.55 mi	301	Plateauing
17	North Lexington - Lexington	201 Mize Rd Lexington, NC 27295	5.73 mi	169	Plateauing
18	Cambodian Mission - Lexington	201 Mize Rd Lexington, NC 27295	5.73 mi	0	Insufficient Data
19	High Rock Community	119 West 3rd Ave Lexington, NC 27292	5.86 mi	0	Insufficient Data
20	Lexington First - Lexington	201 W 3rd Ave Lexington, NC 27292	5.88 mi	500	Insufficient Data
21	Oak Hill Memorial - Thomasville	1793 Tower Rd Thomasville, NC 27360	5.95 mi	150	Plateauing
22	The River Church	12394 N NC Hwy 150 Welcome, NC 27374	6.12 mi	136	Insufficient Data
23	Liberty - Thomasville	225 Liberty Ave Thomasville, NC 27360	6.49 mi	122	Plateauing
24	Welcome First - Welcome	404 Welcome Arcadia Rd Welcome, NC 27374	6.57 mi	342	Plateauing
25	Mision Bautista Hispana - Lexington	1306 S Main St Lexington, NC 27292	6.84 mi	57	Insufficient Data
26	Coggins Memorial - Lexington	1306 S Main St Lexington, NC 27292	6.84 mi	200	Plateauing
27	Hasty - Thomasville	161 Joe Moore Rd Thomasville, NC 27360	6.86 mi	70	Growing
28	Pilot View - Thomasville	7173 Prospect Church Rd Thomasville, NC 27360	7.42 mi	23	Plateauing
29	Antioch - Lexington	505 Becks Nursery Rd Lexington, NC 27292	7.44 mi	28	Declining
30	Charity - High Point	6835 Charity Church Ln Archdale, NC 27263	7.81 mi	0	Insufficient Data



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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Colonial - Trinity	6792 Welborn Rd Trinity, NC 27370	8.13 mi	212	Growing
32	Fairmont Park - High Point	3001 W English Rd High Point, NC 27262	8.25 mi	38	Declining
33	Churchland - Lexington	7516 S NC Highway 150 Lexington, NC 27295	8.57 mi	225	Declining
34	Stoner's Grove - Lexington	10470 NC Highway 8 Lexington, NC 27292	8.70 mi	118	Declining
35	Central - Lexington	1347 Nc Highway 47 Lexington, NC 27292	8.70 mi	99	Growing
36	Center Hill - Lexington	3759 NC Highway 8 Lexington, NC 27292	8.70 mi	83	Growing
37	Hilliard Memorial - High Point	2311 Westchester Dr High Point, NC 27262	9.06 mi	53	Declining
38	Albertson Road - High Point	1506 Blandwood Dr High Point, NC 27260	9.14 mi	35	Insufficient Data
39	Jewel - High Point	2007 Dunmore Ct High Point, NC 27263	9.32 mi	0	Insufficient Data
40	Reeds - Lexington	180 Reeds Baptist Church Rd Lexington, NC 27295	9.42 mi	41	Plateauing
41	Unity in Jesus Christ	1619 W Ward Ave High Point, NC 27260	9.42 mi	0	Insufficient Data
42	Marketplace Ministries Fellowship - Winst	<b>C</b>	9.70 mi	26	Insufficient Data
43	Westfield - Trinity	6863 Westfield Church Rd Trinity, NC 27370	9.92 mi	57	Declining
44	Khmu Mission - High Point	303 N Rotary Dr High Point, NC 27262	10.03 mi	0	Insufficient Data
45	Green Street - High Point	303 N Rotary Dr High Point, NC 27262	10.03 mi	1,491	Declining

Anton Greenville Staley Grandfather Kenly Bailey Wendell Love Valley Morganton Granite Quarry Late Taum Faith Bethel Hendersonville Woodland Benson Stony Point When Intercultural Institute Elkin Garner Barker Heights Crossnore White Plains Mount Pleasant Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry Confectual Ministry Contextual Ministry Contextual Ministry Contextual Ministry



6 Wateroak Court North Augusta, SC 29841 In Partnership with:



#### CONTACT US:

An evangelical mission agency supported by individuals, foundations, churches, denominations, mission agencies & para-church ministries. For more information about the mission and vision of IICM please visit www.iicm.net.

Email:	cwatke@iicm.net
Office:	803-279-5828
Web:	www.iicm.net
	www.apept.org
	www.missionalcoach.org
	www.missionalcontext.org
	www.missionalcorps.org
	www.missionalcyclopedia.org
	www.missionalzipcode.org
	www.missionalpartners.org

