MissionSite top unreached locations

Clemmons Askewville McDonald Lake Park South Weldon W

McFarlan Newland CENSUS TRACT: 37119003600 tonsburg For the second s **REGION: Region 6: Central Piedmont** Vass Harrellsville Jackson COUNTY: Mecklenburg Roxboro erfield SITESCAPE: Suburbscapeingstown Stopertnership with the: Chapel Nashville Ahoskie DENSITY PATTERN: Knd Intercultural Institute Laurel Park orthwest for Contextual Ministry Points Fairview Ingolo Etowah Sneads Ferry Jackson Spencer Mount **Spencer Mount** umber Bridge North Carolina Baptists Caring. Sharing. Daring. Woodlawn NacCopyright 2014 Intercultural Institute for Contextual Ministry I haven Clarkton Bailey

MissionSite (TM) Table of Contents

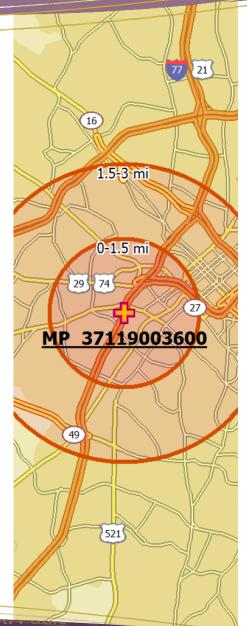
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	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

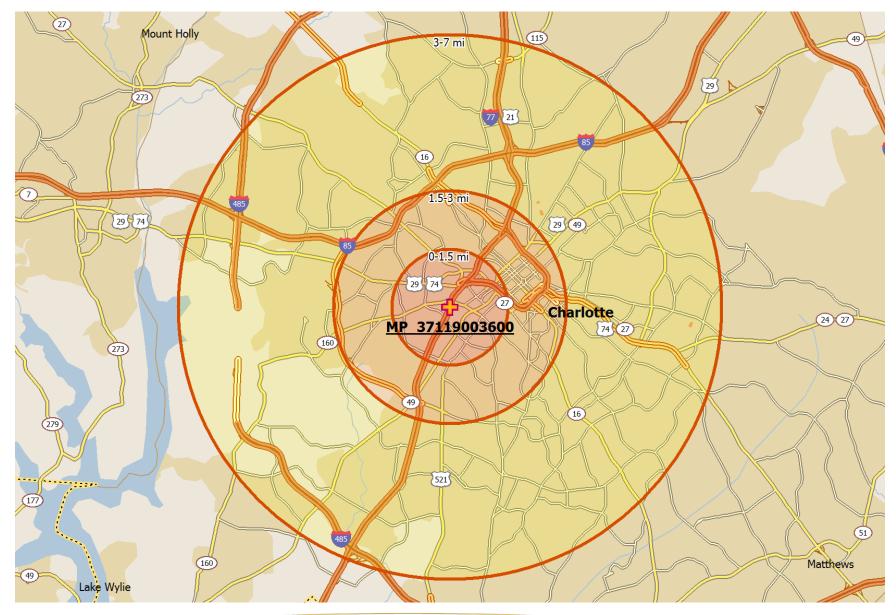
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	3706	Region 6: Central Piedmont
3	County Location	37119	Mecklenburg
4	Zipcode	28208	Mecklenburg
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
8	Sitescape Density Pattern	K	100000-250000-1000000



Stedman Elizabethtewn Hookerton Minnesott Beach Harrells Rocky Mount Hudson Vandemere Morris Cedar Point Oriental Cary Andrews Shelby Southern Pines Gamewell Intercultural Institute ley Royal Pines Stonewall Mocksville Winton Love Valley Newland Ministry Confectual Ministry Bolivia 3 Confectual Ministry ity Ranlo Lawndale Windsor Linden King Bolivia 3 Confectual Beach

Site Location Summary - Map of the Site Location



erton Dobson Polloville Wallace Bayboro Godwin Mocksville Pollocksville Morehead City Raemon Ed Boardman Southport Parmele Wake Forest Fayetteville Southern Shore Intercultural Institute eville Wingate Spindale Faison Trenton Ronda La Grange Proctorville Intercultural Institute Hall Brunswic Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	1	Large Central Metro - counties in metropolitan statistical area of 1 million or more population
5	NCES Urban Centric Locale	11	City: Large: Territory inside an urbanized area and inside a principal city with
	Codes		population of 250,000 or more
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Cashiers Hightsville Black Creek Woodlawn Woodfin Clyde Barker Ten Mile South Rosemary Morve Conway Burling Intercultural Institute Intercultural Institute Inderrach High Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	18,217	56,730	256,885
2010 Households	7,322	24,162	104,859
2010 Group Quarters Population	256	3,592	3,806

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	62	65	67
Language Diversity National Index	45	65	58
Foreign Born Diversity National Index	47	30	66
Ancestry Diversity National Index	16	23	44
Racial Diversity National Index	74	86	72

Sims River Bend Maggie Valley East Laurinburg Silver Lake China Grove Youngsville Castle Havne Grove Grow Region Castle Havne Grove Castle Havene Grove Castle Havne

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	0	False
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	1	True
Nonspecialized-dependent county indicator	0	False

Sandy Creek Middlesex Walstonburg Cashiers Hendersonville Cleveland Thomasville Flat Rock Re ansolo Banner Elk Oak Ridge Gaston Sherrills Ford Siler City Locust Intercultural Institute ansville Falkland Lake Park Butner Fairview Ocean Isle Beach Wallace For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Maggio Valloy Epochyillo LAABS Robbins Noviton

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-1.5 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	165	2.25%
Mainstay Communities	Established, Diverse Households	44	0.6%
Working Communities	Blue-collar, Working Families	131	1.79%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,940	26.5%
Urban Communities	High Density, Inner-city Neighborhoods	5,041	68.85%

Alley Rockwell Dobson Edenton Spencer Whispering Pines Light Oak Patterson Springs Creedmoor Ga Ronda Mineral Springs Calypso Durham Mount Holly Roper Cricker Intercultural Institute Ma Milton Mesic Andrews Mountain View Wallburg Plymouth Wendel Of Confectual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for 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.

h Mountain Colerain Clemmons Jacksonville Boonville Wrightsville Beach Letand Kannapolis Woodland ark Calabash Gaston Drexel Northlakes Bladenboro Stem Elizabethtor Bolton Mesic Thomasville lian Beach Brices Creek Williamston Eden Lawndale Smithfield Jamest Confectual Ministry e Copyright 2011, Intercultural Institute for Contextual Ministry Beach Pices Creek Williamston Eden Lawndale Shannon Bent Creek Chocowinity Neuse Forest 91

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?

Pinebluff Carolina Shores Lincolnton Sunset Beach South Henderson Calypso Bowmore Fuquay-Variate Northwest Centerville Clyde Ocracoke Godwin Macon Boardman Faith Wallace Rockingham Coats Rose Hill Delway Stedman La Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Navassa Newton Cedar Point Chapel Hill Lowesville

Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-1.5 mile band that are in each category. The index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	261,034	5,246	2.01%
Unreached %	71.17%	71.65%	100.68
Religious But NOT Evangelical HH	70,896	2,105	2.97%
Religious But NOT Evangelical %	19.33%	28.75%	148.77
Spiritual But NOT Relig or Evang HH	39,966	359	0.9%
Spiritual But NOT Relig or Evang %	10.9%	4.9%	44.99
Not Evangelical, Not Interested HH	150,766	2,898	1.92%
Not Evangelical, Not Interested %	41.1%	39.58%	96.3





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	148	22	14.86%
Active BCNC Attenders	22,756	2,123	9.33%
Active Evangelical Households	46,416	3,802	8.19%
Active Evangelical Percent	12.65%	12.07%	95.41
Inactive Evangelical Households	59,342	4,860	8.19%
Inactive Evangelical Percent	16.18%	15.44%	95.41
# New Churches Needed	35	0	0%





Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHUF
1	Greater Mount Sinai - Charlotte	0.12 mi	0	Insufficient Data	16	Charlo
2	Greater Galilee Baptist Church	0.86 mi	0	Insufficient Data	17	Charlo Charlo
3	Christian Mission - Charlotte	1.38 mi	0	Insufficient Data	18	All Na
4	Victory International	1.40 mi	0	Insufficient Data	19	The Ir
5	Asian Indian-Huntersville	1.41 mi	0	Insufficient Data	20	Wood
6	Tsimmeej - Charlotte	1.41 mi	0	Insufficient Data	21	Laotia
7	Calvary - Charlotte	1.47 mi	184	Plateauing	22	Secor Charle
8	New Shiloh - Charlotte	1.48 mi	0	Insufficient Data	23	Hoski Charle
9	Southside - Charlotte	1.53 mi	75	Plateauing	24	New E Fellov
10	Iglesia Bautista Principe De Paz - Charlo	1.53 mi	0	Insufficient Data	25	United
11	Camino De Salvacion	1.53 mi	0	Insufficient Data	26	Saint
12	Westview - Charlotte	1.56 mi	19	Declining	27	Natior Charle
13	Pritchard Memorial - Charlotte	1.57 mi	390	Plateauing	28	Mulbe
14	Dilworth - Charlotte	1.78 mi	28	Insufficient Data	29	Greer Charlo
15	Watershed - Charlotte	2.03 mi	0	Insufficient Data	30	Durha

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
16	Charlotte First - Charlotte	2.18 mi	1,262	Declining
17	Charlotte First Deaf - Charlotte	2.18 mi	28	Insufficient Data
18	All Nations - Charlotte	2.18 mi	0	Insufficient Data
19	The Impact	2.33 mi	0	Insufficient Data
20	Woodlawn - Charlotte	2.49 mi	137	Insufficient Data
21	Laotian Mission - Belmont	2.57 mi	0	Insufficient Data
22	Second Calvary - Charlotte	2.84 mi	0	Insufficient Data
23	Hoskins Avenue - Charlotte	3.30 mi	0	Insufficient Data
24	New Dimensions Christian Fellowship - Cha	3.45 mi	0	Insufficient Data
25	United Missionary - Charlotte	3.51 mi	0	Insufficient Data
26	Saint Paul - Charlotte	3.55 mi	0	Insufficient Data
27	Nations Ford Community - Charlotte	3.57 mi	1,650	Growing
28	Mulberry - Charlotte	3.62 mi	511	Growing
29	Green Memorial - Charlotte	3.84 mi	0	Growing
30	Durham Memorial - Charlotte	3.95 mi	250	Declining

r Mount Olive Butner Ranlo Mount Airy Mebane Wentworth Whitakers Green Level Kelly Greenville Aulander Marvin Fountain Pine Knoll Shores St. Pauls East Bend Intercultural Institute by Washington Rich Square Middlesex Bayboro James City Mount Please Intercultural Institute Confectual Ministry Cary Long View Cherryville Lawndale Oakboro High 13 Confectual Ministry Cary Long View Cherryville Lawndale Oakboro High 13

