MissionSite top unreached locations

wmills Eden Weaverville North Wilkesbore Washing, NC

Iroy Waco River Bend Moravian Falls Hudson CENSUS TRACT: 37165010300 nd Lake Multiply and Gibson Oakboro Barker Heig REGION: Region 6: Central Piedmont Zebulon Grover Micro Atkinson SITESCAPE: Townscape In partnership with the: **Peachland Brevard Brunswick** Intercultural Institute alia Rhodhiss Webster for Contextual Ministrypahaw Bent Kure Beach Harrells Dallas

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MissionSite (TM) Table of Contents

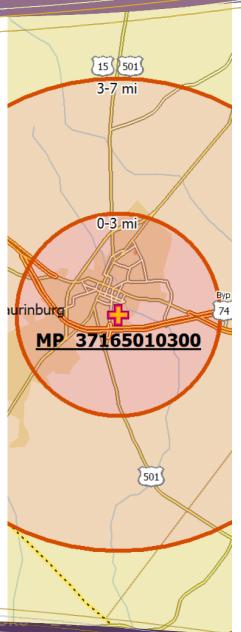
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Site Location Summary

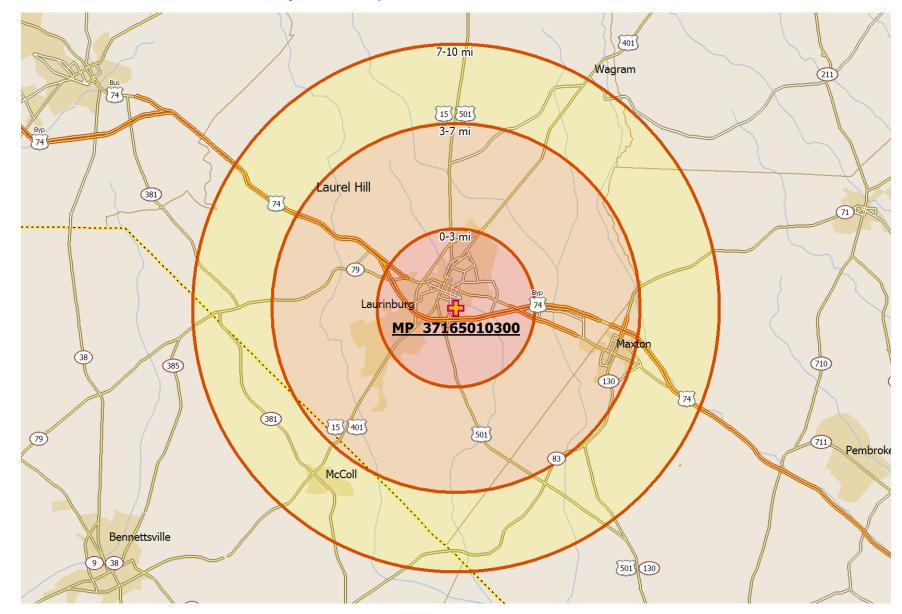
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	3706	Region 6: Central Piedmont
3	County Location	37165	Scotland
4	Zipcode	28352	Scotland
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	К	50000-50000-50000



Graham Walstonburg Spruce Pine McAdenville Greenevers Faith Watha Silver City Elk Park White F Robersonville Winterville Pleasant Garden Kelly Hightsville Ansonville Intercultural Institute oleemee Elrod Indian Trail Fair Bluff Clinton Carthage Pumpkin Center for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Wendell Valley Hill Clinton Haw River Polkton Fairplains Madison Mountain View Rutherfordton Cast Southern Pines Reidsville Dover Bunn Spring Hope Norwood Parkton ochville Spruce Pine Alamance Nags Head Selma West Jefferson Pine Intercultural Institute Cortextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Severn Eletcher Lenoir Mayodan Parmele Black Mon

Site Location Summary - Urbanicity

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

RURAL / URBAN	CODE	EXPLANATION
Metro or Non-Metro	0	Non-Metro
Urban Influence	5	Micropolitan area adjacent to a small metro area
Rural / Urban Continuum	6	
NCHS Rural Urban	5	Micropolitan - counties in a micropolitan statistical area
Codes		
NCES Urban Centric	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or
Locale Codes		equal to 35 miles from an urbanized area.
IICM RUCA Values Index	79	Micropolitan core commuting: No additional code
ERS RUCA Commuting	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large
Value		urban cluster)
Percent Commuting to	3	Percent commuting from non metro to metro areas
Metro		
	Metro or Non-Metro Urban Influence Rural / Urban Continuum NCHS Rural Urban Codes NCES Urban Centric Locale Codes IICM RUCA Values Index ERS RUCA Commuting Value Percent Commuting to	Metro or Non-Metro0Urban Influence5Rural / Urban Continuum6NCHS Rural Urban5Codes32NCES Urban Centric32Locale Codes79IICM RUCA Values Index79ERS RUCA Commuting4Value33

ker Ten Mile Mars Hill Gibsonville Edenton St. Stephens Roseboro Castalia Rhodhiss Burnsville Roles Locust Benson Fountain Durham Moravian Falls Castle Hayne Boling Intercultural Institute Intercultural Institute To Confectual Ministry Half Moon Drexel Stallings Rockingham Stanley 50 Copyright 2011, Intercultural Institute for Contextual Ministry Clayton Grantsboro Brides Creek McAdenville Wake For

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	13,368	17,019	15,062
2010 Households	5,028	6,255	5,303
2010 Group Quarters Population	1,541	323	150

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	24	23	23
Language Diversity National Index	9	11	12
Foreign Born Diversity National Index	55	95	44
Ancestry Diversity National Index	14	13	2
Racial Diversity National Index	74	76	87

City Pine Level Fair Bluff Lincolnton Lake Park Seven Springs Watha Proctorville Bakersville Lilling Hickory Tobaccoville Mayodan Trenton New Bern Macon Peach Intercultural Institute AARS Chadbourn Creedmoor Speed Fairview Clemmons Morrisville Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Wentworth North Topsail Beach Hobgood Jackson Southern Sho

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	1	True
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

St. Pauls Proctorville Lincolnton Stanley Stony Point North Wilkesboro Halifax Enochville Gibson intercultural Institute Cape Carteret Como High Shoals Four Oaks Intercultural Institute Linden Polloci ocksville Clinton Keener Caswell Beach Cullowhee West Canton Robb for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	628	12.49%
Mainstay Communities	Established, Diverse Households	245	4.87%
Working Communities	Blue-collar, Working Families	262	5.21%
Country Communities	Rural, Agri. & Mining Families	186	3.7%
Aspiring Communities	Young Singles / Aspiring-Multihousing	899	17.88%
Urban Communities	High Density, Inner-city Neighborhoods	2,806	55.81%

nd Moravian Falls Andrews Greenevers Liberty Wagram Pittsboro Valley Hill Enfield Belhaven Sparts Cashiers Landis Roseboro Ansonville Elrod Robbins Burnsville Intercultural Institute Lansing Magnolia Cedar Rock Apex Midland Bethania Salisbury Lak for Confectual 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.

Fletcher Falkland Stoneville Northwest McDonald Troutman Maysville Angier Rich Square Matthews emarle Neuse Forest Lewisville Nashville Enfield Aulander Toast Wilser Ashebere Pineville Bailey mee Peachland Varnamtown Bethania Belmont Oakboro Bermuda Run Klipton Chine Lake Santeetlah

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	9,128	3,483	38.16%
Unreached %	67.54%	69.28%	102.57
Religious But NOT Evangelical HH	3,021	1,264	41.84%
Religious But NOT Evangelical %	22.35%	25.14%	112.46
Spiritual But NOT Relig or Evang HH	865	236	27.31%
Spiritual But NOT Relig or Evang %	6.4%	4.7%	73.41
Not Evangelical, Not Interested HH	5,473	2,124	38.81%
Not Evangelical, Not Interested %	40.5%	42.25%	104.33



Ford Waxhaw Hendersonville Lowell Oxford Kelford Keener Marshall Murfreesbore Sugar Mountain a Winfail Robbinsville Watha Lillington Mebane Seven Lakes Bear Grass Intercultural Institute Tabor City Neuse Forest Roseboro Askewville Liberty Fayetteville View of Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCNC Churches	15	8	53.33%
Active BCNC Attenders	1,380	442	32.03%
Active Evangelical Households	2,200	774	35.16%
Active Evangelical Percent	16.28%	15.39%	94.52
Inactive Evangelical Households	2,187	769	35.18%
Inactive Evangelical Percent	16.18%	15.30%	94.56
# New Churches Needed	0	0	0%





Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	New Hope	0.43 mi	0	Insufficient Data	16	Union Light - Maxton	7.85 mi	71	Declining
2	Laurinburg First - Laurinburg	0.59 mi	165	Growing	17	Salem Missionary - Maxton	8.11 mi	0	Insufficient Data
3	Sandhills Community - Laurel Hill	0.62 mi	73	Insufficient Data	18	Skyway - Maxton	8.11 mi	10	Growing
4	South Laurinburg - Laurinburg	0.79 mi	30	Growing	19	Faith Community - Maxton	8.11 mi	28	Plateauing
5	East Laurinburg Hispanic	0.84 mi	0	Insufficient Data	20	Living Water - Maxton	8.11 mi	43	Growing
6	Grace	0.94 mi	0	Insufficient Data	21	Gibson - Gibson	8.26 mi	29	Declining
7	East Laurinburg - Laurinburg	1.20 mi	118	Declining	22	Leitch Creek - Maxton	8.76 mi	41	Growing
8	North Laurinburg - Laurinburg	1.83 mi	56	Plateauing	23	Spring Hill - Wagram	9.67 mi	54	Plateauing
9	Stewartsville - Laurinburg	3.64 mi	437	Declining	24	Sandhill Community - Red Springs	10.51 mi	59	Plateauing
10	Gray Pond - Laurinburg	3.69 mi	105	Plateauing	25	Mount Moriah - Laurinburg	12.24 mi	14	Plateauing
11	Laurel Hill - Laurel Hill	6.04 mi	183	Declining	26	Baker's Chapel - Maxton	12.78 mi	185	Plateauing
12	Calvary - Maxton	6.18 mi	0	Insufficient Data	27	Marston - Marston	13.62 mi	30	Declining
13	Maxton First - Maxton	6.35 mi	36	Growing	28	Willard's Chapel - Rowland	13.83 mi	0	Insufficient Data
14	Shady Grove - Maxton	7.56 mi	0	Insufficient Data	29	Oak Ridge - Hamlet	14.43 mi	21	Plateauing
15	Oak Grove - Laurinburg	7.78 mi	60	Growing	30	Turnpike - Wagram	14.48 mi	100	Growing

