# MissionSite top unreached locations

#### Robbinsville WEST JEFFERSON, NC Turkey

ossroads Sparta

**CENSUS TRACT: 37009970400** Multiply Brices Creek Westp REGION: Region 7: Northwest berdeen Unionville COUNTY: Ashe Pemb Navassa BladenbcSITESCAPE: Townscape atoga In partnership with the: Eureka Maysville Harrells Bark DENSITYSPATTERN Kander Fores Intercultural Institute Midland Lilesville lack for Contextual Ministry **Cleveland Millers Cree** Dallas Kings Grant S North Carolina Baptists Caring. Sharing. Daring. ©Copyright 2013; Intercultural Institute for Contextual Ministry White Plains

Havesville ayetteville **Royal Pines** Kittrell

Holden Beach

Durham

Grandfa

Conover

Kelford

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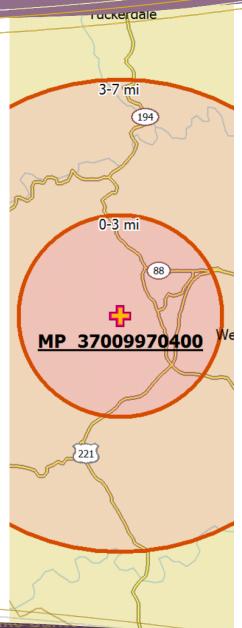
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#### Site Location Summary

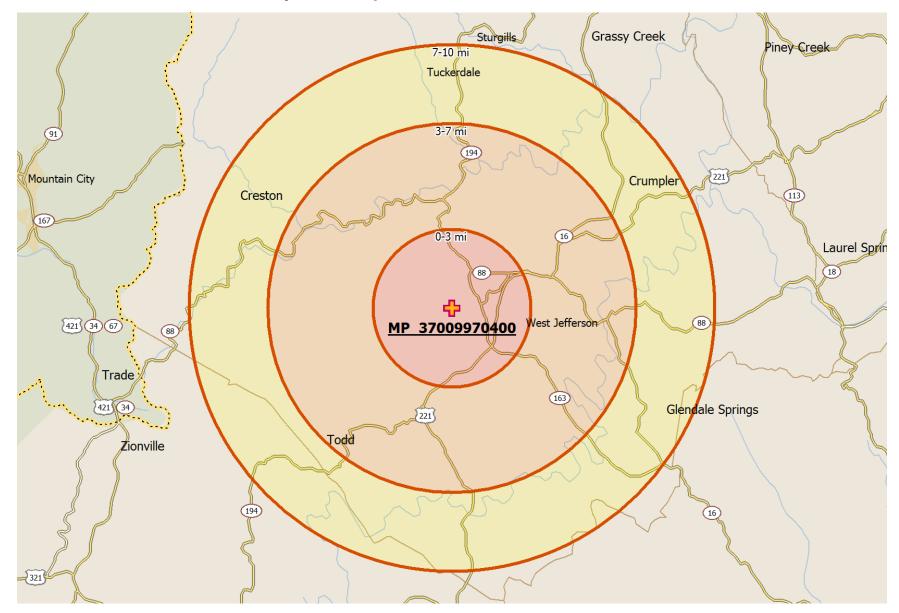
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	3707	Region 7: Northwest
3	County Location	37009	Ashe
4	Zipcode	28694	Ashe
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
8	Sitescape Density Pattern	К	10000-50000-10000



Albemarle <u>East Arcadia Bent Creek Waynesville</u> Richlands Raleigh Seima Sparta Pilot Mountain G Tanceyville Winfall Hertford La Grange Spencer Mountain Cedar Ross Half Moon Carolina Beach Ha ite Falls Nags Head Hillsborough Maysville Welcome Magnolia Fuquay Contextual Ministry Contextual Ministry Newton Forest Oaks Southport Kill Devil Hills Riger

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



Bonnetsville Robbinsville Wrightsville Beach Franklin Sandyfield Elon Wallace Richlands Holden Be en Weldon Piney Green Granite Falls North Wilkesboro Clemmons Halifer Refmont Bolivia Rich Squar Whispering Pines Lake Santeetlah Wallburg East Bend Bowmore To Confectual Institute prings Fayette Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	10	Noncore adjacent to micro area and does not contain a town of at least 2,500 residents
3	Rural / Urban Continuum	9	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized
	Locale Codes		area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	4	Rural areas commuting: No additional code
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Marshville Four Oaks Lincolnton Garner Graham Falkland Tobaccoville Southern Pines Altamahaw W Beach Gastonia Forest City Vass Glen Alpine St. Helena Highlands Intercultural Institute ove City Northwest Beulaville New Bern White Plains Mar-Mac Plymou For Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	5,905	9,543	7,078
2010 Households	2,680	4,207	3,127
2010 Group Quarters Population	246	7	35

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	13	17	13
Language Diversity National Index	28	5	7
Foreign Born Diversity National Index	14	10	15
Ancestry Diversity National Index	70	71	77
Racial Diversity National Index	23	8	12

Lumber Bridge Eden Old Fort Eastover Wilkesboro Blowing Rock Millers Creek Roper Belmont Hoe New Bern Chimney Rock Village Mills River Swansboro Mount Gile Intercultural Institute Danbury Beulaville Half Moon Neuse Forest Bald Head Island Harmony for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

# Site Location Summary - County Environment

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

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

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

Staley Rich Square Turkey Orrum Bunn Yanceyville Kittrell Eden Cramerton Jefferson Brookford H Lake River Bend Lincolnton Grover Sims Pink Hill Clinton Stoneville Intercultural Institute burg Rockfish Greensboro Centerville Conetoe Winterville Mayodan For Contextual Ministry Copyright 2013, 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	60	2.24%
Mainstay Communities	Established, Diverse Households	498	18.58%
Working Communities	Blue-collar, Working Families	925	34.51%
Country Communities	Rural, Agri. & Mining Families	986	36.79%
Aspiring Communities	Young Singles / Aspiring-Multihousing	25	0.93%
Urban Communities	High Density, Inner-city Neighborhoods	186	6.94%

Erwin Laurel Park Proctorville Davidson Pineville Canton Wallburg Foxfire Lansing Wilson's Mills Hereine Rutherford College Blowing Rock Red Oak Richfield Stonewall (<u>Intercultural Institute</u> Pembroke Jan Hamlet Pinetops Wilson Clyde Princeville Carthage Macon Tren (*Intercultural Institute* eldsville Locus Confertual Ministry Cerro Gordo Wallace Middleburg Washington Park Nags