Using the Spirituality Indicators

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

Issues for Your Consideration

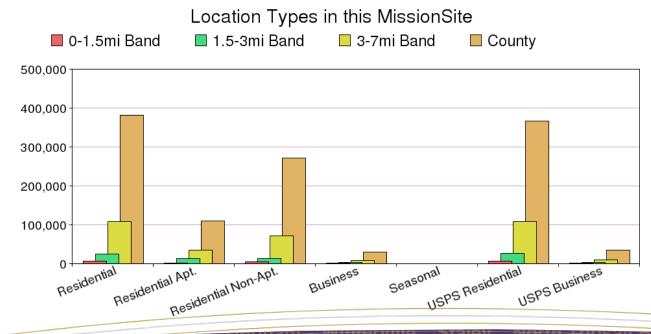
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	511,163	18,768	3.67%
2000 Population	695,454	16,702	2.4%
2010 Population	937,663	18,217	1.94%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	200,107	6,815	3.41%
2000 Households	273,416	6,483	2.37%
2010 Households	366,792	7,322	2%

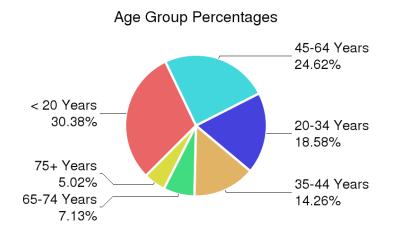


Location Type	0-1.5mi Band
Residential	7,436
Residential Apt.	2,066
Residential Non-Apt.	5,370
Business	974
Seasonal	0
USPS Residential	7,450
USPS Business	1,114

Pembroke <u>Speed ingold Whiteville Randleman Siler City</u> Stanley Beech Mountain Fearrington Flat St. Helena Kure Beach Barker Ten Mile Colerain Gatesville Rutherford Intercultural Institute lineral Springs Warsaw Cedar Rock Rosman Webster Jackson Woodfir for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bether Wile South Rosemary Belmont Valley Hill Faith

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

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

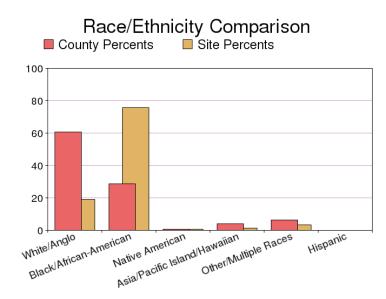


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.34%	5.55%	87.54
4-5 Years	3.07%	2.98%	97.07
6-8 Years	4.54%	4.82%	106.17
9-11 Years	4.24%	4.97%	117.22
12-13 Years	2.69%	3.29%	122.3
14-17 Years	5.2%	6%	115.38
18-19 Years	2.54%	2.78%	109.45
0-5 Years	9.4%	8.53%	90.74
6-12 Years	10.13%	11.45%	113.03
13-19 Years	9.08%	10.4%	114.54
< 20 Years	28.61%	30.38%	106.19
20-34 Years	22.3%	18.58%	83.32
35-44 Years	16.07%	14.26%	88.74
45-64 Years	23.74%	24.62%	103.71
65-74 Years	5.27%	7.13%	135.29
75+ Years	4.01%	5.02%	125.19
Median Age	34	36	105.31
Median Age (Male)	33	33	98.98
Median Age (Female)	35	39	108.87

Roper Saluda Red Oak Ansonville Oxford Myrtle Grove Centerville Teachey Monroe Washington En Boardman Long View Skippers Corner Hamlet Conway Elizabethtown Intercultural Institute s Creek Holly Springs Cricket Faith Clemmons Piney Green Mocksville Varrenton Halifax Harkers Islan 6 Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	60.63%	19.02%	31.36
Black, African-American	28.53%	75.74%	265.46
Native American	0.54%	0.55%	102.43
Asian	3.9%	1.33%	34.1
Pacific Island, Hawaiian	0.13%	0.06%	45.48
Other/Multiple Races	6.27%	3.3%	52.72
Hispanic	0%	4.93%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	608,952	11,706	
Less than 9th Grade	4.09%	9.42%	43.36
No High School Diploma	6.37%	18.18%	35.02
High School Graduate	21%	32.02%	65.6
Some College, no degree	19.56%	18.67%	104.75
Associate Degree	8.07%	5.15%	156.74
College Degree	27.74%	11.22%	247.33
Graduate/Prof. degree	13.17%	5.34%	246.61

lia Elrod Cullowhee Roxobel Conover China Grove Midway Oakboro Clyde Lillington Bayshore Kan Altamanaw Elm City Salem White Lake Faison Stem Flat Rock Stales Intercultural Institute Statesville Harmony Bethania Kenansville Roseboro Beech Mountain ^{fi} Copyright 2011, Intercultural Institute for Contextual Ministry ^{fi} Copyright 2011, Intercultural Institute for Contextual Ministry ^{fi} 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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	4.97%	17.73%	396.09
\$10,000 to \$19,999	8.27%	19.82%	239.5
\$20,000 to \$29,999	9.74%	17.21%	176.63
\$30,000 to \$49,999	19.13%	19.53%	102.07
\$50,000 to \$59,999	9.04%	7.36%	81.43
\$60,000 to \$69,999	7.91%	4.22%	53.34
\$70,000 to \$79,999	6.92%	3.4%	49.15
\$80,000 to \$89,999	5.44%	2.36%	43.4
\$90,000 to \$99,999	4.02%	1.2%	29.91
\$100,000 to \$124,999	8.94%	2.75%	30.7
\$125,000 to \$149,999	5.22%	1.41%	26.96
\$150,000 to \$199,999	5.18%	1.35%	26.1
\$200,000 to \$249,999	1.81%	0.52%	28.6
\$250,000 or more	3.39%	1.12%	33.03
Median Household	58,654	30,540	52.07
Average Household	82,011	39,798	48.53
Per Capita Household	32,656	16,021	49.06
Family/Non-Family Household			
Income			
Median Family Income	71,577	32,800	45.82
Average Family Income	99,468	47,694	47.95
Median Non-Family Income	42,692	26,099	61.13
Average Non-Family Income	53,590	28,256	52.73

nton Goldston Proctorville Archdale Bethania Mount Gilead Askewville Cullowhee Misenheimer Frenton Oak City Kenansville Bolivia Vander Roxboro Ansonville Cofier Intercultural Institute Marvin Bethlehem Brookford East Bend Lansing Powellsville Fayettev Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Blowing Rock Kingstown Littleton Bladenboro W

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

ESTIMATESFamily HouseholdsIndex% Family Households61.95%55.76%90.01Families with Children33.85%33.37%98.58Families without Children28.1%22.4%79.7Non-Family Households38.05%44.24%116.26Non-Families with Children0.40.3792.45
% Family Households 61.95% 55.76% 90.01 Families with Children 33.85% 33.37% 98.58 Families without Children 28.1% 22.4% 79.7 Non-Family Households 38.05% 44.24% 116.26
Families with Children33.85%33.37%98.58Families without Children28.1%22.4%79.7Non-Family Households88.05%44.24%116.26
Families without Children28.1%22.4%79.7Non-Family Households38.05%44.24%116.26
Non-Family Households38.05%44.24%116.26
% Non-Family Households 38.05% 44.24% 116.26
-
Non-Families with Children 0.4 0.37 92.45
Non-Families without Children 37.65 43.87 116.51
Housing Units Index
Total Housing Units 405,664 8,106
Vacant percent 9.58% 9.67% 100.93
Owned percent 57.54% 33.67% 58.51%
Rented Percent 32.87% 56.66% 172.36
Households by Size Index
Avg household size 2.51 2.45 97.61
Avg family hh size 3.27 3.39 103.67
Avg non-family hh size 1.27 1.27 100
Households By Count of Persons Percent
One 113,032 2,757 2.44%
Two 106,697 1,851 1.73%
Three or Four 110,837 1,856 1.67%
Five+ 36,226 859 2.37%

Wallace Ingold Seven Lakes Columbia Fayetteville High Point Sanford Red Springs Leland Yancey Concord Spring Lake Faith Shallotte Lexington Stallings Cameron Red Spring Lake Lunaluska Bermuda Murfreesboro Rowland Ivanhoe Bent Creek Atlantic Beach Erwin Star Faith Shallotte Comercial Ministry Stem Mar-N Copyright 2011, Intercultural Institute for Contextual Ministry Generation Contextual Ministry Red Spring Cancer Lake Lunaluska Bermuda Beckingham Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Red Spring Contextual Ministry Cont

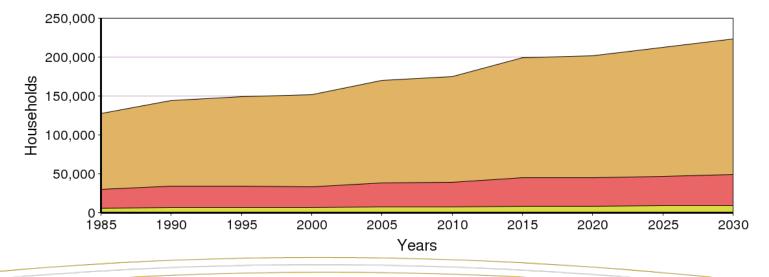
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	511,163	18,768	3.67%
2000 Population	695,454	16,702	2.4%
2010 Population	937,663	18,217	1.94%
2015 Population	1,057,744	21,082	1.99%