Pinehurst Broadway Goldsboro Mesic Lenoir Brevard Atkinson Windsor Mount Holly South Hender Bakersville Holden Beach Valdese Dallas Hickory Harrellsville Clarge Intercultural Institute I Beach Southport Crossnore Kings Grant Southern Pines Matthews for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Spirituality Indicators

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

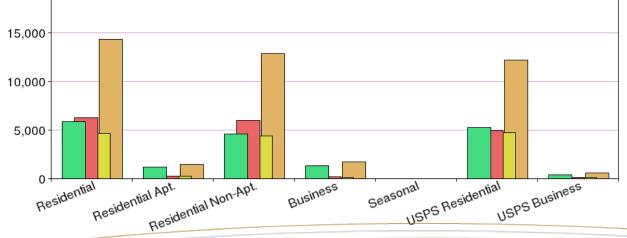
Issues for Your Consideration

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



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

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	33,754	15,444	45.75%	1990 Households	11,838	5,616	47.44%
2000 Population	35,998	14,640	40.67%	2000 Households	13,399	5,687	42.44%
2010 Population	36,224	13,368	36.9%	2010 Households	13,515	5,028	37.2%
			n this MissionSite 7-10mi Band 🛛 🔲 Cou		Location Ty	ре	0-3mi Band
🔲 0-3mi Banc	inty	Residential		5,839			
20,000					Residential A	Apt.	1,212

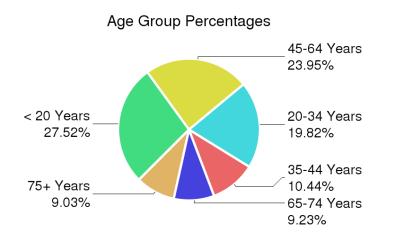


Location Type	0-3mi Band
Residential	5,839
Residential Apt.	1,212
Residential Non-Apt.	4,627
Business	1,340
Seasonal	0
USPS Residential	5,239
USPS Business	409

Veys Corner Kernersville Columbus Summerfield Sea Breeze Newton Ellenboro Falkland Dover Plymos Fing Rennert Richlands Piney Green Hobgood Winston-Salem Wake Market Structural Institute Glen Alpine Newton Grove Boone Severn Garland Hamlet Black Moved Josef Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

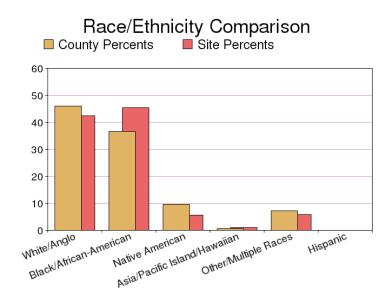


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.36%	6.41%	100.79
4-5 Years	2.8%	2.38%	85
6-8 Years	4.03%	3.41%	84.62
9-11 Years	4%	3.36%	84
12-13 Years	2.68%	2.29%	85.45
14-17 Years	5.73%	5.77%	100.7
18-19 Years	2.95%	3.89%	131.86
0-5 Years	9.17%	8.79%	95.86
6-12 Years	9.38%	7.93%	84.54
13-19 Years	10.02%	10.79%	107.68
< 20 Years	28.57%	27.51%	96.29
20-34 Years	19.02%	19.82%	104.21
35-44 Years	12.15%	10.44%	85.93
45-64 Years	26.46%	23.95%	90.51
65-74 Years	7.87%	9.23%	117.28
75+ Years	5.93%	9.03%	152.28
Median Age	37	39	105.16
Median Age (Male)	34	34	101.62
Median Age (Female)	40	43	107.42



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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	45.92%	42.32%	92.17
Black, African-American	36.52%	45.35%	124.18
Native American	9.67%	5.52%	57.09
Asian	0.59%	0.95%	161.57
Pacific Island, Hawaiian	0.02%	0.02%	116.13
Other/Multiple Races	7.28%	5.82%	79.98
Hispanic	0%	1.51%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	23,242	8,457	

· · · · · ·			
Total Adults over age 25 years.	23,242	8,457	
Less than 9th Grade	9.14%	10.45%	87.47
No High School Diploma	12.7%	13.93%	91.18
High School Graduate	36.29%	32.75%	110.8
Some College, no degree	18.31%	17.62%	103.93
Associate Degree	8.91%	8.74%	101.92
College Degree	10.11%	10.65%	94.9
Graduate/Prof. degree	4.53%	5.85%	77.48

Pinetops Raemon Harkers Island Jamesville Locust Macclesfield Warsaw Franklinville Wrightsville B Warma Brookford Gastonia Garysburg Andrews Taylorsville Ellenboro Intercultural Institute Forest Concord Ruth Trent Woods Light Oak Washington New Londo Garie Canite Falls Liberty Wesle Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	16.46%	21.3%	140.98
\$10,000 to \$19,999	16.22%	19.59%	120.79
\$20,000 to \$29,999	15.37%	15.1%	98.23
\$30,000 to \$49,999	20.29%	19.23%	94.79
\$50,000 to \$59,999	6.76%	4.71%	69.7
\$60,000 to \$69,999	5.62%	4.08%	72.5
\$70,000 to \$79,999	4.03%	2.96%	73.49
\$80,000 to \$89,999	2.83%	2.19%	77.2
\$90,000 to \$99,999	1.92%	1.73%	90.29
\$100,000 to \$124,999	6.47%	5.21%	80.58
\$125,000 to \$149,999	2.63%	2.31%	87.58
\$150,000 to \$199,999	0.95%	0.99%	104.18
\$200,000 to \$249,999	0.15%	0.22%	147.84
\$250,000 or more	0.3%	0.36%	120.96
Median Household	31,529	29,246	92.76
Average Household	42,985	39,016	90.77
Per Capita Household	16,850	14,915	88.52
Family/Non-Family Household			
Income			
Median Family Income	39,314	38,852	98.82
Average Family Income	50,463	47,934	94.99
Median Non-Family Income	18,986	17,427	91.79
Average Non-Family Income	26,485	23,433	88.48

Cashiers Chadbourn Mar-Mac Kings Mountain Montreat Shelby Bunn Morganton Belmont New Long Halifax Brookford Catawba Casar Webster Rutherfordton Pine Knoll in Intercultural Institute esville Creswell Atkinson Leggett Neuse Forest Winston-Salem Mount for Confectual Ministry for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Webber Carland Selma Peletier Spindale Ramseur Gill

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	68.81%	63.15%	91.77
Families with Children	38.35%	34.98%	91.22
Families without Children	30.46%	28.16%	92.45
Non-Family Households			
% Non-Family Households	31.19%	36.85%	118.17
Non-Families with Children	0	0	0
Non-Families without Children	31.19	36.85	118.17
Housing Units			Index
Total Housing Units	15,416	5,715	
Vacant percent	12.33%	12.02%	97.48
Owned percent	58.69%	44.34%	75.55%
Rented Percent	28.98%	43.62%	150.51
Households by Size			Index
Avg household size	2.53	2.35	92.89
Avg family hh size	3.20	3.08	96.25
Avg non-family hh size	1.07	1.11	103.74
Households By Count of Persons			Percent
One	3,910	1,716	43.89%
Two	3,919	1,465	37.38%
Three or Four	4,325	1,425	32.95%
Five+	1,361	421	30.93%

Summerfield Turkey Forest Oaks Coolectnee Grantsboro Pinehurst Sneads Ferry Centerville Ossipee Re Fairview Lenoir Myrtle Grove Parmele Harrellsville Woodfin Red <u>Intercultural Institute</u> St. James Stovall Richlands Peachland Fremont Walnut Creek Rose for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

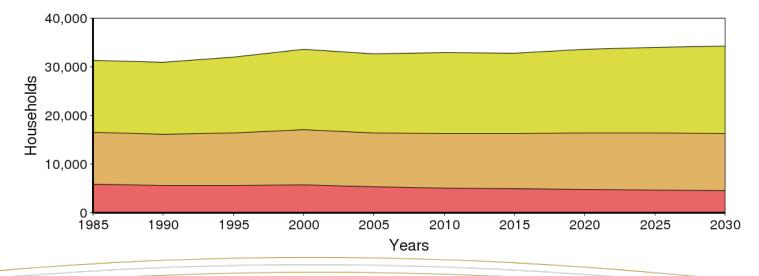
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	33,754	15,444	45.75%
2000 Population	35,998	14,640	40.67%
2010 Population	36,224	13,368	36.9%
2015 Population	35,889	12,838	35.77%

Household Change from 1985 to 2030

📕 0-3mi Ring 👘 🔲 0-7mi Ring

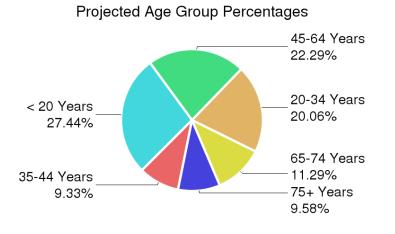
📃 0-10mi Ring



Fairview Hickory Bald Head Island Hillsborough Lasker Kinston Ronda Love Valley Randleman G The Elk Autryville Asheville Faith Littleton Saratoga La Grange States Intercultural Institute The Peachland Pollocksville Graham Fairplains Mint Hill Valley Hill for Confextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Murphy Sylva Sandy Creek Maggie Valley Jackson