# 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.



# 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	7,216	1,713	23.74%
Unreached %	62.45%	63.91%	102.34
Religious But NOT Evangelical HH	1,403	301	21.45%
Religious But NOT Evangelical %	12.14%	11.23%	92.49
Spiritual But NOT Relig or Evang HH	1,481	360	24.32%
Spiritual But NOT Relig or Evang %	12.82%	13.44%	104.87
Not Evangelical, Not Interested HH	4,333	1,052	24.27%
Not Evangelical, Not Interested %	37.5%	39.24%	104.66



West Canton Selma Cove City Aberdeen Washington Ranlo Lasker Goldsboro Reenert Kittrell Crest Lat Rock Harrells Oak City Mar-Mac Lowell Toast Sparta Davidson <u>Intercultural Institute</u> Wallburg Be ake Norman of Catawba Pembroke Fearrington Marshall Louisburg Elon for Confectual Ministry Copyright 2013, 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	51	8	15.69%
Active BCNC Attenders	3,246	681	20.98%
Active Evangelical Households	3,400	758	22.29%
Active Evangelical Percent	29.43%	28.28%	96.11
Inactive Evangelical Households	938	209	22.29%
Inactive Evangelical Percent	8.12%	7.80%	96.11
# 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	West Jefferson First - West Jefferson	0.24 mi	175	Plateauing		16	Calvary - W Jefferson	3.58 mi	30	Declining
2	Friendly Grove - West Jefferson	1.14 mi	71	Plateauing	· · · · · ·	17	New Life Community Church	3.73 mi	0	Insufficient Data
3	Midway - West Jefferson	1.54 mi	89	Plateauing	-	18	Orion - Jefferson	3.92 mi	44	Plateauing
4	Fletcher Memorial - Jefferson	1.78 mi	168	Declining	-	19	Friendship - Jefferson	4.05 mi	231	Declining
5	Cristo El Salvador - West Jefferson	1.78 mi	26	Growing	2	20	Warrensville - Warrensville	4.20 mi	144	Growing
6	Faith Fellowship & Harvest Ministries - W	2.04 mi	83	Insufficient Data	2	21	Clifton - Warrensville	4.77 mi	76	Plateauing
7	Buffalo - W Jefferson	2.19 mi	69	Plateauing	2	22	Mount Olive - Fleetwood	5.10 mi	67	Plateauing
8	Happy Trails Cowboy	2.94 mi	0	Insufficient Data	2	23	Round Knob - West Jefferson	5.14 mi	27	Plateauing
9	Beaver Creek - West Jefferson	3.06 mi	73	Plateauing	2	24	Welcome Home - Jefferson	5.36 mi	30	Declining
10	Bald Mountain - W Je	3.07 mi	394	Plateauing	2	25	Oak Hill - Lansing	5.65 mi	36	Declining
11	Bristol - Jefferson	3.32 mi	197	Plateauing	2	26	Wagoner - Jefferson	5.98 mi	39	Growing
12	Mount Jefferson - Jefferson	3.40 mi	0	Insufficient Data	2	27	Laurel Knob - Todd	6.00 mi	42	Plateauing
13	Obids - West Jefferson	3.58 mi	52	Growing	2	28	Mission Home - Fleetwood	6.77 mi	56	Declining
14	Highlands Community - Jefferson	3.58 mi	0	Insufficient Data	2	29	Big Flatts - Fleetwood	6.90 mi	33	Plateauing
15	North Beaver - West Jefferson	3.58 mi	70	Plateauing	3	30	Landmark - Lansing	7.88 mi	66	Declining

Ings Mountain China Grove Grantsboro Halifax Gamewell Glen Raven Brevard Millington Cricket Kith Laurinburg Dobbins Heights Peachland Hildebran Delway Yanceyville Intercultural Institute elville Roseboro Spindale Conover Vandemere Spencer Mountain Eno Tor Confectual Ministry Calabash Sha ©Copyright 2013, Intercultural Institute for Contextual Ministry Confectual Ministry Seven Lakes Mint Hill Maggie Valley Tarboro Rowland 3

# 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

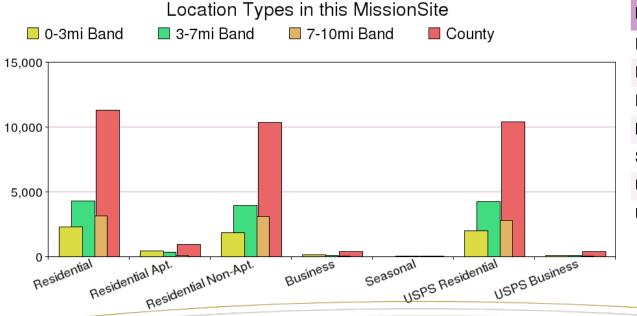
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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
1990 Population	22,209	5,474	24.65%
2000 Population	24,384	5,848	23.98%
2010 Population	25,976	5,905	22.73%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	8,848	2,234	25.25%
2000 Households	10,411	2,543	24.43%
2010 Households	11,555	2,680	23.19%

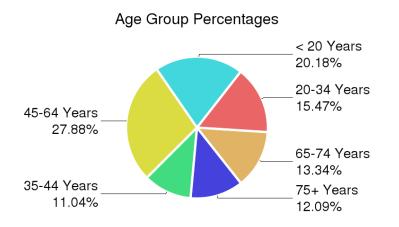


Location Type	0-3mi Band
Residential	2,289
Residential Apt.	434
Residential Non-Apt.	1,855
Business	161
Seasonal	0
USPS Residential	2,023
USPS Business	125

Saluda Elrod Black Mountain Lake Santeetlah Keener Prospect Norlina Clyde Sedalia Casar Mo Hina Beach Kannapolis Red Springs Mountain Home Mocksville Wintervice Intercultural Institute Roper Elizabethtown Matthews Columbia Kings Grant Pantego Nav Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Harrisburg Pipey Green Hickory Sparta Westport