Household Change from 1985 to 2030

🗖 0-1.5mi Ring 👘 🗖 0-3mi Ring

🔲 0-7mi Ring

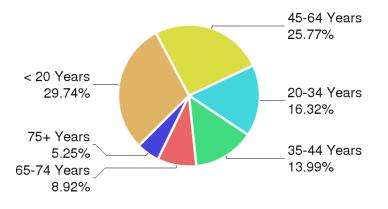


Wallace Lillington Troutman Cleveland Ashley Heights Mayodan Tarboro Swepsonville High Sheals Washington Park Ahoskie Fairview Roxboro Star Robbins Parmeler Intercultural Institute Manteo Norman Wentworth Bakersville Cerro Gordo Oxford Richler Gordentertual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Sciencer Cajabis Mountain Montreat Altamabaw Rex Apsonville Rockingham Bolton

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

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

Projected Age Group Percentages

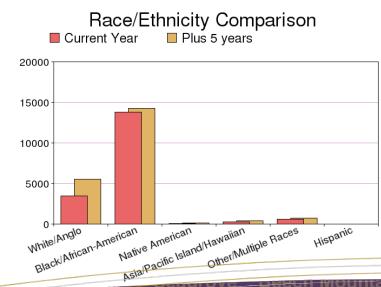


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.55%	4.95%	89.19
4-5 Years	2.98%	2.83%	94.97
6-8 Years	4.82%	4.73%	98.13
9-11 Years	4.97%	5.01%	100.8
12-13 Years	3.29%	3.45%	104.86
14-17 Years	6%	6.02%	100.33
18-19 Years	2.78%	2.75%	98.92
0-5 Years	8.53%	7.78%	91.21
6-12 Years	11.45%	11.45%	100
13-19 Years	10.4%	10.51%	101.06
< 20 Years	30.38%	29.74%	97.89
20-34 Years	18.58%	16.32%	87.84
35-44 Years	14.26%	13.99%	98.11
45-64 Years	24.62%	25.77%	104.67
65-74 Years	7.13%	8.92%	125.11
75+ Years	5.02%	5.25%	104.58
Median Age	34	38	110.39
Median Age (Male)	33	35	104.16
Median Age (Female)	35	41	114.74

meyer Plymouth Laurinburg Rutherford College Prospect Lilesville Pinetops Canton Badin Trinity Ek Elm City Misenheimer Mulberry Farmville Siler City East Bend Morry Intercultural Institute Level Maxton Biltmore Forest Wallburg Alliance Kinston Bakersville (on Confectual Ministry Copyright 2011, Intercultural Institute for Confectual Ministry Confectual Confectual Confectual Ministry Confectual Confectuation Confectual Confectual Confectual Confectuation Confectual Confectuation Conf

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	19.02%	26.34%	138.55
Black, African-American	75.74%	67.63%	89.29
Native American	0.55%	0.58%	106.28
Asian	1.33%	1.87%	140.68
Pacific Island, Hawaiian	0.06%	0.13%	219.95
Other/Multiple Races	3.3%	3.43%	103.92
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	11,706	13,733	
Less than 9th Grade	9.42%	8.94%	94.9
No High School Diploma	18.18%	14.73%	81.03
High School Graduate	32.02%	32.83%	102.55
Some College, no degree	18.67%	17.67%	94.64
Associate Degree	5.15%	5.99%	116.2
College Degree	11.22%	13.14%	117.18
Graduate/Prof. degree	5.34%	6.69%	125.34

 Ogue
 Wadesbore
 Zebuion
 Norlina
 Lake Lure
 Carolina
 Shores
 Gibsonville
 King
 Dobbins Heights
 Hame

 Lucama
 Oak Ridge
 Four Oaks
 Mesic
 Lexington
 Faith
 Red Cross
 Fugures Varina
 Conetoe
 Intercultural Institute

 Sanford
 Locust
 Elroy
 Coats
 Laurel Park
 Bostic
 Bridgeton
 Icard
 Hor Error
 Northwest
 Bui

 ©Copyright 2011, Intercultural Institute
 For Contextual Ministry
 Contextual Ministry
 Calvoso
 Weddington
 Lilesville
 Bakersville
 Moravi

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	17.73%	17.31%	97.62
\$10,000 to \$19,999	19.82%	20.47%	103.32
\$20,000 to \$29,999	17.21%	16.82%	97.76
\$30,000 to \$49,999	19.53%	18.68%	95.63
\$50,000 to \$59,999	7.36%	7.04%	95.63
\$60,000 to \$69,999	4.22%	4.38%	103.75
\$70,000 to \$79,999	3.4%	3.32%	89.45
\$80,000 to \$89,999	2.36%	2.41%	95.58
\$90,000 to \$99,999	1.2%	1.19%	98.74
\$100,000 to \$249,999	2.75%	3.11%	113.33
\$125,000 to \$149,999	1.41%	1.62%	115.49
\$150,000 to \$199,999	1.35%	1.66%	122.71
\$200,000 to \$249,999	0.52%	0.65%	124.33
\$250,000 or more	1.12%	1.27%	113.17
Median Household	30,540	31,658	103.66
Average Household	39,798	41,597	104.52
Per Capita Household	16,021	17,150	107.05
Family/Non-Family Household			
Income			
Median Family Income	32,800	33,268	101.43
Average Family Income	47,694	49,893	104.61
Median Non-Family Income	26,099	28,407	108.84
Average Non-Family Income	28,256	28,938	102.41

Bogue Mars Hill East Flat Rock River Bend Windsor South Rosemary Seven Devils Archdale Gastonia Pantego Manteo Waco Saxapahaw Elkin Seaboard Saluda Kings Archdale Institute Ronda Lasker Elon West Marion Bunn Rex Durham St. James Elro (or Contextual Institute Geopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Back Part Ford Dunn Icard Bear Grass Enfield Cherryville St23

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	55.76%	53.57%	96.06
Families with Children	33.37	32.31	96.83
Families without Children	22.4	25.42	113.48
Non-Family Households			
% Non-Family Households	44.24%	46.43%	104.97
Non-Families with Children	0.37	0.24	104.97
Non-Families without	43.87	46.19	105.3
Children			
Housing Units			
Total Housing Units	8,106	9,576	118.13%
Vacant percent	9.67%	9.37%	96.85
Owned percent	33.67%	31.84%	94.58
Rented Percent	56.66%	58.79%	103.76
Households by Size			
Avg household size	2.45	2.40	97.96%
Avg family hh size	3.39	3.45	101.77%
Avg non-family hh size	1.27	1.19	93.7%
Households By Count of			
Persons			
One	2,757	3,512	127.38%
Two	1,851	2,080	112.37%
Three or Four	1,856	2,124	114.44%
Five+	859	963	112.11%

Kirkland Fearrington Kure Beach Madison Walnut Cove Mebane Hobgood Carolina Beach Henderson A Autander Marion Stem Weaverville Roper Barker Heights River Bend Kirk River Woodland Poikton Asheboro Hertford Grover Emerald Isle East Bend Swansboro Rex So (Intercultural Institute Join Contextual Ministry Version Pointextual Ministry Laurinburg Mount Pleasant Tobaccoville Lowell Indi 24

Ethnographic Summary

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

BORN IN:	0-1.5	1.5-3	3-7		BORN IN:	BORN IN: 0-1.5	BORN IN: 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	638	3,718	25,643	1	Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	14	51	571		Middle Africa	Middle Africa 0	Middle Africa 0 5
Western Europe	15	88	879		Northern Africa	Northern Africa 0	Northern Africa 0 32
Southern Europe	0	126	464		Southern Africa	Southern Africa 0	Southern Africa 0 2
Eastern Europe	44	57	880		Western Africa	Western Africa 77	Western Africa 77 267
Other Europe	0	0	0		Other Africa	Other Africa 0	Other Africa 0 21
Eastern Asia	20	82	797		Oceania	Oceania 0	Oceania 0 24
So. Central Asia	12	63	1,021		Caribbean	Caribbean 35	Caribbean 35 143
SE Asia	137	625	3,419		Central Amer.	Central Amer. 230	Central Amer. 230 1,707
Western Asia	16	20	280		South America	South America 25	South America 25 332
Other Asia	0	0	150		North America	North America 13	North America 13 73
					Born at sea	Born at sea 0	Born at sea 0 0

Walnut Creek Tobaccoville Seven Lakes Wilmington Dillsboro Emerald Isle Sedalia Eastover Ramse Segett Shallotte Conway Jonesville Mountain Home Balfour Tabor City Intercultural Institute Vander Edenton Harrells Calabash Altamahaw Statesville Lumber Bor Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-1.5	1.5-3	3-7	SPOKEN AT HOME	0-1.5	1.5-3	
	MILES	MILES	MILES		MILES	MILES	
English only	14,839	40,671	170,232	Other Indo-Euro	4	33	
Spanish	594	3,257	19,006	Asian/PI languages	0	0	
Other Indo-Euro	195	914	5,583	Chinese	7	68	
language				Japanese	20	17	
French (incl. Patois,	141	238	1,532	Korean	5	33	
Cajun)				Mon-Khmer,	21	0	
French Creole	0	32	133	Cambodian			
Italian	0	31	111	Miao, Hmong	0	35	:
Portuguese	0	4	104	Thai	24	60	
German	21	238	1,095	Laotian	0	145	
Yiddish	0	6	18	Vietnamese	115	300	
Other West Germanic	0	8	99	Other Asian	8	31	
A Scandinavian	0	6	51	Tagalog	4	35	
Language				Other Pacific Is	0	7	
Greek	0	190	664	Other languages	19	195	
Russian	14	48	101	Navajo	0	0	
Polish	0	0	85	Other Native N.	12	7	
Serbo-Croatian	0	0	427	American			
Other Slavic Language	9	35	114	Hungarian	0	7	
Armenian	0	0	0	Arabic	7	29	!
Persian	0	5	51	Hebrew	0	0	
Gujarathi	0	28	330	African languages	0	152	
Hindi	0	12	115	Other unspecified	0	0	
Urdu	0	0	136				