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

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

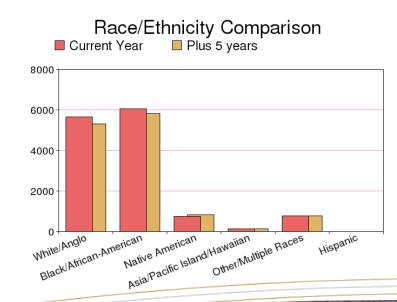


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.41%	7.39%	115.29
4-5 Years	2.38%	2.67%	112.18
6-8 Years	3.41%	3.65%	107.04
9-11 Years	3.36%	3.51%	104.46
12-13 Years	2.29%	2.22%	96.94
14-17 Years	5.77%	4.97%	86.14
18-19 Years	3.89%	3.04%	78.15
0-5 Years	8.79%	10.06%	114.45
6-12 Years	7.93%	8.29%	104.54
13-19 Years	10.79%	9.09%	84.24
< 20 Years	27.51%	27.44%	99.75
20-34 Years	19.82%	20.06%	101.21
35-44 Years	10.44%	9.33%	89.37
45-64 Years	23.95%	22.29%	93.07
65-74 Years	9.23%	11.29%	122.32
75+ Years	9.03%	9.58%	106.09
Median Age	37	38	103.13
Median Age (Male)	34	33	98.47
Median Age (Female)	40	43	108.12

Sbore Robersonville Northwest Raynham Sneads Ferry Rockingham Momeyer Salemburg Oakbore Ga E East Bend Stanley Alamance Etowah Rural Hall Cullowhee Seagrove <u>Intercultural Institute</u> Pine Knotl Sho mmons Wrightsboro Danbury Rowland Castle Hayne River Road Lowe *Intercultural Institute* Pine Knotl Sho liceCopyright 2011, Intercultural Institute for Contextual Ministry Difference Stanley Reserves McEarlan Norman Cofield Taylorsville Ker

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	42.32%	41.27%	97.5
Black, African-American	45.35%	45.31%	99.9
Native American	5.52%	6.42%	116.26
Asian	0.95%	0.99%	104.13
Pacific Island, Hawaiian	0.02%	0.04%	173.55
Other/Multiple Races	5.82%	5.97%	102.66
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	8,457	8,194	
Less than 9th Grade	10.45%	10%	95.62
No High School Diploma	13.93%	11.35%	81.48
High School Graduate	32.75%	35.65%	108.84
Some College, no degree	17.62%	16.94%	96.14
Associate Degree	8.74%	10.29%	117.73
College Degree	10.65%	10.48%	98.4
Graduate/Prof. degree	5.85%	5.3%	90.49

Lington West Marion Bridgeton Whiteville Ayden Simpson Butters Stokesdale Wallace Trey Davidson Pleasant Hill Conway Franklin Lake Lure Kenansville Mulberry Rosevent Intercultural Institute Head Island East Spencer Royal Pines Arapahoe Gaston Richfield Tho for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	21.3%	20.67%	97.03
\$10,000 to \$19,999	19.59%	19.91%	101.66
\$20,000 to \$29,999	15.1%	14.89%	98.64
\$30,000 to \$49,999	19.23%	18.86%	98.05
\$50,000 to \$59,999	4.71%	4.27%	90.63
\$60,000 to \$69,999	4.08%	4.03%	98.79
\$70,000 to \$79,999	2.96%	2.75%	94.04
\$80,000 to \$89,999	2.19%	2.12%	98.56
\$90,000 to \$99,999	1.73%	1.77%	102.28
\$100,000 to \$249,999	5.21%	6.45%	123.75
\$125,000 to \$149,999	2.31%	2.64%	114.62
\$150,000 to \$199,999	0.99%	1.16%	116.6
\$200,000 to \$249,999	0.22%	0.22%	102.28
\$250,000 or more	0.36%	0.33%	90.91
Median Household	29,246	30,559	104.49
Average Household	39,016	38,685	99.15
Per Capita Household	14,915	15,074	101.07
Family/Non-Family Household			
Income			
Median Family Income	38,852	40,116	103.25
Average Family Income	47,934	47,083	98.22
Median Non-Family Income	17,427	18,310	105.07
Average Non-Family Income	23,433	24,279	103.61

Convertor Lumber Bridge Stonewall Rocky Mount Madison Holly Springs Ingold Badin Lowell Matthew Helena Kittrell Gatesville East Flat Rock Weddington Waco Bryson City Intercultural Institute Devils Star Cullowhee Spiveys Corner Whispering Pines Marshville Brogden Linde Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Bade Star House Banner Elk, Zebulon, High Point, Eureka

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	63.15%	61.45%	97.32
Families with Children	34.98	34.58	98.85
Families without Children	28.16	25.67	91.15
Non-Family Households			
% Non-Family Households	36.85%	38.55%	104.6
Non-Families with Children	0	0	104.6
Non-Families without	36.85	38.55	104.6
Children			
Housing Units			
Total Housing Units	5,715	5,582	97.67%
Vacant percent	12.02%	11.95%	99.4
Owned percent	44.34%	44.18%	99.64
Rented Percent	43.62%	43.89%	100.62
Households by Size			
Avg household size	2.35	2.32	98.72%
Avg family hh size	3.08	3.09	100.32%
Avg non-family hh size	1.11	1.08	97.3%
Households By Count of			
Persons			
One	1,716	1,769	103.09%
Тwo	1,465	1,372	93.65%
Three or Four	1,425	1,370	96.14%
Five+	421	404	95.96%

Old Fort White Oak Watha Cashiers Mebane Wingate Shallotte Unionville Delway Lake Junaluska Milton Four Oaks Badin Ocean Isle Beach Marion Sea Breeze Brung Intercultural Institute wport Barker Ten Mile Seagrove Selma Winterville Burgaw Greenevers for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Foreign Born Pop	252	149	188	Eastern Africa	0	10	0
Northern Europe	84	17	7	Middle Africa	0	0	0
Western Europe	6	15	8	Northern Africa	0	0	0
Southern Europe	4	3	0	Southern Africa	0	0	0
Eastern Europe	0	0	4	Western Africa	12	10	20
Other Europe	11	7	0	Other Africa	0	0	2
Eastern Asia	14	4	20	Oceania	0	0	0
So. Central Asia	25	11	16	Caribbean	40	9	18
SE Asia	26	17	24	Central Amer.	5	28	59
Western Asia	0	0	0	South America	6	3	0
Other Asia	0	0	0	North America	19	15	10
				Born at sea	0	0	0



Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	12,791	13,209	14,296	Other Indo-Euro	0		2
Spanish	249	228	338	Asian/PI languages	0	0	0
Other Indo-Euro	43	155	156	Chinese	14	3	0
	43	155	150	Japanese	0	0	10
language French (incl. Patois,	10	35	65	Korean	0	0	10
•	10	30	05	Mon-Khmer,	0	0	0
Cajun) French Creole	0	2	1	Cambodian	0	0	0
Italian	0	2 8	3	Miao, Hmong	0	0	0
	0	0	0	Thai	0		0
Portuguese	-	-	-			0	-
German	11	51	16	Laotian	0	0	24
Yiddish	0	1	1	Vietnamese	0	2	6
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	0	7	6	Tagalog	27	2	6
Language				Other Pacific Is	0	0	0
Greek	10	13	4	Other languages	19	26	3
Russian	0	0	0	Navajo	0	0	3
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	15	Hungarian	0	0	0
Armenian	0	0	0	Arabic	7	18	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	12	30	18	African languages	12	8	0
Hindi	0	7	6	Other unspecified	0	0	0
Urdu	0	0	19	•			

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Aarietta Rockwell Burgaw Fairview Holly Ridge Raynham Seven Lakes Cameron River Road Washingto Ogden Spindale Drexel Ansonville Minnesott Beach Henderson Kurg Intercultural Institute Biltmore Forest Five Points Royal Pines Jonesville Etowah Unionvive Forest Five Points Royal Pines Jonesville Forest Forest Five Points Royal Pines Jonesville Etowah Unionvive Forest Fore

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	10,951	10,641	11,135	Irish	Irish 330	Irish 330 360
Arab	42	9	5	Italian	Italian 182	Italian 182 87
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	0	0	Norwegian	Norwegian 24	Norwegian 24 16
British	33	12	0	Polish	Polish 47	Polish 47 34
Canadian	14	19	7	Portuguese	Portuguese 25	Portuguese 25 18
Croatian	0	6	4	Romanian	Romanian 0	Romanian 0 1
Czech	0	9	10	Russian	Russian 29	Russian 29 21
Czechoslovak	14	12	0	Scandinavian	Scandinavian 3	Scandinavian 3 3
Danish	0	0	0	Scotch-Irish	Scotch-Irish 574	Scotch-Irish 574 815
Dutch	47	30	5	Scottish	Scottish 396	Scottish 396 442
English	558	566	430	Slovak	Slovak 0	Slovak 0 0
European	78	62	30	Subsaharan African	Subsaharan African 124	Subsaharan African 124 22
Finnish	0	1	1	Swedish	Swedish 24	Swedish 24 44
French (not Basque)	128	98	34	Swiss	Swiss 0	Swiss 0 1
French Canadian	6	5	10	Ukrainian	Ukrainian 3	Ukrainian 3 3
German	362	591	250	US/American	US/American 1,224	US/American 1,224 1,468
Greek	6	5	0	Welsh	Welsh 17	Welsh 17 17
Hungarian	9	3	2	West Indian	West Indian 18	West Indian 18 9
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 6,634	Other 6,634 5,852

Ansonville <u>Chimney Rock Village</u> <u>Cedar Rock</u> JAARS <u>Wilson's Mills</u> <u>Lake Norman of Catawba</u> <u>Cajah's</u> Salisbury Ranlo Hemby Bridge Norwood Enfield Rocky Mount Eden <u>Intercultural Institute</u> Winton Kenly Greenville Cullowhee Swepsonville Toast Edenton <u>Copyright 2011, Intercultural Institute for Contextual Ministry</u> Grover Davidson Yadkinville Hickory Youngsville <u>27</u>

Souther

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?

ntworth Newland Hayesville Red Oak Ocracoke West Jefferson Holden Beach Sins Sawnills Franklink Southport Walstonburg Ronda Faison Burgaw Fayetteville Rose <u>Intercultural Institute</u> or Trenton Tryon Bald Head Island Stantonsburg Pantego Creedmoor Jor Contextual Ministry at Copyright 2011, Intercultural Institute for Contextual Ministry Forest Oaks Lattimore Codwin Alliance Maxton Flat

Using the Demographic Indicators

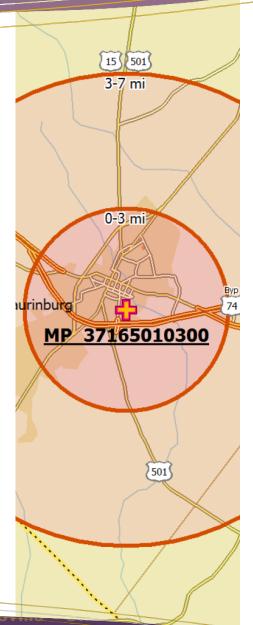
Issues for Your Consideration - continued

- 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?

vin Castle Havne Wrightsville Beach Vandemere Aulander Broadway Lewisville Plain View Valdese Ha Rhodhiss South Rosemary Godwin St. Pauls Asheboro East Flat Reversitie Intercultural Institute Can Isle Beach Fuquay-Varina Elizabethtown Mills River La Grange Cata for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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.