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

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

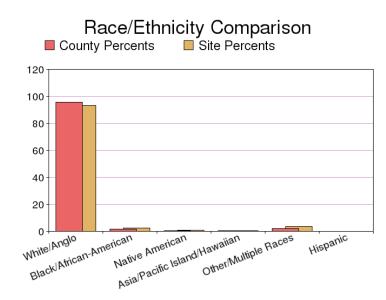


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.15%	4.08%	98.31
4-5 Years	2.16%	1.93%	89.35
6-8 Years	3.29%	3.32%	100.91
9-11 Years	3.28%	3.13%	95.43
12-13 Years	2.18%	2.07%	94.95
14-17 Years	4.26%	3.66%	85.92
18-19 Years	2.12%	1.98%	93.4
0-5 Years	6.31%	6.01%	95.25
6-12 Years	7.66%	7.47%	97.52
13-19 Years	7.47%	6.69%	89.56
< 20 Years	21.44%	20.17%	94.08
20-34 Years	15.8%	15.46%	97.85
35-44 Years	11.99%	11.04%	92.08
45-64 Years	29.67%	27.87%	93.93
65-74 Years	11.81%	13.33%	112.87
75+ Years	9.29%	12.09%	130.14
Median Age	46	47	102.35
Median Age (Male)	44	44	100.37
Median Age (Female)	47	49	104.1

Vallace Rockfish White Lake Pine Level Lenoir Jacksonville Faison Vandemere Silver Lake Cherryville He Bent Creek Eden Roanoke Rapids Ellerbe Rose Hill Brices Creek Intercultural Institute McAdenville Minnesott Beach Cofield Forest Oaks Granite Quarry Ch Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Barker Heights Stallings Bethania Mount Airy Pleasant Hill Half

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	95.59%	93.02%	97.32
Black, African-American	1.59%	2.3%	145.21
Native American	0.36%	0.64%	179.74
Asian	0.27%	0.39%	142.5
Pacific Island, Hawaiian	0.01%	0.05%	439.9
Other/Multiple Races	2.18%	3.59%	164.48
Hispanic	0%	7.82%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	19,155	4,411	
Less than 9th Grade	9.42%	9.77%	96.39
No High School Diploma	15.13%	14.67%	103.15
High School Graduate	33.47%	32.74%	102.25
Some College, no degree	19.12%	20.97%	91.19
Associate Degree	7.43%	6.55%	113.47
College Degree	10.31%	11.52%	89.53

5.11%

3.79%

135

dar Point Linden Red Springs Sparta Hoffman Moravian Falls Butner Shallotte Whitakers Oak Island inchium Kittrell Snow Hill White Plains Rose Hill Rhodhiss Fremont Intercultural Institute w Bern Conetoe Reidsville Maysville North Topsail Beach East Flat Rock Forest City Falcon Kinistry Copyright 2013, Intercultural Institute for Contextual Ministry Kirkland Randeman Forest Hills Corman Firey Leggett Tryon Forest City Falcon Falkland North Wilk

Graduate/Prof. degree

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	11.62%	12.8%	126.83
\$10,000 to \$19,999	15.79%	18.36%	116.24
\$20,000 to \$29,999	15.4%	14.07%	91.37
\$30,000 to \$49,999	21.67%	20.67%	95.39
\$50,000 to \$59,999	8.86%	8.06%	90.95
\$60,000 to \$69,999	7.96%	7.13%	89.51
\$70,000 to \$79,999	5.5%	5.71%	103.72
\$80,000 to \$89,999	3.76%	3.99%	106.3
\$90,000 to \$99,999	2.28%	2.35%	103.28
\$100,000 to \$124,999	3.59%	3.28%	91.43
\$125,000 to \$149,999	1.09%	1.04%	95.81
\$150,000 to \$199,999	1.87%	1.75%	93.82
\$200,000 to \$249,999	0.29%	0.37%	130.65
\$250,000 or more	0.32%	0.41%	128.18
Median Household	35,814	34,999	97.72
Average Household	47,710	48,332	101.3
Per Capita Household	21,424	22,076	103.04
Family/Non-Family Household			
Income			
Median Family Income	46,545	47,341	101.71
Average Family Income	56,150	59,025	105.12
Median Non-Family Income	19,335	18,417	95.25
Average Non-Family Income	30,787	30,024	97.52

Afferson Pikeville Centerville Kings Mountain Wilson's Mills Moravian Falls Salem Mesic Hightsville Tre Red Cross Wade Aberdeen Harkers Island Sparta Archdale Foxfire Intercultural Institute Walstonburg Matthews Pink Hill Ashley Heights Shannon Murfreesbood for Confectual Ministry Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Bonda Sawmills Royal Pines Pleasant Hill Drevel Balfour Havesville Chapel Hill Cape Carteret Vances

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	66.72%	61.46%	92.1
Families with Children	28.82%	26.87%	93.22
Families without Children	37.91%	34.59%	91.25
Non-Family Households			
% Non-Family Households	33.28%	38.54%	115.83
Non-Families with Children	0.17	0.22	129.35
Non-Families without Children	33.1	38.32	115.76
Housing Units			Index
Total Housing Units	16,036	3,240	
Vacant percent	27.94%	17.28%	61.85
Owned percent	56.6%	54.07%	95.54%
Rented Percent	15.46%	28.64%	185.28
Households by Size			Index
Avg household size	2.22	2.11	95.05
Avg family hh size	2.78	2.72	97.84
Avg non-family hh size	1.11	1.14	102.7
Households By Count of Persons			Percent
One	3,318	905	27.28%
Тwo	4,619	1,018	22.04%
Three or Four	3,135	663	21.15%
Five+	483	96	19.88%

Raleigh Laurel Park Murfreesboro Kinston Ossipee Wrightsville Beach China Grove Mar-Mac South F Hays Whitsett Jamesville Eureka Clyde Grantsboro Washington Flat of Sandyfield McFarlan G Ramseur Newport Mount Pleasant Waco Bear Grass Sanford Mesic For Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

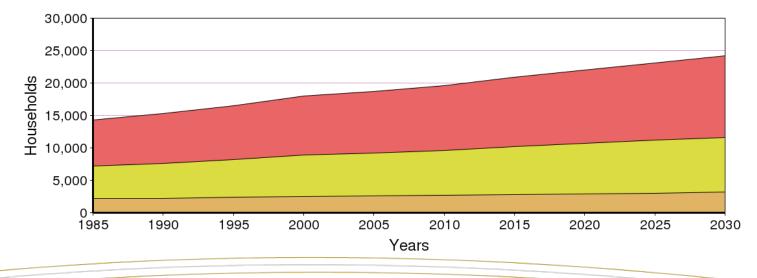
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	22,209	5,474	24.65%
2000 Population	24,384	5,848	23.98%
2010 Population	25,976	5,905	22.73%
2015 Population	26,791	5,976	22.31%

Household Change from 1985 to 2030

🔲 0-3mi Ring 👘 🔲 0-7mi Ring

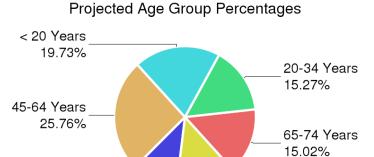
📕 0-10mi Ring



Mars Hill Millers Creek Castle Hayne Skippers Corner Greensboro Flat Rock Davidson Carrboro Statilitax Nashville Cajah's Mountain Mount Gilead Bolton Lexington Rospon Intercultural Institute arland High Point Waco Rolesville Red Springs Elon Everetts Kerner Jor Contextual Ministry occopyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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.