Kings Grant Worven Wilkesboro nac

ton Concord Lasker Jackson Love Valley Spencer Rocktish Rosman Dobson Gamewell Labor City Franklinton Belville Knightdale Jonesville Cameron White Lake Dover Intercultural Institute Mallburg Salem Calabash Plymouth Alliance Elon Pine Level Ellenbor for Contextual Ministry for Contextual Ministry Copyright 2011, 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	0-1.5	1.5-3	3-7	ANCESTRY	ANCESTRY 0-1.5	ANCESTRY 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	13,812	38,862	174,379	Irish	Irish 199	Irish 199 1,713
Arab	13	114	895	Italian	Italian 94	Italian 94 569
Armenian	11	0	43	Lithuanian	Lithuanian 5	Lithuanian 5 29
Austrian	3	46	150	Norwegian	Norwegian 3	Norwegian 3 58
British	27	150	906	Polish	Polish 30	Polish 30 201
Canadian	7	42	301	Portuguese	Portuguese 0	Portuguese 0 9
Croatian	0	6	73	Romanian	Romanian 16	Romanian 16 6
Czech	5	21	180	Russian	Russian 36	Russian 36 133
Czechoslovak	0	8	86	Scandinavian	Scandinavian 0	Scandinavian 0 11
Danish	0	20	187	Scotch-Irish	Scotch-Irish 141	Scotch-Irish 141 1,254
Dutch	9	179	1,374	Scottish	Scottish 64	Scottish 64 642
English	204	2,299	13,265	Slovak	Slovak 0	Slovak 0 28
European	76	386	1,391	Subsaharan African	Subsaharan African 282	Subsaharan African 282 648
Finnish	7	31	174	Swedish	Swedish 6	Swedish 6 82
French (not Basque)	45	344	2,062	Swiss	Swiss 0	Swiss 0 64
French Canadian	0	46	339	Ukrainian	Ukrainian 35	Ukrainian 35 53
German	252	2,171	13,013	US/American	US/American 668	US/American 668 2,775
Greek	19	255	918	Welsh	Welsh 27	Welsh 27 131
Hungarian	11	27	309	West Indian	West Indian 44	West Indian 44 122
Iranian	0	0	74	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 11,472	Other 11,472 24,187

Boiling Spring Lakes Mar-Mac Bath Wanchese Tarboro Wesley Chapel White Plains Butters Buies of Higton Gibson Caswell Beach Waxhaw Beulaville Richlands Maxton Intercultural Institute Asheboro Maysville Mooresboro Seaboard Rockwell Arapahoe Camer Intercultural Institute Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

willers

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

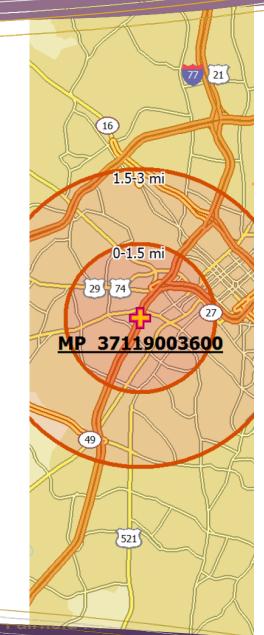
Issues for Your Consideration - continued

- 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.



Hamlet Durham East Spencer Cajah's Mountain Wendell Sunset Beach Harkers Island Rutherfordion Endevine Como Kernersville Henderson Ruth High Shoals Bethel Elk <u>Intercultural Institute</u> Newton Both Level Wadesboro Barker Ten Mile Beech Mountain Rutherford College Er <u>Intercultural Institute</u> Lake Enfield ^CCopyright 2011, Intercultural Institute for Contextual Ministry Vann Crossroads Southern Pines Winton Topsail Beacl 30

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,322	100%	5,246	100%
AFFLUENT SUBURBIA	93	1.27%	66	1.26%
America's Wealthiest	10	0.14%	8	0.15%
Dream Weavers	30	0.41%	21	0.4%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	4	0.05%	3	0.06%
Enterprising Couples	0	0%	0	0%
Small Town Success	39	0.53%	27	0.51%
New Suburbia Fam.	10	0.14%	7	0.13%
UPSCALE AMERICA	72	0.98%	53	1.01%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	37	0.51%	30	0.57%
Urban Commuter Fam.	35	0.48%	23	0.44%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

ar Mountain Harkers Island Red Oak Hillsborough Bermuda Run Garland Old Fort Peletier Benson King Magnolia Crossnore Waynesville Pantego Foxfire Lincolnton Cherry Intercultural Institute Rose Hill Oak Island Dobson Carthage Cricket Selma Sparta Mu for Contextual Ministry Geopyright 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 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,322	100%	5,246	100%
BLUE COLLAR BACKBONE	29	0.4%	20	0.38%
Nuevo Hispanic Fam.	7	0.1%	5	0.1%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	22	0.3%	15	0.29%
AMER. DIVERSITY	44	0.6%	28	0.53%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	44	0.6%	28	0.53%
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	102	1.39%	71	1.35%
Steadfast Conservative	52	0.71%	36	0.69%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	46	0.63%	32	0.61%
Urban Grit	4	0.05%	3	0.06%
Grass-Roots Living	0	0%	0	0%

Le Lexington <u>Salemburg</u> Harmony Whitakers Washington Kelly Pembroke Hillsborough Kenly Kings Fairplains Morehead City Wade Locust Raemon Harrisburg Wallburg <u>Intercultural Institute</u> Morven Spirit Hightsville Taylortown Bunn Sharpsburg Everetts Brogden Richl VCopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 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 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,322	100%	5,246	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,940	26.5%	1,455	27.74%
Young Cosmopolitans	426	5.82%	334	6.37%
Minority Metro Communities	1,508	20.6%	1,117	21.29%
Stable Careers	6	0.08%	4	0.08%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Wentworth Fearrington Northwest North Wilkesboro Wesley Chapel Dobson Topsail Beach Garner Cla tallings Bayboro Chadbourn Beaufort Gamewell Dunn Ramseur White Intercultural Institute McLeansville Ossipee Duck Bethania Marion Lexington Knightdale Gorder and Ministry Scopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,322	100%	5,246	100%
STRUGGLING SOCIETIES	2,143	29.27%	1,457	27.77%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	2,081	28.42%	1,411	26.9%
College Town Communities	0	0%	0	0%
New Beginnings	62	0.85%	46	0.88%
URBAN ESSENCE	2,898	39.58%	2,096	39.95%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	1,365	18.64%	955	18.2%
Urban Diversity	0	0%	0	0%
New Generation Activists	304	4.15%	205	3.91%
Getting By	1,229	16.79%	936	17.84%
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%

McFarlan Jacksonville North Topsail Beach Sneads Ferry Robbinsville Botton Mebane Marietta East Francoe Pikeville Arapahoe Dobbins Heights Newton Falkland Chimer Intercultural Institute Enochville Moravian Falls Madison Lake Santeetlah Hayesville Cala for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

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

Sandyfield Stonewall Beaufort Wilmington South Rosemary Gamewell Peachland Southport Wedding Evandman Newton Bald Head Island Castalia Nags Head Connelly Springer Bond Newland Cedar opsail Beach Chimney Rock Village Dobson Oak City Toast Pine Knoll Souther and Ministry (or Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

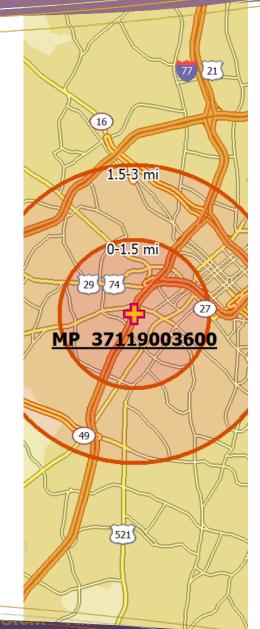
Potential Cultural Bridges

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).



Gener Erwin Rutherfordton Webster Proctorville Wagram Taylorsville Oak Island Garysburg Danbury Fock Bermuda Run Goldston Wanchese Teachey Mount Olive Creeding Intercultural Institute sipee Walstonburg La Grange Robersonville Lumberton Rockingham Webster Walstonburg La Grange Robersonville Lumberton Boiling Springs Lake Santeetlah Ogden Harre 36 Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5	1.5-3	3-7	BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
PC-HH Own	62%	67%	72%	Internet Use: News/ Weather	20%	24%	27%
Use Comp. for Internet/E-mail	41%	48%	54%	Internet Use: Banking	19%	24%	26%
Internet Use: E-Mail	36%	43%	47%	Use Comp. for News/Info./Data	15%	20%	23%
Use Comp. for Comp. Games	29%	31%	34%	Service			
Use Comp. for Education	27%	29%	31%	PC-Network-HH Has One	13%	16%	19%
HH Owns DVD Player	25%	27%	28%	Use Comp. for Filing/DB Mngmnt	11%	12%	12%
Use Comp. for Word	24%	31%	36%	Internet Use: Shopping: Gathered	11%	13%	13%
Processing				Info. for Shopping			
Use Comp. for Shopping	22%	27%	32%	Internet Use: Read Magazines/	10%	13%	12%
Use Comp. for Banking	20%	26%	30%	Newspapers			
Use Comp. for Digital Camera	20%	25%	29%	Internet Use: Research/ Education	10%	12%	13%
Photo Editing				Use Comp. for Personal Financial	10%	13%	15%
				Mngmnt			

Calabash Cramerton Catawba Albemarle Chadbourn Mount Gilead Ayden Clayton Duck Hightsville S Wile Moravian Falls Elrod King Lake Waccamaw Stantonsburg Mars Hile Ministry Wadesboro North Topsail Beach Icard Tar Heel Fairmont Beulaville Discontestual Ministry Contestual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright

HH Owns Video/Webcam

10%

11%

11%

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

0-1.5	1.5-3	3-7
MILES	MILES	MILES
67%	68%	68%
49%	53%	55%
43%	48%	53%
36%	38%	38%
33%	35%	37%
27%	31%	33%
25%	26%	29%
20%	23%	27%
17%	19%	20%
16%	20%	22%
	MILES 67% 49% 43% 36% 33% 27% 25% 20% 17%	MILES67%68%49%53%43%48%36%38%33%35%27%31%25%26%20%23%17%19%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Any Ailment	64%	64%	65%
Gen./Fam. Practitioner	30%	32%	35%
Backache	22%	22%	21%
Hypertension/High Blood	20%	19%	19%
Pressure			
None Of These	20%	21%	21%
Dentist	20%	23%	27%
Eye Dr.	18%	19%	20%
High Cholesterol	16%	16%	17%
Acid Reflux Disease	14%	13%	13%
(GERD)			
Any Arthritis	13%	13%	13%

pkin Center St. Pauls <u>Dilisboro Woodlawn Richfield Neuse Forest</u> Hillsborough Weldon Spencer Laurel Graham Belville Hudson River Bend JAARS Bayboro Orrum Benser <u>Fired Cameron Burgaw</u> Oa ourg Cherryville Youngsville Hobgood Carolina Shores Wendell St. Jam <u>Fired Cameron Burgaw</u> Oa n Copyright 2011, Intercultural Institute for Contextual Ministry Autryville Sherrills Ford Baid Head Island Sandyfield 38 Soliton Lar Head Oakboro Dundarrach Debbins Heights Walput Creek Burlington Bolivia Atlantic Beach

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Concert	25.47%	28.43%	29.98%
Live Theater	18.14%	21.15%	22.85%
Rock/Pop Concerts Most	13.88%	15.33%	15.92%
Often			
Live Theater Most Often	13.23%	15.95%	18.11%
Dance Performance	11.63%	12.34%	11.54%
Comedy Club	11.47%	11.67%	10.77%
Movies: Comedy	42.39%	42.25%	41.15%
Movies: Action/Adventure	40.51%	41.78%	40.21%
Movies: Drama	26.41%	26.07%	24.38%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Mystery	22.78%	22.82%	19.68%
Movies: Fam.	21.87%	20.59%	20.17%
Movies: Romantic Comedy	21.27%	21.39%	21.79%
MLB Baseball Reg.	5.3%	7.62%	8.02%
Season			
NFL Football Reg. Season	4.66%	5.71%	6.37%
College Football Reg.	4.5%	5.35%	5.93%
Season			
College Basketball Reg.	3.59%	4.14%	4.39%
Season			
NBA Basketball Reg.	3.27%	4%	4.14%
Season			
NHL Hockey Reg. Season	2.24%	3.16%	3.17%

Denton Westport Zebulon Thomasville Sandy Creek Ayden Momeyer Bayshore Burnsville King La Shallotte Sandyfield Fuquay-Varina Walnut Cove Lawndale Minnes Intercultural Institute sville Barker Ten Mile Brookford Aurora Granite Falls Brunswick Pinel Intercultural Institute a Copyright 2011, Intercultural Institute for Contextual Ministry Discover Jake Norman of Catawba Franklinville Half Moon Bural Hall Falkland

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5	1.5-3	3-7	BRIDGES	BRIDGES 0-1.5	BRIDGES 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	34.45%	37.61%	40.31%	Mountain/Road Bikir	Mountain/Road Biking 7.79%	Mountain/Road Biking 7.79% 9.83%
Swimming	21.27%	24.91%	28.84%	Golf	Golf 7.68%	Golf 7.68% 9.57%
Bowling	18.54%	19.01%	20.47%	Softball	Softball 7.39%	Softball 7.39% 7.79%
Basketball	17.6%	16.51%	16.13%	Yoga	Yoga 6.67%	Yoga 6.67% 7.96%
Billiards/Pool	17%	17.97%	18.14%	Roller Skating	Roller Skating 6.21%	Roller Skating 6.21% 6.29%
Jogging/Running	16.9%	18.09%	17.9%	Soccer	Soccer 6.12%	Soccer 6.12% 7.32%
Weight Training	13.35%	15.73%	16.86%	Tennis	Tennis 6%	Tennis 6% 7.33%
Football	13.03%	11.61%	11.05%	Camping Trips	Camping Trips 5.63%	Camping Trips 5.63% 7.93%
Freshwater Fishing	11.47%	12%	13.1%	Backpacking/Hiking	Backpacking/Hiking 5.59%	Backpacking/Hiking 5.59% 7.83%
Aerobics	11.34%	11.7%	11.89%	Saltwater Fishing	Saltwater Fishing 5.53%	Saltwater Fishing 5.53% 6.06%
Baseball	10.97%	11.07%	11.21%	Ice Skating	Ice Skating 5.51%	Ice Skating 5.51% 5.6%
Using Cardio	10.12%	12.95%	14.53%	Target Shooting	Target Shooting 4.38%	Target Shooting4.38%5.2%
Machine				Snorkeling	Snorkeling 4.27%	Snorkeling 4.27% 4.82%
Stationary Cycling	10.11%	11.55%	12.27%	Hunting	Hunting 4.03%	Hunting 4.03% 4.74%
Volleyball	8.59%	8.26%	8.17%			

Bern Elrod Buies Creek East Arcadia Brunswick Stedman Norwood Durham Lake Norman of Catawba Creek Caswell Beach Kings Grant Morven Fuquay-Varina Lansing More Intercultural Institute Pittsboro Dobson Franklinton Polkville Tar Heel Sandyfield McAde Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Creedmoo40

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Jet Skiing	3.88%	4.05%	4.09%
Racquetball	3.84%	3.84%	4.15%
Power Boating	3.73%	4.64%	6.03%
Fly Fishing	3.61%	3.67%	3.76%
Canoeing/Kayaking	3.61%	4.64%	5.38%
Motorcycling	3.53%	3.9%	4.44%
Skateboarding	3.5%	3.29%	3.15%
Horseback Riding	3.31%	4.14%	4.63%
Hockey	3.24%	3.32%	3.56%
Downhill & X-Country Skiing	3.09%	4.13%	4.91%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Snowboarding	2.93%	3.12%	3.33%
Water Skiing	2.92%	3.28%	3.83%
Martial Arts	2.9%	3.64%	3.71%
Snowmobiling	2.81%	2.83%	2.96%
Rock Climbing	2.7%	3.2%	3.4%
Surfing & Windsurfing	2.69%	2.93%	2.69%
Sailing	2.58%	3%	3.19%
Auto Racing	2.52%	2.79%	2.63%
Archery	2.47%	2.86%	3.25%
Rowing	1.91%	2.25%	2.61%

Copyright 2011, Intercultural Institute for Contextual 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.

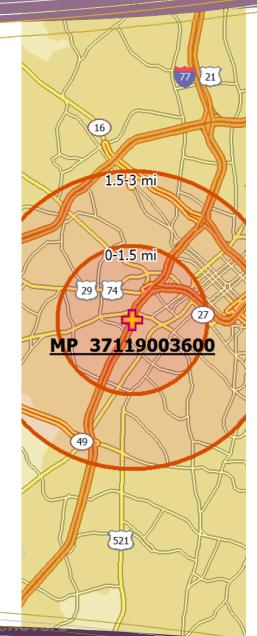
BIBLICAL BARRIERS

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.



Bethel Taylortewn Fairmont White Plains Woodfin Falkland Troutman Lake Lure Walkertewn Youngs Was Sherrills Ford Wanchese Myrtle Grove Walnut Creek East Rockinghamed Contextual Institute k City Silver Lake Lillington McDonald Severn Marietta Bethlehem Sp Gol Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Washave Charles Lake Park, Columbus, Creedmoor

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.

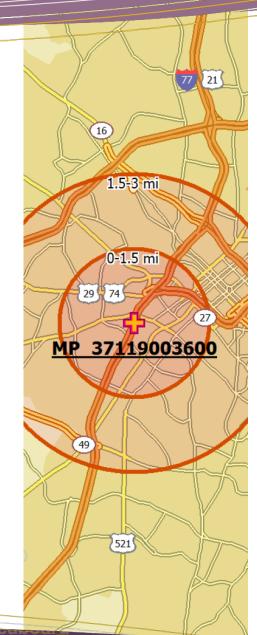
CULTURAL BARRIERS OF ACCEPTANCE

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.



Moravian Falls West Jefferson Wallburg Colerain Flat Rock River Road Sanford Jackson Clinton Cons The Pink Hill Bear Grass Emerald Isle Lumber Bridge Stoneville Wades Intercultural Institute Point Bethlehem Carrboro Calypso Albemarle Gorman Henderson Moral Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-1.5	1.5-3	3-7	BARRIERS	0-1.5	1.5-3	
	MILES	MILES	MILES		MILES	MILES	
Important Continue Learning New Things	55%	53%	52%	Money Is Best Measure Of Success	23%	24%	2
Speak My Mind Even If It Upsets People	41%	38%	36%	Marijuana Should Be Legalized We Should Strive for Equality	21% 21%	21% 19%	2
Like Control Over People And	40%	37%	36%	for All	2170	1070	
Resources				Friends More Important Than	19%	24%	2
Find It Difficult To Say No To	34%	34%	36%	My Fam.	100/		
My Kids	2.40/	200/	31%	Like To Pursue	18%	19%	2
Don't Judge People/Way They Live Life	34%	32%	31%	Challenge/Novelty/Change Only Work Current Job for The	16%	15%	1
Too Much Sponsorship In	32%	28%	26%	Money	1070	1070	
Arts/Sports				Rarely Sit Down to a Meal	16%	15%	1
Woman's Place Is In The Home	31%	31%	33%	Together At Home			
I Am A Workaholic	28%	26%	23%	Happy With My Standard Of	14%	16%	1
Prefer To Have Few	26%	32%	36%	Living			
Possessions As Possible	050/	0.40/	050/	Very Happy With My Life As It	14%	12%	9
Like To Do Unconventional	25%	24%	25%	ls On Whole Beenle Cet What	13%	120/	1
Things Like to Stand Out In A Crowd	23%	22%	21%	On Whole People Get What They Deserve	13%	13%	I
If Won Lottery Would Never	23%	26%	29%	I Am A Perfectionist	12%	12%	1
Work Again	20,0	2070	20,0	More Important Do Duty Than	10%	9%	8
				Enjoy Life	- / -		

berty Halifax Landis Eden Mayodan Hickory

Anoskie Southern Pines Jonesville Cajah's Mountain Bolivia Alamana Intercultural Institute Elrod Smithfield Warsaw Winterville Pine Level Sylva Hobgood Chir (or Contextual Ministry) Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