Stanley Raynham Wilkesboro Cary Thomasville McDonald Concord Chadbourn Lincolnton Cooleenee Duck Trent Woods Charlotte Kinston Vanceboro Sunset Beach Seagrand Intercultural Institute oro West Jefferson Fuquay-Varina Westport Elon Whitsett Montreat Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,028	100%	3,485	100%
AFFLUENT SUBURBIA	220	4.38%	166	4.76%
America's Wealthiest	120	2.39%	96	2.75%
Dream Weavers	34	0.68%	24	0.69%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	66	1.31%	46	1.32%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	408	8.11%	274	7.86%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	1	0.02%	1	0.03%
Urban Commuter Fam.	407	8.09%	273	7.83%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	130	2.59%	87	2.5%
Successful Urban Sprawl	36	0.72%	0	0%
2nd City Homebodies	60	1.19%	26	0.75%
Prime Middle America	0	0%	39	1.12%
Urban Optimists	34	0.68%	0	0%
Family Convenience	0	0%	22	0.63%
Mid-Market Enterprise	0	0%	0	0%

South Rosemary Marshville Como Salisbury Kelford Windsor Stovall Pikeville Four Oaks Kitty Hawk the White Oak Mebane Micro Belville Mountain Home Carrboro Waxhay Hone Mills Salem River Roa cean Isle Beach River Bend Cleveland Lillington Mar-Mac Linden Aula for Contextual Ministry a Copyright 2011, Intercultural Institute for Contextual Ministry asar South Weldon Kernersville Cerro Gordo Renner 31

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,028	100%	3,485	100%
BLUE COLLAR BACKBONE	118	2.35%	78	2.24%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	28	0.56%	17	0.49%
Lower Income Essentials	47	0.93%	32	0.92%
Small Town Endeavors	43	0.86%	29	0.83%
AMER. DIVERSITY	115	2.29%	83	2.38%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	7	0.14%	5	0.14%
Professional Urbanites	107	2.13%	77	2.21%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	1	0.02%	1	0.03%
METRO FRINGE	144	2.86%	99	2.84%
Steadfast Conservative	53	1.05%	36	1.03%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	19	0.38%	13	0.37%
Urban Grit	0	0%	0	0%
Grass-Roots Living	72	1.43%	50	1.43%

Ansonville Clayton Macclesticid Ahoskie Lawndale Laurel Park Mebane Brunswick Frenklinton Silve East Laurinburg Stem Washington Park Biltmore Forest Enfield Sunser Intercultural Institute New Bern North Wilkesboro Bowmore Woodlawn Lucama Norman Forest Forest Forest Beaufort Bell Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Harver Harver

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

REMOTE AMERICA210.42%11Hardy Rural Fam.00%0	100% 0.32% 0%
Hardy Rural Fam. 0 0% 0	
,	∩0/
Rural Southern Living120.24%7	U70
	0.2%
Coal & Crops 0 0% 0	0%
Native America90.18%4	0.11%
ASPIRING CONTEMP'S 899 17.88% 672	19.28%
Young Cosmopolitans 146 2.9% 114	3.27%
Minority Metro Communities 730 14.52% 541	15.52%
Stable Careers230.46%17	0.49%
Aspiring Hispania 0 0% 0	0%
RURAL VILLAGES & FARMS 165 3.28% 100 3.28%	2.87%
Aspiring Hispania 0 0% 0	0%
Industrious Country Living 0 0% 0	0%
America's Farmland1212.41%0	0%
Comfy Country Living440.88%74	2.12%
Small Town Connections00%26	0.75%
Hinterland Fam. 0 0% 0	0%

Southern Pines Silver Lake Ahoskie Northlakes Lewiston Woodville McLeansville Lucama Harrellsville Hatthews Hot Springs Leland Mount Olive Tarboro Spencer Mountain (Intercultural Institute) 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 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,028	100%	3,485	100%
STRUGGLING SOCIETIES	2,572	51.15%	1,747	50.13%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	2,522	50.16%	1,710	49.07%
College Town Communities	0	0%	0	0%
New Beginnings	50	0.99%	37	1.06%
URBAN ESSENCE	234	4.65%	168	4.82%
Unattached Multicultures	45	0.89%	31	0.89%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	91	1.81%	64	1.84%
Urban Diversity	0	0%	0	0%
New Generation Activists	29	0.58%	20	0.57%
Getting By	69	1.37%	53	1.52%
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%

on Zebulon Debson Concord China Grove Columbus Sugar Mountain Horne Maxton Field Pleasant Garden Mount Horne Seven Devils Catawba Bald Head Island Altamahaw McFarlan Besser City Spring Lake Marshall Maiden Gibson Falcon Fairfield Harbour Harkers Island Icard Whisp Confectual Ministry Creek Mount O Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Creek Mount O But Device First Contextual Ministry Creek Mount O Copyright 2011, Intercultural Institute for Contextual Ministry Creek Mount O Copyright 2011, Intercultural Institute for Contextual Ministry Creek Mount O But Device First Contextual Ministry Contextual Ministry Creek Mount O Copyright 2011, Intercultural Institute for Contextual Ministry Creek Scippers Corper Farmyille Bonnetsville Troy Charlot

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

Topsail Beach Casar Lake Park Cherryville Mint Hill Eastover Washington Harrisburg Hays Middlese Oak City Rockingham Duck Princeville Grifton Pineville Lumber Brog Intercultural Institute uth Weldon Kelford Severn Powellsville Cofield Laurinburg Blowing Rover Mount Gilead Roseboro Gorma35 ©Copyright 2011, Intercultural Institute for Contextual Ministry Bayboro Calabash Hamilton Ashley Heights Hayes

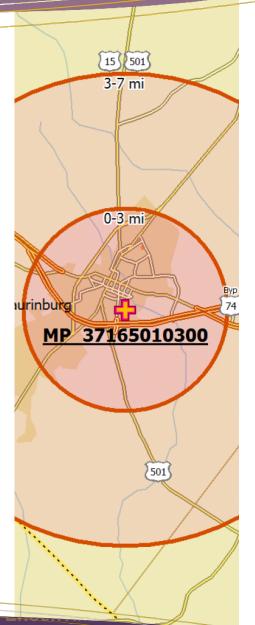
Potential Cultural Bridges

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).

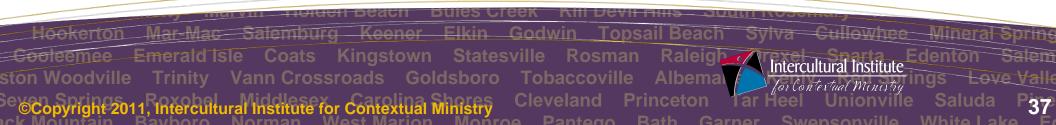


Bethel Winsten-Salem Chadbourn Rose Hill Grantsboro Pikeville Richlands Wesley Chapel Earl Win Hanoa Randleman Lasker Peachland Lewisville Pantego Thomasville Intercultural Institute Rockingham Mount Airy Harrisburg Carthage Lake Norman of Catawba Confectual Ministry Bladenboro Bolivia Cedar Rock Enfield Sneads Ferr 36 Hightsville Date of Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	68%	70%	69%
Use Comp. for Internet/E-mail	47%	51%	50%
Internet Use: E-Mail	40%	40%	39%
Use Comp. for Comp. Games	35%	36%	36%
Use Comp. for Education	30%	30%	30%
HH Owns DVD Player	26%	28%	29%
Use Comp. for Word Processing	24%	28%	27%
Use Comp. for Shopping	24%	27%	26%
Internet Use: News/ Weather	23%	23%	22%
Use Comp. for Digital Camera Photo Editing	23%	24%	23%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Use Comp. for Banking	22%	24%	23%
Internet Use: Banking	20%	22%	20%
PC-Network-HH Has One	17%	20%	20%
Use Comp. for News/Info./Data	15%	16%	15%
Service			
Use Comp. for Filing/DB Mngmnt	11%	11%	10%
Use Comp. for Personal Financial	10%	10%	9%
Mngmnt			
Internet Use: Research/ Education	9%	9%	9%
Internet Use: Shopping: Gathered	9%	9%	9%
Info. for Shopping			
HH Owns Video/Webcam	9%	9%	9%
Use Comp. for Accounting	9%	12%	12%



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	66%	66%	66%
Reading Books	50%	51%	51%
Dining Out (Not Fast Food)	45%	47%	46%
Card Games	34%	36%	36%
Cooking for Fun	33%	34%	34%
Go To A Beach/Lake	29%	31%	30%
Gardening	26%	28%	28%
Board Games	26%	28%	28%
Going To	16%	16%	16%
Bars/Nightclubs/Dancing			
Visit Museum	15%	16%	15%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	67%	67%	67%
Gen./Fam. Practitioner	33%	34%	34%
Dentist	23%	23%	23%
Backache	23%	22%	22%
Hypertension/High Blood	22%	22%	23%
Pressure			
None Of These	19%	19%	18%
Eye Dr.	19%	19%	19%
High Cholesterol	17%	19%	19%
Acid Reflux Disease (GERD)	16%	15%	15%
Any Arthritis	15%	16%	16%