75+ Years

13.66%

35-44 Years

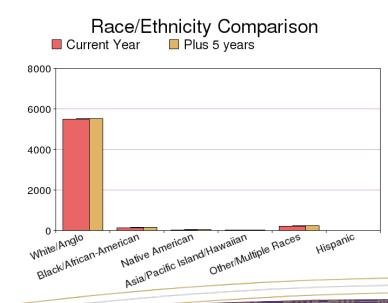
10.57%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.08%	3.36%	82.35
4-5 Years	1.93%	1.76%	91.19
6-8 Years	3.32%	3.21%	96.69
9-11 Years	3.13%	3.11%	99.36
12-13 Years	2.07%	2.24%	108.21
14-17 Years	3.66%	3.93%	107.38
18-19 Years	1.98%	2.09%	105.56
0-5 Years	6.01%	5.12%	85.19
6-12 Years	7.47%	7.45%	99.73
13-19 Years	6.69%	7.15%	106.88
< 20 Years	20.17%	19.72%	97.77
20-34 Years	15.46%	15.26%	98.71
35-44 Years	11.04%	10.56%	95.65
45-64 Years	27.87%	25.74%	92.36
65-74 Years	13.33%	15.01%	112.6
75+ Years	12.09%	13.65%	112.9
Median Age	46	48	105.01
Median Age (Male)	44	45	102.69
Median Age (Female)	47	51	107.07

Varnamtown Hendersonville St. Stephens Fairview Kenly Butters Forest Oaks Goldston Powellsville aus Head Ocracoke Valley Hill Silver Lake Cullowhee Polkton Bayboro Intercultural Institute Lowell Staley Cramerton Garland Northlakes Crossnore Midway Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	93.02%	92.35%	99.28
Black, African-American	2.3%	2.73%	118.43
Native American	0.64%	0.69%	106.61
Asian	0.39%	0.38%	98.81
Pacific Island, Hawaiian	0.05%	0.05%	98.81
Other/Multiple Races	3.59%	3.8%	105.8
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	4,411	4,455	
Less than 9th Grade	9.77%	7.95%	81.32
No High School Diploma	14.67%	13.58%	92.58
High School Graduate	32.74%	32.64%	99.7
Some College, no degree	20.97%	21.82%	104.04
Associate Degree	6.55%	7.09%	108.26
College Degree	11.52%	12.55%	108.95
Graduate/Prof. degree	3.79%	4.38%	115.61

ine Level Stanfield Casar Saxapahaw McDonald Kittrell Walkertown Swepsonville Loard Rutherfordton Kowland Conover Franklinton Rockwell Princeton Leland Rocky More Intercultural Institute Lasker Randleman Pineville Mar-Mac Toast Gatesville Gaston for Confectual Ministry Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Stantonsburg Woodlawn Clayton

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	12.8%	11.64%	90.91
\$10,000 to \$19,999	18.36%	16.78%	91.4
\$20,000 to \$29,999	14.07%	13.62%	96.83
\$30,000 to \$49,999	20.67%	20.29%	98.16
\$50,000 to \$59,999	8.06%	7.98%	99.03
\$60,000 to \$69,999	7.13%	7.7%	108.01
\$70,000 to \$79,999	5.71%	6.39%	96.93
\$80,000 to \$89,999	3.99%	4.47%	104.84
\$90,000 to \$99,999	2.35%	2.63%	111.67
\$100,000 to \$249,999	3.28%	4.19%	127.48
\$125,000 to \$149,999	1.04%	1.24%	118.84
\$150,000 to \$199,999	1.75%	2.16%	123.39
\$200,000 to \$249,999	0.37%	0.32%	85.56
\$250,000 or more	0.41%	0.43%	103.71
Median Household	34,999	38,968	111.34
Average Household	48,332	52,317	108.25
Per Capita Household	22,076	24,836	112.5
Family/Non-Family Household			
Income			
Median Family Income	47,341	50,967	107.66
Average Family Income	59,025	61,279	103.82
Median Non-Family Income	18,417	22,125	120.13
Average Non-Family Income	30,024	37,967	126.46

Saratoga Autryville Harmony Ashley Heights Landis Bethania Oriental Sneads Ferry South Weldon Candor Lake Junaluska Trinity Raleigh Dobson Raeford Saxapahaw Intercultural Institute worth Woodland Troy River Bend Granite Falls Madison Wingate Proving Confectual Ministry a Copyright 2013, Intercultural Institute for Contextual Ministry Bacopyright 2013, Intercultural Institute for Contextual Ministry Cover as a second provide the South State Provide Blowing Rock Sharpsburg Warrer 23

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	61.46%	59.67%	97.09
Families with Children	26.87	27.35	101.8
Families without Children	34.59	34.13	98.66
Non-Family Households			
% Non-Family Households	38.54%	40.33%	104.64
Non-Families with Children	0.22	0.07	104.64
Non-Families without	38.32	40.26	105.07
Children			
Housing Units			
Total Housing Units	3,240	3,410	105.25%
Vacant percent	17.28%	17.33%	100.27
Owned percent	54.07%	53.96%	99.79
Rented Percent	28.64%	28.71%	100.24
Households by Size			
Avg household size	2.11	2.03	96.21%
Avg family hh size	2.72	2.67	98.16%
Avg non-family hh size	1.14	1.09	95.61%
Households By Count of			
Persons			
One	905	984	108.73%
Тwo	1,018	1,099	107.96%
Three or Four	663	658	99.25%
Five+	96	78	81.25%

Bayshore Bessemer-City Winterville Kinston East Flat Rock Light Oak Grifton White Plains Calabash Hountain Maiden Laurinburg Wingate Oriental Biscoe Valley Hill Rect Intercultural Institute Wilson Hayesville Boonville Garner Midway Haw River Sharpsburg For Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Buther Wesley Chapel, Cofield, Westport, Sedalia