Conway Seagreve Pembroke Avery Creek Crossnore Fearrington Durham Midland Walnut Cove Earl Sylva Mount Gilead Star Minnesott Beach Taylorsville Plain View Intercultural Institute Archdale Hot Springs Graham Bethlehem Casar Rockfish Jamestown for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Barrisburg Scotland Neck Portion Hertford Welcome 45

Potential Cultural Themes:

Extras

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

THEMES	0-1.5	1.5-3	3-7	THEMES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
You Should Seize Opportunities In Life	57%	58%	58%	Looking for New Ideas To Improve Home	9 21%	19%	17%
Important To Respect Customs	53%	56%	60%	Like To Just Enjoy Life	19%	21%	23%
And Beliefs				Try Not To Worry About The	19%	18%	17%
Like To Understand About	39%	39%	39%	Future			
Nature				Worried About Pollution Caused	18%	20%	21%
Prefer Work Part Of Team Than	38%	35%	35%	By Cars			
Alone				Real Men Don't Cry	17%	17%	17%
Important To Juggle Various	36%	35%	33%	Is An Important Part Of Who I Am	15%	16%	16%
Tasks				Enjoy Spending Time With My	14%	13%	12%
Important Feel Respected By	35%	36%	35%	Fam.			
My Peers				Children Should Be Allowed To	8%	7%	7%
Good At Fixing Things	32%	30%	29%	Express Themselves			
Have Keen Sense Of Adventure	28%	28%	28%	Feel Very Alone In The World	7%	7%	6%
Prefer To Have Few	26%	32%	36%	Like Spending Most Time With	6%	6%	6%
Possessions As Possible				Fam.			
Consider Myself Interested In	24%	22%	21%	Would Like To Set Up Own	6%	5%	5%
The Arts				Business			
People Have To Take Me As	24%	25%	25%	Decor Particular Interest To Me	5%	4%	4%
They Find Me							
Provide My Kids With The Little	23%	19%	16%				

Cewville SUIT City Biscoe Agener

Colerain Alliance Autryville Seven Lakes Harmony Monroe Roxobel Grandfather Jackson Ossipee Best Hands Denton East Laurinburg Swepsonville Stony Point Dillsboro Misco Intercultural Institute rietta Pikeville Vanceboro Maxton Oakboro Bethel Belhaven Millers Confectual Ministry Confectual Ministry Apex Rocky Mount Southern Shores Enochville Black 46

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.



Badin Dover Elroy Castle Hayne Peletier Sedalia Durham Ossipee Vass Waynesville Leard Conway Tern Shores Woodland Calypso Forest Oaks Bent Creek North Topsail Book Intercultural Institute Vandemere Cameron Love Valley Nags Head Holly Springs Maccles Intercultural Institute Contextual Ministry Corpyright 2011, Intercultural Institute for Contextual Ministry Carolina Shores Statesville Maccon Ramseur Southport Canton Parkton Barker Ten Mile Pine Level

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MILESMILESMILESFast Food/Drive-In84.89%83.33%82.83%Restaurant-Visit Any70.92%72.99%76.57%Houses-Visit Any71.92%72.99%76.57%
Restaurant-Visit AnyFam. Restaurants/Steak70.92%72.99%76.57%
Fam. Restaurants/Steak 70.92% 72.99% 76.57%
Houses-Visit Any
McDonald's 54.58% 53.52% 53.26%
Burger King 40.01% 38.35% 37%
Kentucky Fried Chicken (KFC) 37.33% 32.74% 29.41%
Wendy's 30.87% 28.68% 28.78%
Subway28.47%27.48%27.81%
Taco Bell24.43%25.24%25.83%
Pizza Hut 24.24% 22.11% 21.27%
Applebee's 23.81% 23.68% 25.27%
Arby's 19.49% 19.03% 18.83%
Red Lobster19.29%17.72%16.7%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Popeyes	19.27%	15.38%	12.57%
Olive Garden	17.83%	18.33%	19.11%
Domino's Pizza	17.64%	16.1%	15.41%
IHOP (International House Of	16.27%	15.95%	15.35%
Pancakes)			
TGI Friday's	15.92%	15.62%	14.47%
Dairy Queen	15.44%	14.3%	14.1%
Golden Corral	15.28%	13.02%	11.73%
Dunkin' Donuts	14.63%	13.86%	13.02%
Church's Fried Chicken	14.57%	11.44%	9.18%
Chick-Fil-A	14.43%	13.91%	14.04%
Sonic	13.28%	12.5%	11.96%
Outback Steakhouse	13.18%	13.81%	14.24%

ke Rapids Rose Hill Burgaw Brookford Maxton Centerville Half Moon Cullowhee Kings Grant Stony Politication Walnut Creek Forest City Sims Claremont Trinity Norlina Taylor Marshville Rich Square H Barysburg Indian Trail River Bend Myrtle Grove Silver Lake Lake Norman Contextual Ministry Creek Rateigh ©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

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

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



Way Laurel Park Archdale Brunswick Neuse Forest Wallace Saxapaha Franklinton Castle Hayne Lag Confectual Institute for Contextual Ministry Confectual Minis

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	37.04%	40.25%	44.22%
Recycled products	20.68%	26.74%	32.06%
Worked as volunteer (non political)	10.65%	13.16%	15.13%
Engaged in fund raising	9.74%	10.14%	11.37%
Religious club member	7.57%	7.43%	7.63%
Church Board	6.38%	5.53%	5.5%

PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Took active part in local civic issue	4.72%	5.22%	5.45%
Wrote to editor of mag or newspaper	4.34%	5.03%	5.37%
Wrote to elected offcl about publ bus	4.01%	5.14%	5.89%
Charitable Organization	3.91%	4.83%	5.53%
Union member	3.68%	4.06%	4.79%
Fraternal order member	3.54%	3.81%	4.18%

Mashington Park Bolton Ronda Etowah Holly Ridge Beulaville Mineral Springs Unionville Elroy Bonnets den Mount Holly Charlotte Valley Hill Milton Pinetops Rural Hall Marshar Rear Grass Lasker Gibson port Robersonville Pink Hill Hamlet Brogden Garland Norlina Silver Confectual Ministry on Roxobel Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Princeton Archdale Taylorsville Murphy Siler City Varnamtown Ingold Bayshore Asheville Rich Squar

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.



Hill East Rockingham Garner Madison Hays Charlotte Stanley Dallas Sylva Fairplains Cashiers Du Ediesex Winston-Salem Stantonsburg Mar-Mac Mount Holly Nags Head Intercultural Institute Icard Dobbins Heights Oxford Jamestown Speed Seven Devils Piter for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Novel	12.56%	15.48%	17.38%
Children's Books	12.09%	12.61%	13.34%
Religious (not Bibles)	9.76%	9.41%	9.27%
Cookbooks	8.15%	9.38%	9.9%
Mystery	8.08%	10.12%	11.16%
Romance	6.87%	6.7%	6.78%
Personal/Business	5.66%	6.63%	7.22%
Self-help			
Biography	5.51%	6.59%	7.3%
Mail order	5.28%	5.07%	4.89%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	64.29%	65.98%	67.89%
Gen. Editorial	53.06%	51.74%	51%
Womens	47.03%	45.51%	44.49%
Service	28.01%	30.48%	31.99%
Music	21.98%	18.66%	16.12%
Business/Finance	19.58%	19.99%	20.91%
Mens	18.95%	19.18%	19.57%
Parenthood	15.51%	14.55%	13.52%
Sports	14.03%	14.94%	15.61%

Tephens Columbus Fallston Marion Cashiers High Shoals Pollocksville Landis Barker Ten Mile Albema Saluda Lake Park Stallings Ocracoke Morehead City Fletcher Stover Lakes Hudson Clemmons Askewville Rockingham Wingate Faith Watha Vanceboro Jor Confectual Ministry Garner Rayn Copyright 2011, Intercultural Institute for Contextual Ministry Bethlehem South Rosemary Sylva Maxton Swepsonville

noore

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	44.42%	47.99%	51.19%
Classified	32.57%	31.95%	30.69%
Sport	27.8%	29.58%	31.16%
Movie Listings & Reviews	22.27%	24.46%	25.91%
Editorial Page	22.22%	24.89%	26.92%
Business/Finance	21.51%	25.2%	28.3%
Comics	21.08%	23.06%	24.02%
TV/Radio Listings	20.5%	21.51%	22.43%
Food/Cooking	20.36%	22.5%	23.64%
Fashion	16.01%	15.94%	16.13%
Home/Gardening	15.79%	17.94%	19.81%
Travel	14.86%	17.36%	19.46%
Science/Technology	12.11%	14.63%	16.59%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Urban Contemporary	46.56%	35.7%	28.01%
CHR Contemp Hit Radio	17.29%	18.28%	19%
Jazz	11.28%	9.15%	8.63%
Variety	10.34%	10.1%	10.55%
Adult Contemporary	10.14%	13.08%	14.61%
Gospel	8.76%	6.43%	4.87%
Oldies	8.53%	9.59%	10.37%
Country	7.81%	10.23%	11.86%
All News	6.05%	6.81%	8.26%
News/Talk	5.09%	8.41%	10.61%
Soft Contemporary	4.71%	5.41%	6.04%
Rock	4.62%	6.99%	8.87%
Religious	4.59%	4.92%	5.69%
Alternative	4.51%	7.15%	8.41%
Classic Rock	3.24%	5.57%	7.2%
Hispanic	2.9%	3.89%	4.75%
All Talk	2.89%	3.69%	4.78%
Sports	2.67%	3.56%	4.34%