W Hill South Resemany Calypso Rowland Franklinton Smithfield Franklinville Falcon Half Moon Patters Heights Cleveland Lattimore Raleigh Severn Fayetteville Red Oak Intercultural Institute Seven Devils Bolivia Macon Broadway Kingstown Spencer Mountain Contextual Ministry Corpyright 2011, Intercultural Institute for Contextual Ministry Corpyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	25.16%	24.09%	23.36%
Live Theater	17.18%	17.64%	17.14%
Live Theater Most Often	13.92%	14.57%	14.17%
Rock/Pop Concerts Most	13.74%	13.07%	12.78%
Often			
Dance Performance	10.57%	9.82%	9.92%
Comedy Club	9.08%	8.7%	8.34%
Movies: Comedy	43.78%	42.47%	42.11%
Movies: Action/Adventure	40.36%	39.03%	38.6%
Movies: Drama	26.58%	23.49%	22.7%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	23.71%	23.22%	23.75%
Movies: Romantic Comedy	21.63%	20.36%	19.96%
Movies: Mystery	20.29%	19.51%	19.66%
College Football Reg.	5.29%	5.27%	4.87%
Season			
MLB Baseball Reg. Season	4.51%	4.64%	4%
College Basketball Reg.	4.33%	4.02%	3.75%
Season			
NFL Football Reg. Season	4.26%	4.66%	4.22%
NBA Basketball Reg.	3.02%	3.01%	2.82%
Season			
College Football	2.49%	2.32%	2.16%
Post-Season			

Wendell Newton Reseboro Flat Rock Cerro Gordo Long View Saluda Blowing Rock Stokesdale Gibs Lake Lure Wesley Chapel Bethel Davidson Fair Bluff Asheville Lexing Intercultural Institute ton Lenoir Bayboro Stedman Boone Greensboro Lawndale Besseme Jor Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	35.66%	35.15%	34.26%	Mountain/Road Biking	Mountain/Road Biking 8.41%	Mountain/Road Biking 8.41% 9.21%
Swimming	23.92%	26.35%	25.8%	Volleyball	Volleyball 7.96%	Volleyball 7.96% 7.72%
Billiards/Pool	16.89%	17.1%	16.83%	Camping Trips	Camping Trips 6.86%	Camping Trips 6.86% 9.66%
Basketball	16.63%	16.33%	16.22%	Yoga	Yoga 6.41%	Yoga 6.41% 5.99%
Bowling	16.48%	18.21%	18.35%	Tennis	Tennis 6.24%	Tennis 6.24% 6.82%
Jogging/Running	15.06%	13.94%	13.34%	Softball	Softball 5.82%	Softball 5.82% 6.15%
Weight Training	13.05%	13.42%	12.86%	Ice Skating	Ice Skating 5.8%	Ice Skating 5.8% 5.41%
Football	11.67%	11.3%	11%	Power Boating	Power Boating 5.28%	Power Boating 5.28% 5.74%
Freshwater Fishing	11.24%	14.99%	15.43%	Roller Skating	Roller Skating 5.24%	Roller Skating 5.24% 5%
Stationary Cycling	10.75%	10.84%	10.48%	Soccer	Soccer 5.22%	Soccer 5.22% 5.44%
Aerobics	10.36%	9.43%	9.09%	Backpacking/Hiking	Backpacking/Hiking 5.06%	Backpacking/Hiking 5.06% 5.88%
Using Cardio Machine	9.88%	9.77%	9.15%	Snorkeling	Snorkeling 5.01%	Snorkeling 5.01% 4.53%
Baseball	9.58%	9.72%	9.44%	Hunting	Hunting 4.84%	Hunting 4.84% 6.69%
Golf	9.06%	10.13%	9.72%	Saltwater Fishing	Saltwater Fishing 4.79%	Saltwater Fishing 4.79% 5.87%

Catawba Kirkland River Road Southern Shores Smithfield Valley Hill Bessemer City Kittrell Autryville Inderson Red Springs Goldston Raynham Cramerton Oak Island Royal Pice Bethlehem Mint Hill Fairvi East Rockingham Tar Heel Sedalia Candor Elm City Lawndale Zebulo (Soutertial Ministry) Contertial Ministry Jamestown Lilesville Balfour Brookford Knightdale 40 Contertial Cardona Shores Boardman Raleigh Lumber Bridge Oxford New Bern Falcon

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Jet Skiing	4.28%	4.32%	4.1%
Canoeing/Kayaking	4.17%	4.79%	4.59%
Target Shooting	4.01%	6.08%	6.27%
Downhill & X-Country	3.87%	3.68%	3.38%
Skiing			
Fly Fishing	3.71%	4.04%	3.99%
Motorcycling	3.55%	4.33%	4.17%
Snowboarding	3.28%	3.01%	2.87%
Skateboarding	3.28%	3.23%	3.19%
Snowmobiling	3.22%	3.16%	3%
Horseback Riding	3.21%	4.29%	4.31%

0-3	3-7	7-10
MILES	MILES	MILES
3.16%	3.43%	3.26%
3.05%	3.96%	4.23%
3%	2.97%	2.92%
2.92%	2.84%	2.66%
2.58%	2.64%	2.64%
2.5%	2.38%	2.24%
2.4%	2.98%	2.84%
2.15%	3.18%	3.52%
1.9%	2.09%	2.37%
1.67%	2.06%	2.02%
	MILES 3.16% 3.05% 3% 2.92% 2.58% 2.5% 2.4% 2.15% 1.9%	MILESMILES3.16%3.43%3.05%3.96%3%2.97%2.92%2.84%2.58%2.64%2.5%2.38%2.4%2.98%2.15%3.18%1.9%2.09%

East Spencer Connelly Springs Grantsboro Mount Holly Alliance Granite Fails Ossipee Barker Heights Keener East Bend Ruth Manteo Davidson Roper Falcon Middlese Intercultural Institute Cameron Newport Littleton Bethania Lewisville Maysville Winton Confectual 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.

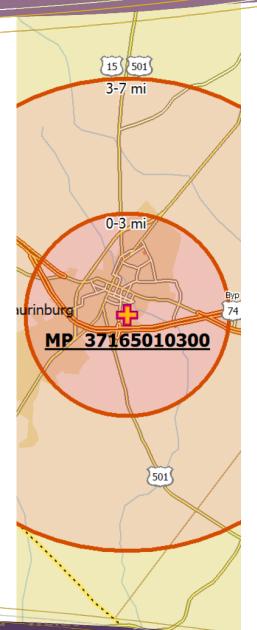
BIBLICAL BARRIERS

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.



Lewisville Bent Creek Nags Head Milton St. Stephens Boiling Springs Dunn Greensboro Rockingham Hean Flat Rock McAdenville Catawba Lake Lure Boone Sanford East in Pinetons White Lake East olkville Centerville Jacksonville Bridgeton McLeansville Prospect New Confertual Ministry ^{It} Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

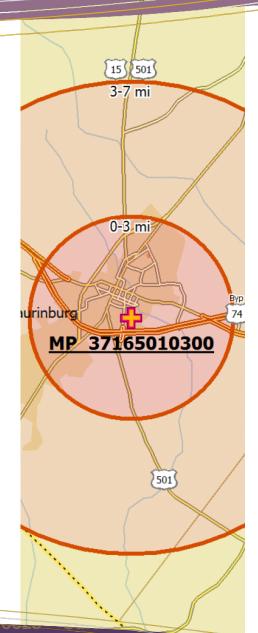
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Kill Devit Hills Canten Grover Faith Huntersville Salisbury Light Oak Kenansville Butters Seven Devi anton Wanchese Rural Hall White Lake West Canton Cameron Lake Jury Intercultural Institute inville Manteo Midland Bryson City Mountain View Shelby Halifax Cer for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

BARRIERS	0-3	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning New Things	55%	55%	55%	Money Is Best Measure Of Success	22%	23%	23%
Speak My Mind Even If It Upsets People	42%	40%	39%	We Should Strive for Equality for All	20%	19%	18%
Like Control Over People And Resources	39%	38%	38%	Marijuana Should Be Legalized Friends More Important Than	20% 19%	20% 20%	20% 20%
Find It Difficult To Say No To My Kids	36%	38%	38%	My Fam. Like To Pursue	18%	19%	20%
Don't Judge People/Way They	35%	33%	33%	Challenge/Novelty/Change			
Live Life Woman's Place Is In The Home	35%	35%	34%	Rarely Sit Down to a Meal Together At Home	18%	18%	19%
Too Much Sponsorship In Arts/Sports	32%	30%	31%	Only Work Current Job for The Money	15%	16%	16%
Prefer To Have Few Possessions As Possible	28%	27%	27%	Happy With My Standard Of Living	13%	13%	13%
If Won Lottery Would Never Work Again	28%	28%	27%	On Whole People Get What They Deserve	11%	11%	11%
I Am A Workaholic	27%	24%	24%	Very Happy With My Life As It Is	5 11%	10%	10%
Like To Do Unconventional Things	26%	28%	28%	More Important Do Duty Than Enjoy Life	10%	9%	9%
Like to Stand Out In A Crowd	25%	25%	26%	Little I Can Do To Change My Life	10%	9%	9%

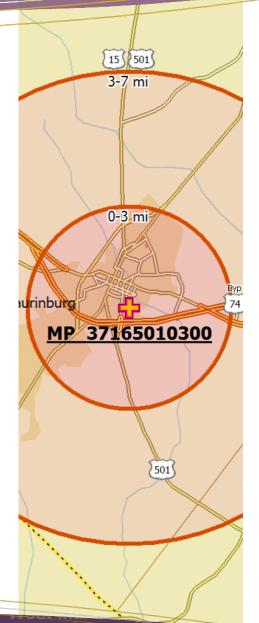
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Amestown Barker Heights High Shoals Richfield South Henderson Madison Speed Buth Granite Quarry whitakers Hemby Bridge Aulander Wilmington Parmele Mount Pleasand Intercultural Institute ir Barker Ten Mile Ogden Boardman Kings Mountain Cricket Hudson for Confectual Ministry a Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for 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.