# **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	166	165	19	Eastern Africa	0	0	0
Northern Europe	4	18	0	Middle Africa	0	0	0
Western Europe	10	5	0	Northern Africa	1	1	0
Southern Europe	0	4	4	Southern Africa	0	0	0
Eastern Europe	1	2	0	Western Africa	0	0	0
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	15	7	3	Oceania	2	6	0
So. Central Asia	0	0	0	Caribbean	1	1	0
SE Asia	3	3	0	Central Amer.	116	114	12
Western Asia	0	0	0	South America	2	0	0
Other Asia	0	0	0	North America	11	4	0
				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	3,653	10,479	5,436	Other Indo-Euro	0	2	0
Spanish	204	198	97	Asian/PI languages	0	0	0
Other Indo-Euro	9	79	20	Chinese	4	0	6
language	C C			Japanese	11	0	0
French (incl. Patois,	7	48	2	Korean	4	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	7	5	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	0	17	12	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	1	0	0
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	2	0	0	Tagalog	0	5	0
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	3	0
Russian	0	0	0	Navajo	0	0	0
Polish	0	5	1	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	3	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

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Emerald Isle Bowmere Woodfin Turkey Spring Lake Lake Santeetlah St. James Littleton Enfield But Candor Bermuda Run East Flat Rock Pleasant Hill Lumberton Smithfler Intercultural Institute Hightsville Murphy High Point Foxfire Windsor Hobgood Hertford for Contextual Ministry to Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

# Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	2,568	7,150	3,392	Irish	Irish 201	Irish 201 435
Arab	0	0	0	Italian	Italian 47	Italian 47 90
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	0	0	Norwegian	Norwegian 1	Norwegian 1 27
British	13	29	5	Polish	Polish 6	Polish 6 44
Canadian	7	4	0	Portuguese	Portuguese 9	Portuguese 9 6
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	0	0	Russian	Russian 5	Russian 5 5
Czechoslovak	0	0	0	Scandinavian	Scandinavian 5	Scandinavian 5 2
Danish	1	1	1	Scotch-Irish	Scotch-Irish 100	Scotch-Irish 100 290
Dutch	27	132	46	Scottish	Scottish 53	Scottish 53 221
English	392	1,158	532	Slovak	Slovak 0	Slovak 0 0
European	51	104	32	Subsaharan African	Subsaharan African 3	Subsaharan African 3 1
Finnish	0	5	0	Swedish	Swedish 5	Swedish 5 41
French (not Basque)	40	115	43	Swiss	Swiss 0	Swiss 0 0
French Canadian	5	34	14	Ukrainian	Ukrainian 0	Ukrainian 0 4
German	349	1,059	388	US/American	US/American 944	US/American 944 2,592
Greek	1	5	2	Welsh	Welsh 7	Welsh 7 31
Hungarian	1	18	7	West Indian	West Indian 1	West Indian 1 4
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 293	Other 293 693

opsail Beach Stem East Bend Marietta Benson Swepsonville Spruce Pine Cape Carteret Calabash Rox Woodfin Wendell West Jefferson Lattimore Midland Newton Grove Mile Intercultural Institute Rhodhiss Fayetteville Whitsett Bonnetsville Newton Elon Sandyfiel (Soutextual Ministry) g Lake Oriente (Scontextual Ministry) Salemburg Chadbourn Hickory Murfreesboro North 27 Copyright 2013, Intercultural Institute for Contextual Ministry

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# Using the Demographic Indicators

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

#### Issues for Your Consideration

- 1. The Demoscape information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?
- 2. The age categories on pages 16 and 21 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?
- 3. The racial/ethnic and education categories listed on pages 17 & 22 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?



# Using the Demographic Indicators

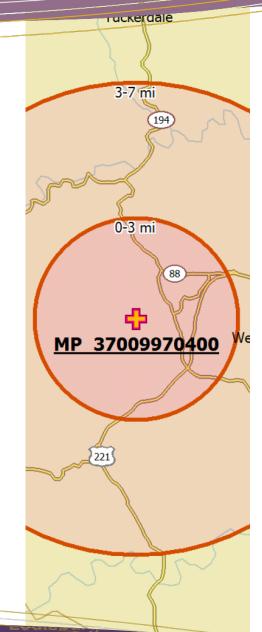
#### Issues for Your Consideration - continued

- 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?

eville Bayboro White Plains Halifax Pembroke Belwood Elon Harmony Falson Windsor Beaufort Ra Autander Raleigh Fairview Spindale Fairmont Bladenboro Wrightsville Intercultural Institute Lyde Rich Square Belhaven High Shoals Fairfield Harbour Gatesville Hyper Confextual Ministry Confextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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.



Momeyer Wesley Chapel Faith Smithfield Sanford Orrum Tabor City Biltmore Forest Aboskie Claren Roseboro Castalia Rockwell Elroy Montreat White Plains Red Oak Intercultural Institute Asheboro Contextual Montreat White Plains Red Oak Intercultural Institute For Contextual Ministry Jefferson Winston-Salem Brogden St. Pauls Parktor 30 For Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,680	100%	1,715	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	60	2.24%	40	2.33%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	60	2.24%	40	2.33%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	271	10.11%	173	10.09%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	271	10.11%	173	10.09%
Mid-Market Enterprise	0	0%	0	0%

Sandy Creek Maxton Surf City Spiveys Corner Keener Civde Weddington Sylva Dundarrach Whitset The Cameron East Bend Pleasant Hill Proctorville Fair Bluff Boiling Spire Intercultural Institute Harmony Hoffman Clinton Pinebluff Eureka Royal Pines Barker Ten Monaton Hobgood Morrisville Para ©Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,680	100%	1,715	100%
BLUE COLLAR BACKBONE	73	2.72%	47	2.74%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	34	1.27%	21	1.22%
Lower Income Essentials	39	1.46%	26	1.52%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	227	8.47%	159	9.27%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	10	0.37%	6	0.35%
Professional Urbanites	10	0.37%	7	0.41%
Urban Advancement	35	1.31%	24	1.4%
Amer. Great Outdoors	104	3.88%	67	3.91%
Mature America	68	2.54%	55	3.21%
METRO FRINGE	852	31.79%	587	34.23%
Steadfast Conservative	608	22.69%	417	24.31%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	244	9.1%	170	9.91%

sonville Cerro Gordo Gatesville Winfall Vandemere Davidson Bessemer City Garner Macon Mount Pica Franklinville Turkey Lansing Castle Hayne Skippers Corner Level Intercultural Institute Raleigh McDonald Harrells Mesic Teachey Asheboro Vann Crossroa for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,680	100%	1,715	100%
REMOTE AMERICA	224	8.36%	137	7.99%
Hardy Rural Fam.	221	8.25%	135	7.87%
Rural Southern Living	0	0%	0	0%
Coal & Crops	3	0.11%	2	0.12%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	25	0.93%	19	1.11%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	25	0.93%	19	1.11%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	762	28.43%	432	25.19%
Industrious Country Living	404	15.07%	275	16.03%
America's Farmland	0	0%	0	0%
Comfy Country Living	14	0.52%	9	0.52%
Small Town Connections	40	1.49%	23	1.34%
Hinterland Fam.	304	11.34%	125	7.29%