53

Ronda Elizabeth City Woodlawn Oriental Knightdale Robbins Pinehurst Vander Sedalia Be eskie Wrightsboro Seven Devils Fairview Hemby Bridge Ranlo White Oriental Institute Tat Rock Mount Olive Fuquay-Varina Brices Creek Smithfield Lake Sante for Confextual Ministry S 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 -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV	0-1.5	1.5-3	3-7	MULTIMEDIA: TV		0-1.5
	MILES	MILES	MILES			MILES
ox News Channel	56.63%	58.54%	61.53%	ESPN2		23.96%
oapnet	48.49%	48.87%	50.27%	BET (Black Entertainment		23.85%
other Video-On-Demand	47.38%	44.33%	41.29%	TV)		
atellite Dish	44.11%	44.78%	48.02%	Nick At Nite		22.64%
ubscribe Digital Cable	34.14%	32.17%	31.18%	TCM (Turner Classic		22.48%
ci-Fi Channel	31.19%	32.32%	34.67%	Movies)		
ISNBC	31.02%	30.93%	32.06%	ABC Fam.		22.3%
dult Pay Per View TV	27.86%	27.02%	28.49%	TV Info From Monthly Cable	Э	e 22.15%
Comedy Central	26.12%	30.86%	32.88%	Guide		
V Info From Sunday TV	25.25%	26.09%	28.34%	Hallmark Channel		22.03%
lagazine				TV Info From Other		21.29%
V Info From Newspapers	24.74%	24.86%	25.34%	Lifetime		20.5%
ickelodeon	24.14%	24.72%	26.02%	USA Network		19.71%
				The Golf Channel		19.49%



E (Entertainment TV)

19.46%

19.59%

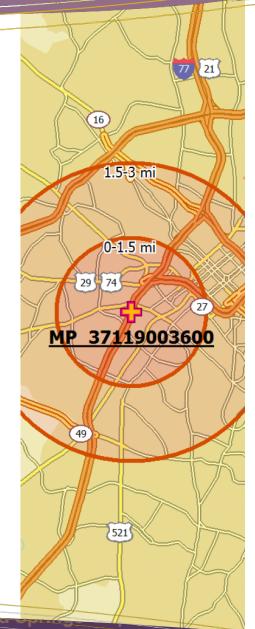
19.29%

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.



Aulberry Kannapolis Shallotte Pilot Mountain Oxford Stanley Arapahoe Kill Devil Hills Eden Havesville Lefest Stokesdale Princeville Hertford Marietta Gorman Fremont Grifter Intercultural Institute Columbia Kelly Robersonville Lowesville Wade Salisbury Mount Giles for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	15%	17.77%	19.57%
Medium Users (4-6)	7.6%	9%	10.05%
Light Users (1-3)	17.8%	18.92%	20.07%
Quintiles (20%)			
Newspaper I (Heavy)	1.12%	1.12%	1.16%
Newspaper II	1.93%	1.92%	1.73%
Newspaper III	2.21%	2.44%	2.51%
Newspaper IV	0.32%	0.32%	0.39%
Newspaper V (Light)	0.91%	0.89%	0.88%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	23.31%	22.14%	21.39%
Magazines II	11.11%	10.59%	9.9%
Magazines III	11.48%	10.74%	10.53%
Magazines IV	14.73%	13.53%	12.95%
Magazines V (Light)	1.14%	0.89%	0.88%
Outdoor I (Heavy)	9.7%	9.52%	9.06%
Outdoor II	5.75%	4.67%	4.11%
Outdoor III	6.27%	5.45%	4.87%
Outdoor IV	16.83%	16.62%	16.43%
Outdoor V (Light)	23.79%	23.87%	23.63%
Yellow Pages I	16.23%	15.28%	15.18%
(Heavy)			
Yellow Pages II	9.15%	8.5%	8.29%
Yellow Pages III	11.7%	9.61%	8.09%
Yellow Pages IV	24.64%	23.7%	23.06%
Yellow Pages V	5.81%	5.15%	4.64%
(Light)			

Lake Junaluska Wilkesboro Dobson Five Points Neuse Forest Fair Bluff South Weldon Marvin Skipper ewland Patterson Springs Shelby Rural Hall Jefferson East Rockingham Intercultural Institute Ahoskie Cape Carteret Stedman Piney Green Tryon Holden Beach for Contextual Ministry for Copyright 2011, Intercultural Institute for Contextual Ministry Bear Grass Washington Park Grover Brogden Cornell

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Radio Drive Time Quntiles			
(fifths / 20%)			
Drive Time I & II (Heavy)	3.13%	3.26%	3.48%
Drive Time III (Medium)	1.18%	1.04%	0.98%
Radio IV & V (Light)	3.26%	3.2%	3.07%
Radio Media Quntiles (fifths	/		
20%)			
Radio I & II (Heavy)	13.13%	11.57%	10.61%
Radio III (Medium)	3.7%	4.17%	4.5%
Radio IV & V (Light)	4.82%	4.44%	4.04%
Cable TV Quntiles (fifths /			
20%)			
Cable I & II (Heavy)	11.68%	13.39%	13.95%
Cable III (Medium)	5.98%	5.73%	5.2%
Cable IV & V (Light)	40.41%	38%	35.63%

Monroe Mocksville Rowland Ellenboro Bayboro Nags Head Belwood Garner Calabash Creedmoor Polkville Saluda Fairview Marvin Surf City Mount Airy Marion High Provide March Bethania Clementer Pilot Mountain Forest City Rockwell McFarlan Marshville Harrells Montercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Falkland Cherryville Shallotte Trent Woods Mount Gile

Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands --0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.25%	11.87%	11.87%
6:00am - 10:00am	17.46%	19.33%	19.35%
10:00am - 3:00pm	18.06%	15.99%	12.03%
3:00pm - 7:00pm	19.05%	17.47%	15.35%
7:00pm - Midnight	12.02%	13.12%	13.65%
Midnight - 6:00am	10.94%	9.76%	7.74%
Weekend Radio			
Listeners			
Dayparts [summary]	15.99%	15.36%	14.32%
6:00am - 10:00am	3.21%	4.18%	4.42%
10:00am-3:00pm	6.46%	7.48%	7.62%
3:00pm - 7:00pm	11.01%	10.16%	7.93%
7:00pm - Midnight	11.57%	10.63%	10.06%
Midnight - 6:00am	17.6%	16.26%	13.86%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.97%	6.9%	7.59%
Saturday:	9.03%	8.74%	8.85%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.16%	9.37%	9.25%
9:00am-1:00pm	22.64%	23%	23.88%
9:00am-4:00pm	26.89%	27.4%	28.1%
4:00pm-7:00pm	29.65%	28.97%	30.55%
11:00pm-1:00am	41.47%	40.21%	40.79%
AVG Prime time	6.51%	5.65%	4.66%
Mon-Sun			

Copyright 2011, Intercultural Institute for Contextual Ministry Context

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-1.5	1.5-3	3-7		TV VIEWERS	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	17.8%	18.96%	18.14%		Sat: 7-10am	Sat: 7-10am 16.86%	Sat: 7-10am 16.86% 18.19%
7-9am	23.96%	25.78%	25.01%		Sat: 10am-1pm	Sat: 10am-1pm 10.83%	Sat: 10am-1pm 10.83% 10.38%
9am-12noon	14.35%	15.71%	18.36%		Sat: 1-4pm	Sat: 1-4pm 22.83%	Sat: 1-4pm 22.83% 23.1%
12noon-4pm	12.54%	11.69%	9.74%		Sat: 4-6pm	Sat: 4-6pm 8.1%	Sat: 4-6pm 8.1% 8.2%
4-6pm	46.2%	47.77%	49.87%		Sat: 6-7pm	Sat: 6-7pm 1.43%	Sat: 6-7pm 1.43% 1.62%
6-7pm	16.5%	16.84%	17.23%		Sat: 7-8pm	Sat: 7-8pm 1.14%	Sat: 7-8pm 1.14% 1.09%
7-7:30pm	1.72%	1.86%	1.97%		Sat: 8-11pm	Sat: 8-11pm 9.03%	Sat: 8-11pm 9.03% 8.74%
7:30-8pm	11.45%	11.27%	10.78%		Sat: 11pm-1am	Sat: 11pm-1am 7.4%	Sat: 11pm-1am 7.4% 6.89%
8-11pm	5.97%	6.9%	7.59%		Sat: 1am-7pm	Sat: 1am-7pm 19.71%	Sat: 1am-7pm 19.71% 21.32%
11pm-12am	31.02%	30.93%	32.06%		Sun: 7-10am	Sun: 7-10am 2.29%	Sun: 7-10am 2.29% 2.27%
11pm-1am	41.47%	40.21%	40.79%		Sun: 10am-1pm	Sun: 10am-1pm 4.53%	Sun: 10am-1pm 4.53% 4.81%
1-6am	31.86%	32.13%	32.95%		Sun: 1-4pm	Sun: 1-4pm 4.48%	Sun: 1-4pm 4.48% 5.09%
					Sun: 4-7pm	Sun: 4-7pm 11.32%	Sun: 4-7pm 11.32% 11.78%
					Sun: 7-11pm	Sun: 7-11pm 9.16%	Sun: 7-11pm 9.16% 9.37%
					Sun: 11pm-1am	Sun: 11pm-1am 6.33%	Sun: 11pm-1am 6.33% 6.15%
					Sun: 1-7am	Sun: 1-7am 19.17%	Sun: 1-7am 19.17% 19.86%

ton Peachland Polkville Maggie Valley Morrisville Welcome Lumberton Franklinton Walnut Creek McA sker Rhodhiss Cramerton Middleburg Morehead City Fearrington Emergines Intercultural Institute Pineville Kannapolis Skippers Corner Millers Creek Taylorsville Lex for Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Summerfield Bolton Burgaw Stantonsburg Wilkesbor 59

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.

e Forest Millers Creek Varnamtown Kure Beach Bayshore Lake Junaluska Sneads Ferry Princeton Clayte withins Marshville Haw River Pantego Autryville McDonald Woodland Intercultural Institute for Contextual Ministry ga Enochville ^{Intercultural Ministry} Sharpsbur 60 ^{Intercultural Ministry} Sharpsbur 60 ^{Intercultural Ministry} Sharpsbur 60

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

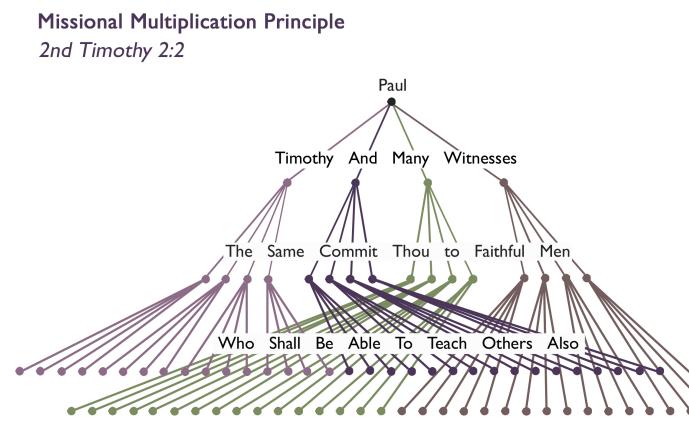
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

am Newland Peachland Navassa Pantego Walkertown Monroe Davidson Mount Holly Butner Kittrell Connelly Springs Jefferson Sandy Creek Magnolia Brices Creek Sherring and Broward Dillsboro Raef Beach Butters Cary Lowell North Wilkesboro Elizabeth City Burlington for Contextual Ministry Confectual Ministry Copyright 2017, Intercultural Institute for Contextual Ministry Copyright 2017, Intercultural Institute for Contextual Ministry

Biblical Missional Multiplication

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

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



Belwood Seagrove Swepsonville Broadway Wilkesboro Ronda Oakboro Cove City Trent Woods Gaste prings Dover Millers Creek Bethania Middlesex Elizabeth City Lowell Intercultural Institute uce Pine Bessemer City Oxford Lincolnton Sandyfield Ellerbe Skipper Contextual Ministry Coopyright 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.