Salem Sunset Beach Grifton Elrod Liberty Cameron Valdese North Topsail Beach Carolina Beach Mode Walkertown Banner Elk Angier Oriental Landis Rolesville Troutman Intercultural Institute Cape Carteret Bent Creek Nashville Garysburg Everetts Creswell New For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

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

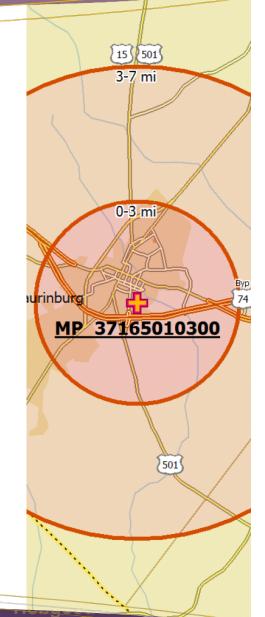
THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILE
You Should Seize Opportunities In Life	59%	57%	57%	Provide My Kids With The Little Extras	21%	20%	20%
Important To Respect Customs And Beliefs	56%	58%	57%	Like To Just Enjoy Life Try Not To Worry About The	20% 18%	20% 17%	20% 17%
Like To Understand About	39%	38%	37%	Future	1070	17 70	1770
Nature				Real Men Don't Cry	17%	16%	16%
Prefer Work Part Of Team Than Alone	37%	37%	38%	Worried About Pollution Caused By Cars	16%	16%	15%
Important To Juggle Various Tasks	35%	33%	34%	Enjoy Spending Time With My Fam.	14%	14%	14%
mportant Feel Respected By My Peers	33%	33%	34%	Is An Important Part Of Who I Am Children Should Be Allowed To	14% 8%	13% 8%	13% 9%
Good At Fixing Things	32%	31%	32%	Express Themselves			
Have Keen Sense Of Adventure	30%	30%	30%	Feel Very Alone In The World	6%	6%	6%
Prefer To Have Few Possessions As Possible	28%	27%	27%	Like Spending Most Time With Fam.	5%	5%	5%
Consider Myself Interested In The Arts	24%	22%	21%	Would Like To Set Up Own Business	4%	4%	4%
People Have To Take Me As They Find Me	24%	23%	23%	Decor Particular Interest To Me	4%	4%	4%
Looking for New Ideas To Improve Home	22%	22%	22%				

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Atlantic Beach Bent Freek Speed Burlington Stanley Hope Mills St. James Grover Silver Lake Ballon and Varnamtown Barker Heights Flat Rock Dillsboro Silver City Jones Intercultural Institute Dunn Boonville Ramseur Morehead City Chadbourn Butner Lillington for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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.



Claremont Skippers Cerner East Flat Rock Leland Knightdale Taylortown Cary Como Siler City Stova Landis Simpson Hightsville Sneads Ferry Burlington Ingold Thomasville Intercultural Institute Bear Grass Fairview Vass Biscoe Etowah Keener Ronda Franklinville for Contextual Ministry Delway Oak Copyright 2011, Intercultural Institute for Contextual Ministry Denton Avden Tryon Connelly Springs Murraysville

Potential Shared Places:

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

7-10

MILES

18.21%

19.75%

17.99% 17.85%

18.8% 16.73%

14.88%

14.52%

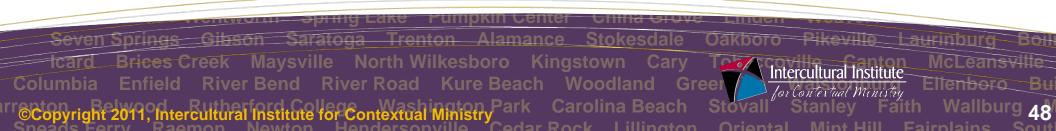
11.89%

13.59%

11.89%

13.43%

-	Red Lobster	MILES
Restaurant-Visit Any	Red Lobster	Ded Johnston 10.200/
Restaurant-Visit Any Fam. Restaurants/Steak 75.79% 77.67% 77.4%		Red Lobster 19.39%
For Bostouronto/Stock 75 700/ 77 670/ 77 40/	Dairy Queen	Dairy Queen 19.27%
Fam. Restaurants/Steak 75.79% 77.07% 77.4%	Domino's Pizza	Domino's Pizza 18.47%
Houses-Visit Any	Olive Garden	Olive Garden 18.42%
McDonald's 55.84% 57.22% 57.14%	Sonic	Sonic 15.52%
Burger King38.77%37.85%37.45%	Golden Corral	Golden Corral 15.48%
Kentucky Fried Chicken (KFC) 38.59% 37.65% 38.32%	IHOP (International House Of	IHOP (International House Of 15.2%
Wendy's 34% 33.08% 32.69%	Pancakes)	Pancakes)
Subway 31.81% 31.54% 31.19%	Outback Steakhouse	Outback Steakhouse 14.59%
Taco Bell 27.65% 27.28% 27.02%	Church's Fried Chicken	Church's Fried Chicken 14%
Applebee's 26.98% 28.88% 28.71%	Chick-Fil-A	Chick-Fil-A 13.75%
Pizza Hut 25.93% 25.78% 26.27%	TGI Friday's	TGI Friday's 13.59%
Arby's 21.47% 23.35% 24.13%	Denny's	Denny's 13.55%

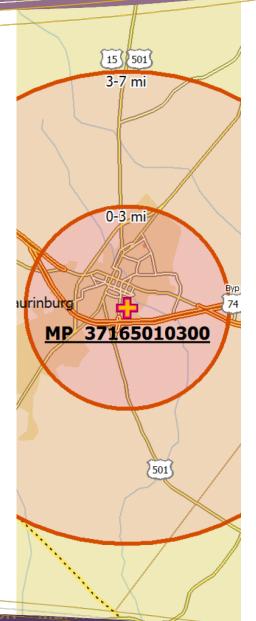


Potential Shared Projects

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!



Pink Hill Moravian Falls Wainut Creek Granite Falls Cajah's Mountain Clayton East Flat Rock Topsail Bear con Sea Breeze Fairplains Salisbury Coats Harkers Island Boonville Fair Intercultural Institute a Shores Conway Shallotte Glen Raven Waxhaw Lasker Tobaccoville Jor Contextual Ministry Broadway Black Mountain Elon Castle Hayne Silve 49 Copyright 2011, Intercultural Institute for Contextual Ministry Broadway Black Mountain Elon Castle Hayne Silve 49

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	40.03%	41.38%	40.73%
Recycled products	24.76%	25.93%	24.95%
Worked as volunteer (non political)	12.79%	13.4%	12.99%
Engaged in fund raising	9.71%	10.1%	9.98%
Religious club member	7.48%	7.84%	7.83%
Church Board	5.96%	6.38%	6.52%

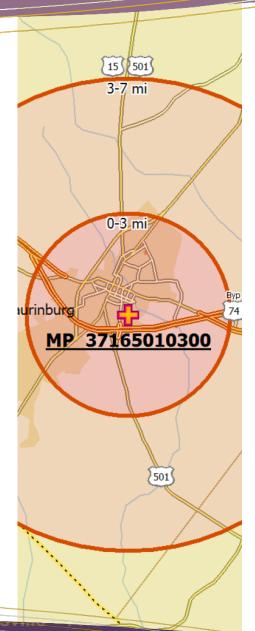
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	4.75%	5.02%	4.98%
newspaper			
Took active part in local civic	4.68%	4.6%	4.53%
issue			
Wrote to elected offcl about	4.32%	4.7%	4.54%
publ bus			
Charitable Organization	3.9%	4.13%	4.05%
Union member	3.69%	4.25%	4.31%
Addressed a public meeting	3.68%	4.02%	3.91%

Kinston Stoneville Belwood Boiling Springs Mountain View Raemon Mineral Springs Caston Richfield Son Rockwell Como Swepsonville Holly Springs Magnolia Flat Rock Pinebluff Goldsboro Mount Airy Valley Hill Dobbins Heights Yadkinville Vecopyright 2011, Intercultural Institute for Contextual Ministry C

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.



WRiver Leggett Sea Breeze Wilkesboro Icard Harrisburg Rosman Severn Pine Level Pikeville Clevela Holly Durham Gorman Pembroke Badin Rowland Watha Lumbert Intercultural Institute Prospect Hope Mills Vass Hobgood Rutherford College Webster Laur For Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Corporate Prospect Processing Contextual Ministry

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	12.99%	13.74%	13.34%
Children's Books	12.51%	12.38%	12.18%
Religious (not Bibles)	8.92%	9.14%	9.1%
Cookbooks	8.84%	8.95%	8.65%
Mystery	8.24%	8.66%	8.51%
Romance	6.23%	6.62%	6.65%
Biography	5.4%	5.42%	5.23%
Personal/Business	5.3%	5.26%	5.08%
Self-help			
History	5.03%	5.22%	5.04%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	65.45%	63.58%	62.12%
Gen. Editorial	54.81%	52.96%	52.92%
Womens	46.32%	45.07%	44.71%
Service	30.71%	31.84%	31.44%
Business/Finance	21.29%	19.82%	18.92%
Mens	20.31%	19.26%	19.23%
Music	19.84%	18.03%	18.16%
Parenthood	15.84%	15.26%	15.14%
Sports	14.37%	13.93%	13.74%

evel Bath Cove City Rockfish Ocean Isle Beach Clarkton Oak Ridge Gien Raven Red Springs Hights Hights River Bend Marvin Southern Shores Spring Hope Cedar Rock Trenton Intercultural Institute Cranite Quarry Tay Kings Grant Hendersonville Turkey Brevard High Point Tobaccoville Love Love Confectual Ministry Oy Icard Max ©Copyright 2011, Intercultural Institute for Contextual Ministry East Rockingham Webster Neuse Forest Como Pine52

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	46.98%	48.64%	48.46%
Classified	30.57%	31.7%	32.16%
Sport	28.33%	29.49%	29.61%
Editorial Page	24.23%	25.81%	25.67%
Business/Finance	23.36%	23.62%	22.85%
Comics	22.45%	23.3%	23.41%
Movie Listings & Reviews	22.15%	21.6%	21.18%
TV/Radio Listings	21.8%	21.42%	21.17%
Food/Cooking	21.25%	21.9%	21.85%
Home/Gardening	16.3%	17.58%	17.47%
Travel	15.22%	15.52%	15.01%
Fashion	14.68%	14.52%	14.45%
Science/Technology	12.97%	13.44%	13.21%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Urban Contemporary	39.98%	33.7%	33.35%
CHR Contemp Hit Radio	14.85%	14.87%	15.05%
Adult Contemporary	12.24%	13.75%	13.65%
Jazz	11.49%	10.15%	9.89%
Country	10.73%	16.43%	17.48%
Variety	10.14%	9.75%	9.71%
Oldies	9.77%	10.41%	10.51%
Gospel	8.14%	7.31%	7.45%
News/Talk	7.29%	7.44%	6.83%
Alternative	6.56%	5.95%	5.31%
Rock	6.35%	7.36%	7.21%
All News	5.92%	5.51%	5.18%
Classic Rock	5.09%	5.87%	5.66%
Soft Contemporary	5.05%	4.99%	4.6%
Religious	4.7%	5.28%	5.2%
Sports	2.95%	2.81%	2.57%
Classical	2.88%	2.65%	2.39%
All Talk	2.84%	2.89%	2.58%

rlina Middleburg Ocraeoke St. James Valdese Bonnetsville Pantego Chimney Rock Village Sanford Var Four Oaks Morganton Marietta Keener Pleasant Garden Sea Breeze Hav River Sedalia En Skippers Corner Kings Mountain Cajah's Mountain Wilmington Kill Dev Jor Confectual Ministry Confectual Ministry ©Copyright 2019, Intercultural Institute for Contextual Ministry Green Littleton Dover Murreesboro Brookford Mon53