Swannanoa Bald Head Island Lasker Hobgood Swansboro Clarkton Locust Weddington Gorman City East Arcadia Plymouth Cullowhee Neuse Forest Warsaw Maggie Intercultural Institute masville Yadkinville Angier Winton Carrboro Cape Carteret Speed By for Contextual Ministry to Copyright 2013, Intercultural Institute for Contextual Ministry Catavina 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	2,680	100%	1,715	100%
STRUGGLING SOCIETIES	64	2.39%	37	2.16%
Rugged Southern Style	64	2.39%	37	2.16%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	122	4.55%	84	4.9%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	4	0.15%	3	0.17%
Urban Diversity	36	1.34%	26	1.52%
New Generation Activists	82	3.06%	55	3.21%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Plymouth Ocean Isle Beach Brices Creek Woodland Bakersville Cameron Moravian Falls Delway Sou The second se

# 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?

htsville Beach Harrellsville West Marion Mooresboro Mocksville Fairmont Polkton Surf City James City ten Ronda Walnut Cove Plain View Forest Oaks Lewiston Woodville Biston Intercultural Institute Hoffman Mint Hill Bowmore Hamlet Royal Pines Jackson Vann Cross of Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Back Contextual Ministry Whitsett Spencer Mountain Bayboro Oxford Ansony ill

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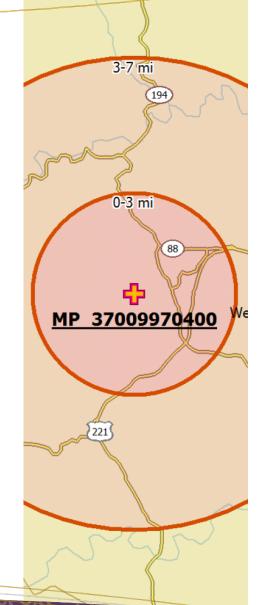
#### **Potential Cultural Bridges**

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).



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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	73%	74%	74%
Use Comp. for Internet/E-mail	54%	56%	56%
Internet Use: E-Mail	45%	46%	46%
Use Comp. for Comp. Games	39%	39%	39%
Use Comp. for Word Processing	35%	37%	37%
Use Comp. for Shopping	33%	33%	33%
Use Comp. for Digital Camera	31%	32%	32%
Photo Editing			
Use Comp. for Education	29%	28%	28%
Use Comp. for Banking	27%	27%	28%
HH Owns DVD Player	26%	26%	26%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	23%	23%	23%
Internet Use: Banking	21%	22%	23%
Use Comp. for News/Info./Data	18%	20%	20%
Service			
PC-Network-HH Has One	15%	15%	15%
Use Comp. for Accounting	12%	13%	14%
Use Comp. for Filing/DB	12%	12%	12%
Mngmnt			
HH Owns Video/Webcam	11%	11%	10%
Use Comp. for Personal	11%	12%	12%
Financial Mngmnt			
Internet Use: Research/	11%	10%	10%
Education			
Internet Use: Shopping: Made	10%	11%	11%
A Purchase			



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%	65%	64%
Dining Out (Not Fast	57%	56%	56%
Food)			
Reading Books	52%	52%	52%
Card Games	43%	43%	44%
Gardening	40%	40%	41%
Cooking for Fun	35%	33%	33%
Go To A Beach/Lake	34%	34%	34%
Board Games	33%	33%	33%
Photography	19%	19%	19%
Visit Zoo	18%	17%	17%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	68%	69%	68%
Gen./Fam. Practitioner	42%	42%	42%
Dentist	26%	27%	27%
Backache	23%	23%	22%
Eye Dr.	21%	21%	21%
Hypertension/High Blood	20%	21%	21%
Pressure			
None Of These	20%	20%	20%
Any Arthritis	19%	19%	19%
High Cholesterol	18%	18%	18%
Overweight (30 Pounds Or More)	16%	15%	15%

Orrum Clayton Hemby Bridge Rowland Half Moon Littleton Glen Raven St. Helena Princeton Saler Statesville Monroe Robbins Lewiston Woodville White Lake Whitakers Intercultural Institute Boone Scotland Neck Bridgeton Silver Lake Surf City Newton Har for Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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		BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Concert	22.38%	23.5%	23.21%		Movies: Romantic Comedy	Movies: Romantic Comedy 17.83%	Movies: Romantic Comedy 17.83% 18.03%
Live Theater	16.66%	17.56%	17.45%		Movies: Drama	Movies: Drama 15.98%	Movies: Drama 15.98% 17.2%
Live Theater Most Often	14.06%	14.73%	14.64%		Movies: Mystery	Movies: Mystery 13.9%	Movies: Mystery 13.9% 14.72%
Rock/Pop Concerts Most	11.35%	11.37%	10.98%	ļ	MLB Baseball Reg. Season	MLB Baseball Reg. Season 5.28%	MLB Baseball Reg. Season 5.28% 5.9%
Often					College Football Reg.	College Football Reg. 5.24%	College Football Reg. 5.24% 5.56%
Country Concerts Most	7.37%	7.22%	7.22%		Season	Season	Season
Often				I	NFL Football Reg. Season	NFL Football Reg. Season 4.53%	NFL Football Reg. Season 4.53% 5.05%
Dance Performance	6.56%	6.93%	6.85%	(	College Basketball Reg.	College Basketball Reg. 3.53%	College Basketball Reg. 3.53% 3.68%
Movies: Action/Adventure	35.75%	35.96%	35.79%		Season	Season	Season
Movies: Comedy	35.49%	35.3%	35.03%		Auto Racing Events	Auto Racing Events 2.68%	Auto Racing Events 2.68% 2.91%
Movies: Fam.	19.4%	18.72%	18.48%		Rodeo	Rodeo 2.04%	Rodeo 2.04% 2.05%