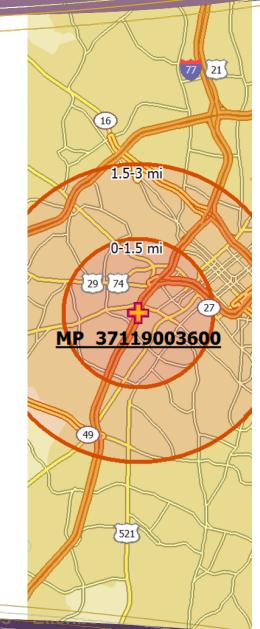
Resman Grantsbore Roxboro Barker Heights Forest Oaks Seven Devils Bethlehem Mount Pleasant P psail Beach Gastonia Elrod Randleman Turkey Wadesboro Bladenboro Intercultural Institute Point Walnut Creek Whispering Pines Ellenboro Ranlo Elizabethtown Mount Pleasant Fountain da Copyright 2011, Intercultural Institute for Contextual Ministry Cooleemee Red Oak Washington Lewiston Woodville 63

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:

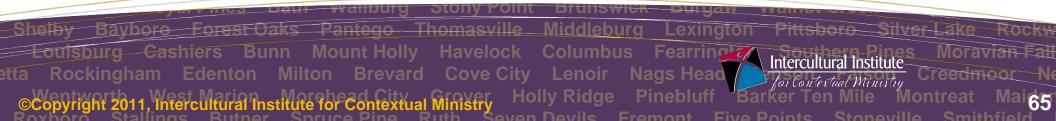
- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org



The Level Pollocksville La Grange Stantonsburg Ayden Sharpsburg Atlantic Beach Neuse Forest Fair Big Oxford Whitakers Nags Head Dundarrach Fairview Indian Beach Harrer Intercultural Institute Seven Devils Littleton Elrod Swepsonville Asheboro Elm City Beer Jor Confertual Ministry h Troy Rhod Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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

			DIOTANOE		
	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Greater Mount Sinai - Charlotte	1243 West Blvd Charlotte, NC 28208	0.12 mi	0	Insufficient Data
2	Greater Galilee Baptist Church	501 W Park Ave Charlotte, NC 28203	0.86 mi	0	Insufficient Data
3	Christian Mission - Charlotte	2400 West Blvd Charlotte, NC 28208	1.38 mi	0	Insufficient Data
4	Victory International	801 Clanton Rd Charlotte, NC 28217	1.40 mi	0	Insufficient Data
5	Asian Indian-Huntersville	328 W Carson Blvd Charlotte, NC 28203	1.41 mi	0	Insufficient Data
6	Tsimmeej - Charlotte	328 W Carson Blvd Charlotte, NC 28203	1.41 mi	0	Insufficient Data
7	Calvary - Charlotte	2200 Ashley Rd Charlotte, NC 28208	1.47 mi	184	Plateauing
8	New Shiloh - Charlotte	2600 Elmin St Charlotte, NC 28208	1.48 mi	0	Insufficient Data
9	Southside - Charlotte	301 Elmhurst Rd Charlotte, NC 28209	1.53 mi	75	Plateauing
10	Iglesia Bautista Principe De Paz - Charlo	301 Elmhurst Rd Charlotte, NC 28209	1.53 mi	0	Insufficient Data
11	Camino De Salvacion	301 Elmhurst Rd Charlotte, NC 28209	1.53 mi	0	Insufficient Data
12	Westview - Charlotte	2604 Midland Ave Charlotte, NC 28208	1.56 mi	19	Declining
13	Pritchard Memorial - Charlotte	1117 South Blvd Charlotte, NC 28203	1.57 mi	390	Plateauing
14	Dilworth - Charlotte	825 McDonald Ave Charlotte, NC 28203	1.78 mi	28	Insufficient Data
15	Watershed - Charlotte	650 E Stonewall St Charlotte, NC 28202	2.03 mi	0	Insufficient Data

Oaks Nashville <u>Elizabethtown Eureka Pembroke Navassa Landis Millers Creek</u> Washington Raeford S ers corner Hildebran Cameron Oak City Ocean Isle Beach Pinetops For <u>Intercultural Institute</u> Locust River B concord Hot Springs Granite Falls Laurel Park Bonnetsville Simpson <u>Intercultural Institute</u> Rocky Mount Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Mount Airy Pineville Five Points Lonesville Osciper

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Charlotte First - Charlotte	301 S Davidson St Charlotte, NC 28202	2.18 mi	1,262	Declining
17	Charlotte First Deaf - Charlotte	301 S Davidson St Charlotte, NC 28202	2.18 mi	28	Insufficient Data
18	All Nations - Charlotte	301 S Davidson St Charlotte, NC 28202	2.18 mi	0	Insufficient Data
19	The Impact	345 North College Street 315 Charlotte, NC 28202	2.33 mi	0	Insufficient Data
20	Woodlawn - Charlotte	4622 Nations Crossing Rd Charlotte, NC 28217	2.49 mi	137	Insufficient Data
21	Laotian Mission - Belmont	4307 Eddleman St Charlotte, NC 28208	2.57 mi	0	Insufficient Data
22	Second Calvary - Charlotte	114 Nelson Ave Charlotte, NC 28216	2.84 mi	0	Insufficient Data
23	Hoskins Avenue - Charlotte	101 S Hoskins Rd Charlotte, NC 28208	3.30 mi	0	Insufficient Data
24	New Dimensions Christian Fellowship - Cha	714 K Montana Drive Charlotte, NC 28216	3.45 mi	0	Insufficient Data
25	United Missionary - Charlotte	1115 Hawthorne Ln Charlotte, NC 28205	3.51 mi	0	Insufficient Data
26	Saint Paul - Charlotte	1401 Allen St Charlotte, NC 28205	3.55 mi	0	Insufficient Data
27	Nations Ford Community - Charlotte	5901 Nations Ford Rd Charlotte, NC 28217	3.57 mi	1,650	Growing
28	Mulberry - Charlotte	6450 Tuckaseegee Rd Charlotte, NC 28214	3.62 mi	511	Growing
29	Green Memorial - Charlotte	1324 The Plaza Charlotte, NC 28205	3.84 mi	0	Growing
30	Durham Memorial - Charlotte	1601 Toddville Rd Charlotte, NC 28214	3.95 mi	250	Declining

Hertford Bolton Grantsboro Newland Glen Alpine Fayetteville Duck East Laurinburg Raemon Coats St. James Roanoke Rapids Mount Gilead Mount Holly Jefferson Beularing Intercultural Institute fillers Creek River Road Greenevers White Oak Granite Quarry Alamance for Confextual Ministry Confextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Greater Fellowship - Charlotte	2300 McClintock Rd Charlotte, NC 28205	4.04 mi	0	Insufficient Data
32	Wedgewood - Charlotte	4800 Wedgewood Dr Charlotte, NC 28210	4.05 mi	0	Insufficient Data
33	Montagnard Christian	824 Wainwright Ave Charlotte, NC 28206	4.14 mi	0	Insufficient Data
34	Antioch - Charlotte	232 Skyland Ave Charlotte, NC 28205	4.24 mi	0	Insufficient Data
35	Kilborne - Charlotte	1716 Chatham Ave Charlotte, NC 28205	4.35 mi	0	Insufficient Data
36	Mount Carmel - Charlotte	7237 Tuckaseegee Rd Charlotte, NC 28214	4.42 mi	0	Insufficient Data
37	Midwood - Charlotte	2029 Mecklenburg Ave Charlotte, NC 28205	4.45 mi	92	Growing
38	Southview - Charlotte	100 Ann Marie Dr Charlotte, NC 28217	4.84 mi	42	Plateauing
39	Plaza - Charlotte	3321 The Plaza Charlotte, NC 28205	4.94 mi	99	Insufficient Data
40	Rehabath Eritrean Church	1451 Briar Creek Rd Charlotte, NC 28205	4.99 mi	0	Insufficient Data
41	Iglesia Bautista Luz Y Vida - Charlotte	1451 Briar Creek Rd Charlotte, NC 28205	4.99 mi	0	Insufficient Data
42	Briar Creek Road - Charlotte	1451 Briar Creek Rd Charlotte, NC 28205	4.99 mi	0	Insufficient Data
43	Emmanuel - Charlotte	600 Peachtree Rd Charlotte, NC 28216	5.12 mi	72	Declining
44	Statesville Road - Charlotte	4901 Statesville Rd Charlotte, NC 28269	5.31 mi	122	Plateauing
45	Thrift - Charlotte	8415 Moores Chapel Rd Charlotte, NC 28214	5.48 mi	119	Plateauing

Copyright 2011, Intercultural Institute for 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.

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