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10	MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Fox News Channel	60.45%	61.08%	60.15%	Nick At Nite	26.18%	26.44%	26.29%
Other Video-On-Demand	53.11%	50.86%	51.28%	BET (Black Entertainment	25.95%	23.77%	22.93%
Soapnet	51.18%	51.07%	51%	TV)			
Satellite Dish	49.3%	49.88%	49.41%	TV Info From Newspapers	25.45%	25.49%	25.27%
MSNBC	35.36%	35.63%	35.4%	Hallmark Channel	24.23%	24.07%	23.17%
Sci-Fi Channel	34.4%	35.71%	35.73%	ABC Fam.	23.71%	22.25%	21.02%
Adult Pay Per View TV	32.25%	33.45%	33.08%	Lifetime	23.54%	23.62%	23.56%
Subscribe Digital Cable	29.45%	30.12%	30.46%	TV Info From Monthly Cable	23.26%	23.33%	23.32%
Nickelodeon	27.53%	28.04%	27.23%	Guide			
Comedy Central	27.29%	25.59%	23.65%	The Golf Channel	22.21%	22.23%	21.52%
TV Info From Sunday TV	26.94%	27.88%	27.64%	ESPN2	21.51%	20.83%	19.7%
Magazine				USA Network	21.4%	22.55%	22.58%
TCM (Turner Classic	26.64%	25.75%	25.2%	Adult Swim	21.11%	21.81%	20.81%
Movies)				TV Info From Other	20.93%	21.93%	22.5%

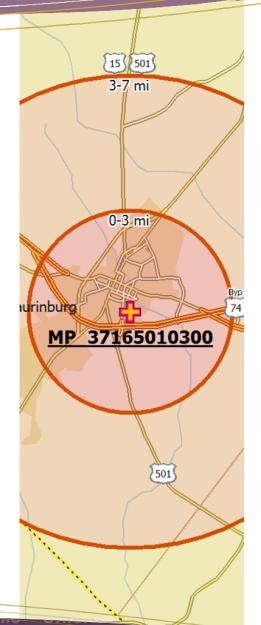
mseur Rockwell Robbins Broadway Hertford Whispering Pines Seven Lakes Jamestown Littleton Mora Hortown Tarboro Foxfire Wrightsboro Beaufort White Lake Beech Mount <u>Intercultural Institute</u> Havelock Star Badin East Flat Rock Concord Yadkinville Bakersville Mount Pleas for Confectual Ministry Confectual Ministry Construction St. James Godwi 54 Construction Mora Badin East Flat Rock Concord Yadkinville Bakersville Mount Pleas Confectual Ministry Construction St. James Godwi 54

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.



Cooleemee Rosman Southern Shores Greensboro Mineral Springs Boone Bogue Salemburg Frankling Rose Hill Lewisville Carolina Beach Spring Hope Columbia Murfreesboro Cate City River Road Mountain arysburg Old Fort Lattimore St. Stephens Flat Rock Locust Tobaccovi Contextual Ministry Contextual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	16.23%	16.7%	16.13%
Medium Users (4-6)	8.26%	8.56%	8.34%
Light Users (1-3)	16.16%	16.76%	16.65%
Quintiles (20%)			
Newspaper I (Heavy)	1.28%	1.19%	1.13%
Newspaper II	1.22%	1.4%	1.42%
Newspaper III	1.64%	1.77%	1.86%
Newspaper IV	0.61%	0.61%	0.63%
Newspaper V (Light)	1.6%	1.32%	1.22%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	22.27%	21.14%	20.7%
Magazines II	9.62%	9.47%	9.46%
Magazines III	10.98%	10.7%	10.42%
Magazines IV	14.37%	13.29%	13.05%
Magazines V (Light)	1%	0.93%	0.91%
Outdoor I (Heavy)	9.73%	8.45%	8.21%
Outdoor II	6.09%	5.08%	5.02%
Outdoor III	5.77%	5.14%	5.13%
Outdoor IV	16.36%	15.92%	16.11%
Outdoor V (Light)	25.24%	24.14%	23.44%
Yellow Pages I	16.13%	16.24%	16.27%
(Heavy)			
Yellow Pages II	8.72%	8.23%	8.26%
Yellow Pages III	12.39%	11%	11.29%
Yellow Pages IV	25.78%	25.13%	25.52%
Yellow Pages V (Light)	5.82%	5.11%	5.23%



Potential Multimedia Usage

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

MILES MILES MILES Radio Drive Time Quntiles TV Prime Time Quitiles
Radio Drive Time Quntiles TV Prime Time Quntile
(fifths / 20%) 20%)
Drive Time I & II (Heavy) 1.73% 2.07% 2.2% Prime Time I & II (Heavy)
Drive Time III (Medium) 0.89% 0.81% 0.8% Prime Time III (Medium)
Radio IV & V (Light) 2.26% 2.11% 2.09% Prime Time IV & V (Light)
Radio Media Quntiles (fifths / TV Early/Late Fringe Quntiles)
20%) (fifths / 20%)
Radio I & II (Heavy) 13.15% 12% 11.73% Fringe I & II (Heavy)
Radio III (Medium)3.7%3.84%3.73%Fringe III (Medium)
Radio IV & V (Light) 3.98% 3.66% 3.51% Fringe IV (Light)
Cable TV Quntiles (fifths / TV All Day Quntiles (fifths /
20%) 20%)
Cable I & II (Heavy) 11.44% 12.69% 12.73% All Day I & II (Heavy)
Cable III (Medium) 6.17% 6.21% 6.71% All Day III (Medium)
Cable IV & V (Light) 42.31% 40.29% 40.93% All Day IV (Light)



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.18%	10.14%	9.68%
6:00am - 10:00am	16.47%	14.97%	14.13%
10:00am - 3:00pm	14.29%	11.52%	11.1%
3:00pm - 7:00pm	19.12%	16.31%	15.71%
7:00pm - Midnight	13.93%	12.68%	12.06%
Midnight - 6:00am	10.36%	8.85%	8.47%
Weekend Radio			
Listeners			
Dayparts [summary]	15.97%	14.69%	14.06%
6:00am - 10:00am	3.07%	3.54%	3.68%
10:00am-3:00pm	5.11%	4.9%	4.79%
3:00pm - 7:00pm	8.47%	7.51%	7.22%
7:00pm - Midnight	11.96%	10.89%	10.43%
Midnight - 6:00am	16.71%	14.46%	13.85%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.34%	7.47%	6.9%
Saturday: 8:00-11:00pm	8.49%	9.02%	9.07%
Sunday: 7:00-11:00pm	10.81%	10.27%	9.72%
9:00am-1:00pm	26.18%	26.44%	26.29%
9:00am-4:00pm	29.79%	30.08%	29.74%
4:00pm-7:00pm	31.44%	30.39%	29.49%
11:00pm-1:00am	46.68%	46%	45.71%
AVG Prime time	6.41%	5.43%	5.37%
Mon-Sun			

olumbus Harrelleville Saxapahaw St. James Sparta Roxobel Rocky Mount Dover Dobbins Heights Shar UnionVille Balfour Cedar Rock Windsor McFarlan Roxboro Enfield Transferrent Intercultural Institute y Vander Pine Level Oxford Fremont Cullowhee Polkville Wrightsville Gontextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Rockwell Raeford Micro 58

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEW	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	19.08%	17.09%	16.11%	Sat: 7-10	Sat: 7-10am 16.98%	Sat: 7-10am 16.98% 16.43%
7-9am	21.51%	20.83%	19.7%	Sat: 10an	Sat: 10am-1pm 8.95%	Sat: 10am-1pm 8.95% 8.4%
9am-12noon	18.72%	19.93%	20.09%	Sat: 1-4p	Sat: 1-4pm 25.54%	Sat: 1-4pm 25.54% 25.77%
12noon-4pm	11.07%	10.14%	9.65%	Sat: 4-6p	Sat: 4-6pm 7.19%	Sat: 4-6pm 7.19% 7.61%
4-6pm	48.4%	47.42%	45.67%	Sat: 6-7p	Sat: 6-7pm 1.53%	Sat: 6-7pm 1.53% 1.55%
6-7pm	17.17%	18.34%	18.09%	Sat: 7-8p	Sat: 7-8pm 1.07%	Sat: 7-8pm 1.07% 1.17%
7-7:30pm	1.43%	1.38%	1.31%	Sat: 8-11	Sat: 8-11pm 8.49%	Sat: 8-11pm 8.49% 9.02%
7:30-8pm	11.52%	11.39%	11.19%	Sat: 11pn	Sat: 11pm-1am 6.56%	Sat: 11pm-1am 6.56% 6.67%
8-11pm	7.34%	7.47%	6.9%	Sat: 1am-	Sat: 1am-7pm 21.4%	Sat: 1am-7pm 21.4% 22.55%
11pm-12am	35.36%	35.63%	35.4%	Sun: 7-10	Sun: 7-10am 2.19%	Sun: 7-10am 2.19% 2.3%
11pm-1am	46.68%	46%	45.71%	Sun: 10a	Sun: 10am-1pm 5.41%	Sun: 10am-1pm 5.41% 5.91%
1-6am	33.89%	32.89%	31.89%	Sun: 1-4p	Sun: 1-4pm 4.6%	Sun: 1-4pm 4.6% 4.89%
				Sun: 4-7p	Sun: 4-7pm 11.72%	Sun: 4-7pm 11.72% 11.86%
				Sun: 7-11	Sun: 7-11pm 10.81%	Sun: 7-11pm 10.81% 10.27%
				Sun: 11pi	Sun: 11pm-1am 6.21%	Sun: 11pm-1am 6.21% 5.57%
				Sun: 1-7a	Sun: 1-7am 20.81%	Sun: 1-7am 20.81% 20.51%