allotte Eiroy Vann Crossroads Oak City Hobgood Brevard Cajah's Mountain Rich Square Lake Norman of theral Springs Bakersville Trenton Boone Washington Pinebluff Pink Pink Intercultural Institute senheimer Bessemer City Raleigh Eden Banner Elk Beech Mountain Ar Jon Confectual Ministry Copyright 2013, 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
	MILES	MILES	MILES
Walking for Exercise	38.67%	40.35%	40.46%
Swimming	33%	33.35%	33.6%
Freshwater Fishing	23.59%	23.85%	24.67%
Bowling	21.1%	20.96%	21.21%
Camping Trips	20.96%	20.62%	21.24%
Hunting	16.98%	16.45%	16.93%
Billiards/Pool	16.77%	17.1%	17.19%
Basketball	13.89%	13.61%	13.78%
Mountain/Road Biking	13.23%	13.64%	13.66%
Target Shooting	12.8%	11.98%	12.02%
Weight Training	12.47%	12.49%	12.44%
Golf	12.43%	13.11%	13.22%
Jogging/Running	11.69%	12.18%	12.24%
Backpacking/Hiking	10.86%	10.68%	10.76%

Saratoga East Flat Rock Benson Cerro Gordo Belmont Lake Norman of Catawba Middlesex Polkville The Emerald Isle High Point Varnamtown Sharpsburg Roseboro Jackson Intercultural Institute Warsaw Bayshore Forest Oaks Keener Bolivia Newland Stanfiel (or Contextual Ministry Colerain Weaverville Simpson Snow Hill Rosman 40

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Soccer	5.98%	5.96%	5.86%
Water Skiing	5.34%	5.43%	5.6%
Ice Skating	5.3%	5.12%	5.06%
Tennis	5.29%	5.37%	5.36%
Auto Racing	5.22%	4.44%	4.13%
Fly Fishing	5.14%	5.28%	5.49%
Snowmobiling	4.85%	4.61%	4.61%
Roller Skating	4.79%	4.93%	5.01%
Downhill & X-Country	4.27%	4.48%	4.59%
Skiing			
Snorkeling	4.26%	4.36%	4.35%

0-3	3-7	7-10
MILES	MILES	MILES
4.04%	4.25%	4.33%
3.87%	3.57%	3.53%
3.49%	3.27%	3.2%
3.36%	3.31%	3.22%
3.35%	3.33%	3.26%
3.21%	3.18%	3.19%
3.15%	3.6%	3.71%
3.12%	2.95%	2.89%
2.8%	2.88%	2.9%
2.3%	2.3%	2.31%
	MILES   4.04%   3.87%   3.49%   3.36%   3.35%   3.21%   3.15%   3.12%   2.8%	MILES4.04%4.25%3.87%3.57%3.49%3.27%3.36%3.31%3.35%3.33%3.21%3.18%3.15%3.6%3.12%2.95%2.8%2.88%



#### 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.

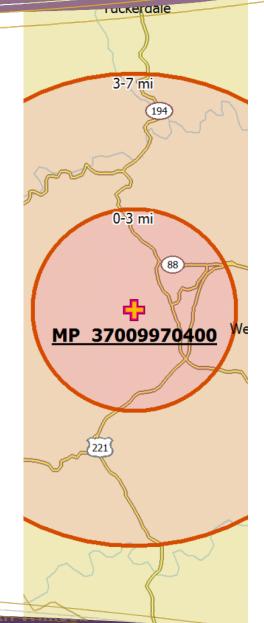
#### **BIBLICAL BARRIERS**

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.



ordton Lake Santeetlah Lake Park Jamestown Black Creek Rolesville Valley Hill Archdale Etowah Faise Fort Cape Carteret Crossnore Morehead City Neuse Forest Seagrove Macclestield East Arcada ay Hildebran Ronda JAARS King Enfield Momeyer Bolton Cedar Por Intercultural Institute For Contextual Ministry Head Island H Coopyright 2013, Intercultural Institute for Contextual Ministry 42

#### 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.

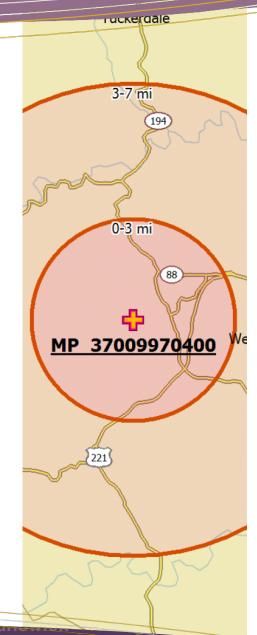
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



nore Middleburg Alliance Hamilton Smithfield Spencer Mountain Vass Seven Springs Taylortown Minne Henderson Sandyfield Burnsville Cedar Point Erwin Lumber Bridge State Intercultural Institute McAdenville Oriental Southport Gaston Earl Askewville Barker Here Intercultural Institute Confectual Ministry Copyright 2013, 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 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILE
Important Continue Learning New Things	51%	50%	50%	Too Much Sponsorship In Arts/Sports	22%	21%	21%
Find It Difficult To Say No To My Kids	39%	38%	38%	Rarely Sit Down to a Meal Together At Home	19%	18%	18%
Woman's Place Is In The Home Speak My Mind Even If It Upsets	36% 35%	35% 35%	35% 35%	Like To Pursue Challenge/Novelty/Change	18%	18%	18%
People	000/	00%	000/	Marijuana Should Be Legalized	17%	18%	17%
Like Control Over People And Resources	33%	33%	33%	I Am A Workaholic Only Work Current Job for The	15% 15%	14% 15%	14% 15%
Like To Do Unconventional Things	31%	31%	31%	Money We Should Strive for Equality	11%	11%	11%
Prefer To Have Few Possessions As Possible	29%	31%	31%	for All On Whole People Get What	11%	10%	10%
Don't Judge People/Way They Live Life	28%	28%	28%	They Deserve Happy With My Standard Of	11%	11%	11%
Money Is Best Measure Of Success	28%	28%	28%	Living Indulge My Kids With The Little	8%	9%	9%
Friends More Important Than My	24%	24%	24%	Extras			
Fam. If Won Lottery Would Never	23%	24%	24%	Little I Can Do To Change My Life	7%	7%	7%
Work Again	_0,0	_ 170	- 170	Very Happy With My Life As It Is	6%	5%	5%
Like to Stand Out In A Crowd	22%	21%	21%				

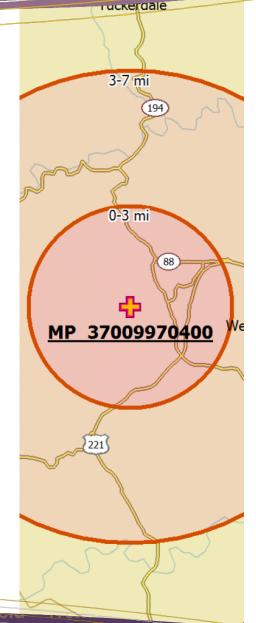
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#### **Potential Cultural Themes**

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.