Intsville Beach Seven Devils South Rosen

Duck whitekers Ashiev Heights Keener Seven Lakes Vanceboro Woodfin Rutherfordton Rando White Spring Lake Lucama McAdenville East Bend Elm City Bakersville Contentiation Fast Flat Rock Lenoit S Stephens Louisburg Ocracoke Greenville Fountain Connelly Springs for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Salem Southern Shores, Clemmons, Robersonville, Balt

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

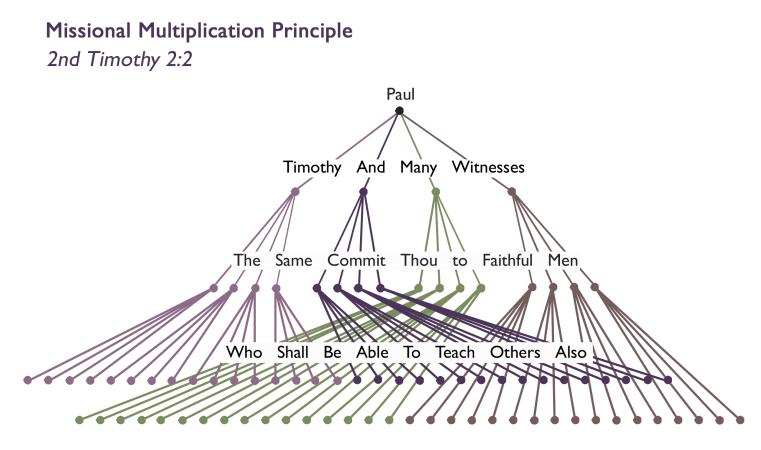
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

veretts Pineville Crossnore Clyde Windsor Rolesville Archdale Polkville West Canton Bath Spring La Boiling Springs Dundarrach Landis Grover Southport Oak City Intercultural Institute Como Kenly New London Gaston Dover Statesville Marshville Clever Intercultural Institute Como Kenly New London Gaston Dover Statesville Marshville Clever Intercultural Institute Como Kenly New London Gaston Dover Statesville Marshville Clever Intercultural Institute Como Kenly New London Gaston Dover Statesville Marshville Clever Figure Contextual Ministry Como Kenly New London Gaston Dover Statesville Marshville Clever Figure Contextual Ministry Como Kenly New London Gaston Dover Statesville Marshville Clever Contextual Ministry Como Kenly New London Gaston Dover Statesville Marshville Clever Contextual Ministry Como Kenly New London Gaston Dover Statesville Marshville Clever Contextual Ministry Como Kenly New London Gaston 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.



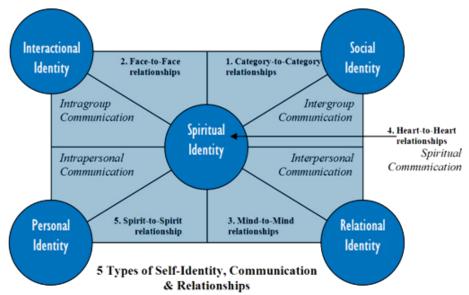
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Establishing Redemptive Relationships

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

Communication Steps

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



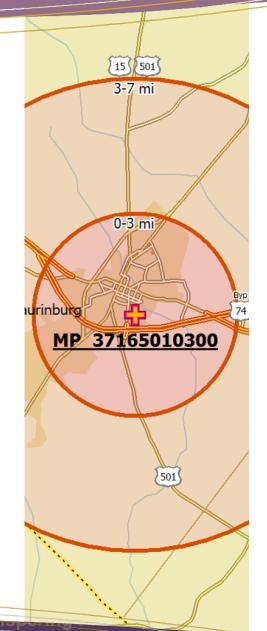


Your MissionSite and the Missional Suite

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

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

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



Acclesfield Webster Rural Hall Dillsboro Aurora Cherryville Maxton Lake Park Yanseyville Chadbourn Mars Hill Biscoe Arapahoe Middlesex Harrisburg Marshville Lower Intercultural Institute Taylortown Spencer East Arcadia Maggie Valley Bakersville Bermuda Roper Knightdale Snow Hill Spind 64 ©Copyright 2011, Intercultural Institute for Contextual Ministry

Notes and Sources

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



APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	New Hope	1210 Turnpike Rd Laurinburg, NC 28352	0.43 mi	0	Insufficient Data
2	Laurinburg First - Laurinburg	302 E Church St Laurinburg, NC 28352	0.59 mi	165	Growing
3	Sandhills Community - Laurel Hill	105 McRae St Laurinburg, NC 28352	0.62 mi	73	Insufficient Data
4	South Laurinburg - Laurinburg	310 Maple St Laurinburg, NC 28352	0.79 mi	30	Growing
5	East Laurinburg Hispanic	56 Fifth St Laurinburg, NC 28352	0.84 mi	0	Insufficient Data
6	Grace	1529 Atkinson St Laurinburg, NC 28352	0.94 mi	0	Insufficient Data
7	East Laurinburg - Laurinburg	56 5th St Laurinburg, NC 28353	1.20 mi	118	Declining
8	North Laurinburg - Laurinburg	517 Lees Mill Rd Laurinburg, NC 28352	1.83 mi	56	Plateauing
9	Stewartsville - Laurinburg	10401 McColl Rd Laurinburg, NC 28352	3.64 mi	437	Declining
10	Gray Pond - Laurinburg	9901 Stewartsville Cemetery Rd Laurinburg, NC 28352	3.69 mi	105	Plateauing
11	Laurel Hill - Laurel Hill	9560 Morgan St Laurel Hill, NC 28351	6.04 mi	183	Declining
12	Calvary - Maxton	103 S McNair St Maxton, NC 28364	6.18 mi	0	Insufficient Data
13	Maxton First - Maxton	107 N Florence St Maxton, NC 28364	6.35 mi	36	Growing
14	Shady Grove - Maxton	1718 Bethea Rd Maxton, NC 28364	7.56 mi	0	Insufficient Data
15	Oak Grove - Laurinburg	9573 Gaddys Mill Rd Maxton, NC 28364	7.78 mi	60	Growing

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APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	
10					
16	Union Light - Maxton	259 Union Light Church Rd Maxton, NC 28364	7.85 mi	71	Declining
17	Salem Missionary - Maxton	3849 Red Hill Rd Maxton, NC 28364	8.11 mi	0	Insufficient Data
18	Skyway - Maxton	21780 Skyway Church Rd Maxton, NC 28364	8.11 mi	10	Growing
19	Faith Community - Maxton	296 Benjamin Rd Maxton, NC 28364	8.11 mi	28	Plateauing
20	Living Water - Maxton	1547 Midway Rd Maxton, NC 28364	8.11 mi	43	Growing
21	Gibson - Gibson	4961 Main St Gibson, NC 28343	8.26 mi	29	Declining
22	Leitch Creek - Maxton	7993 Gaddys Mill Rd Maxton, NC 28364	8.76 mi	41	Growing
23	Spring Hill - Wagram	24220 Main St Wagram, NC 28396	9.67 mi	54	Plateauing
24	Sandhill Community - Red Springs	575 N McPhatter Rd Red Springs, NC 28377	10.51 mi	59	Plateauing
25	Mount Moriah - Laurinburg	1213 Mount Moriah Rd Maxton, NC 28364	12.24 mi	14	Plateauing
26	Baker's Chapel - Maxton	581 Old Baker Rd Maxton, NC 28364	12.78 mi	185	Plateauing
27	Marston - Marston	2507 US 1 North Marston, NC 28363	13.62 mi	30	Declining
28	Willard's Chapel - Rowland	5103 Elrod Rd Rowland, NC 28383	13.83 mi	0	Insufficient Data
29	Oak Ridge - Hamlet	261 Oak Ridge Church Rd Hamlet, NC 28345	14.43 mi	21	Plateauing
30	Turnpike - Wagram	31000 Hill Creek Rd Wagram, NC 28396	14.48 mi	100	Growing



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Galilee - Red Springs	1716 Mount Tabor Rd Red Springs, NC 28377	14.69 mi	133	Plateauing
32	Mount Elim - Red Springs	921 Wilson Rd Red Springs, NC 28377	14.69 mi	192	Plateauing
33	Rock of Ages - Red Springs	Lewis McNeil Rd Red Springs, NC 28377	14.69 mi	74	Growing
34	Red Springs First - Red Springs	701 E 4th Ave Red Springs, NC 28377	14.69 mi	135	Plateauing
35	Pee Dee Chapel - Clio	Highway 363 Clio, SC 29525	15.23 mi	90	Plateauing
36	Hamlet Second - Hamlet	518 4th St Hamlet, NC 28345	15.39 mi	154	Plateauing
37	Friendship Missionary - Pembroke	2173 Prospect Rd Pembroke, NC 28372	15.42 mi	72	Plateauing
38	South Hoke - Red Springs	4205 Old Maxton Rd Red Springs, NC 28377	15.42 mi	144	Growing
39	Ministry of Jesus - Pembroke	402 Normal St Pembroke, NC 28372	15.57 mi	0	Insufficient Data
40	Berea - Pembroke	120 N Odum St Pembroke, NC 28372	15.67 mi	227	Growing
41	Westside - Red Spring	527 N Vance St Red Springs, NC 28377	16.05 mi	90	Growing
42	New Beginning - Raeford	2909 Fulford McMillan Rd Raeford, NC 28376	16.09 mi	54	Declining
43	Hamlet First - Hamlet	208 Charlotte St Hamlet, NC 28345	16.14 mi	201	Plateauing
44	Calvary - Hamlet	406 McDonald Ave Hamlet, NC 28345	16.41 mi	93	Declining
45	Great Light Community Baptist Church	North Chicken Road/Mount Airy Drive Pembroke, NC 28372	16.48 mi	0	Insufficient Data

Mount Airy Windser Camboro Marion Whiteville Sandyfield Mooresboro Davidson Spencer Mountain prings Elkin Oxford Harrells Canton Bonnetsville Tar Heel North Topper Intercultural Institute prings Charlotte Roper Trenton Fremont Pinehurst Valdese Whitsett for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry



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