Sherrills Ford Chadbourn West Marion Long View Old Fort Bowmore Bessemer City Aurora Lowesville Granite Quarry Millers Creek Silver Lake Bent Creek Cary Fairmont Mary Intercultural Institute oro Huntersville Vander North Topsail Beach Wagram St. Stephens Win Topsail Confectual Ministry for Confectual Ministry Brevard Statesville Trenton Kenansville Webst 45 Copyright 2013, Intercultural Institute for Contextual Ministry Stony Point Eletcher Kannapolis Rowland Lansing Wi

## **Potential Cultural Themes:**

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	59%	60%	60%	Is An Important Part Of Who I Am Worried About Pollution Caused	17% 16%	17% 16%	18% 15%
You Should Seize Opportunities	56%	56%	56%	By Cars			
In Life Like To Understand About	35%	35%	35%	Real Men Don't Cry Looking for New Ideas To Improve	16% 15%	16% 15%	16% 15%
Nature	0070	0070	0070	Home	10,0		
Important Feel Respected By My Peers	34%	34%	34%	Enjoy Spending Time With My Fam.	13%	12%	12%
Prefer Work Part Of Team Than Alone	34%	34%	34%	Try Not To Worry About The Future	12%	13%	12%
Important To Juggle Various Tasks	32%	31%	31%	Provide My Kids With The Little Extras	11%	11%	11%
Prefer To Have Few	29%	31%	31%	Feel Very Alone In The World	6%	6%	6%
Possessions As Possible				Children Should Be Allowed To	5%	5%	5%
Good At Fixing Things	28%	28%	28%	Express Themselves			
Have Keen Sense Of Adventure	25%	25%	25%	Like Spending Most Time With	5%	5%	5%
Like To Just Enjoy Life	23%	23%	22%	Fam.			
People Have To Take Me As	21%	21%	21%	Decor Particular Interest To Me	4%	4%	5%
They Find Me				Would Like To Set Up Own	3%	3%	4%
Consider Myself Interested In The Arts	19%	19%	19%	Business			

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rells Coats Cajans Hountain Pleasant Garden Salem Clinton Fremont Sherrins Ford Columbia East Sp Hamanaw Mountain View Woodfin Watha Shallotte Stanfield Godwin Intercultural Institute Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

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

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t Pembroke Reidsville Polkville Rich Square Whitakers Windsor Rutherfordton Linden Winton James Hillers Creek Surf City Carolina Beach Newton Grove Fallston Center Intercultural Institute elena White Lake Elon Kirkland Sanford New Bern Pleasant Garden For Contextual Ministry Macon Orru Cecopyright 2013, Intercultural Institute for Contextual Ministry Becopyright 2013, Intercultural Institute for Contextual Ministry Becopyright 2013, Intercultural Institute for Contextual Ministry Decession Grover Bessemer City Mount Gilead Dundarrac

### **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	86.78%	86.07%	86.03%
Restaurant-Visit Any			
Fam. Restaurants/Steak	82.56%	82.94%	82.7%
Houses-Visit Any			
McDonald's	56.68%	56.52%	56.68%
Burger King	38.06%	37.64%	37.84%
Subway	31.43%	31.23%	31.53%
Kentucky Fried Chicken (KFC)	29.78%	27.84%	27.27%
Wendy's	29.39%	28.41%	28.13%
Taco Bell	27.49%	26.83%	26.41%
Applebee's	26.24%	26.49%	26.09%
Arby's	24.68%	23.65%	23.28%
Pizza Hut	24.03%	22.5%	22.18%
Dairy Queen	20.31%	20.02%	20.14%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	17.58%	18.38%	18.3%
Cracker Barrel	17.02%	16.21%	16.05%
Red Lobster	16.27%	16.06%	15.88%
Sonic	16.09%	15.31%	15.62%
Hardee's	13.4%	12.07%	12.1%
Golden Corral	12.07%	10.73%	10.32%
Outback Steakhouse	11.91%	12.58%	12.71%
Domino's Pizza	11.73%	11.23%	10.97%
Long John Silver's	11.62%	11.14%	11.26%
Denny's	11.44%	11.47%	11.18%
IHOP (International House Of	10.78%	10.96%	10.72%
Pancakes)			
Chili's Grill and Bar	10.08%	9.7%	9.56%

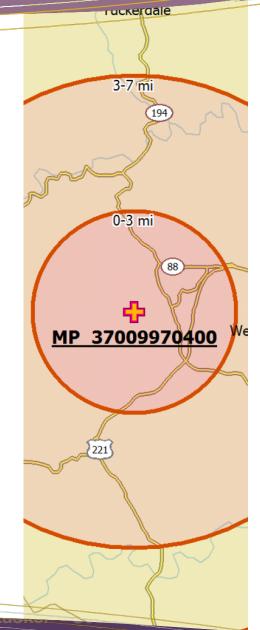
Seven Springs Fremont Mountain View Cramerton Beulaville Mount Pleasant Robbins Micro Taylortown Marrenton Gamewell Vander Avery Creek Harmony Dallas Hightsville Intercultural Institute Wesley Chap Ilburg Windsor Fairmont Statesville Southern Pines Catawba Valdese for Contextual Ministry Wesley Chap ar Copyright 2013, Intercultural Institute for Contextual Ministry Biscoe Whitakers Wilkesboro Sanford Henderson JA

#### **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!



Proctorville Kittrell Bessemer City Gatesville Pink Hill Vanceboro Lenoir Carolina Beach Marion Month Hehem Welcome Elrod Saxapahaw Walkertown Jefferson Aberdeen Intercultural Institute Lake Lure Stantonsburg Dobbins Heights Swansboro Red Cross Nov Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry 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	45.55%	46.6%	46.34%
Recycled products	32.29%	33.95%	33.75%
Worked as volunteer (non political)	16.89%	17.07%	17.01%
Engaged in fund raising	10.97%	10.9%	10.88%
Religious club member	7.79%	7.67%	7.69%
Wrote to elected offcl about publ bus	5.66%	5.93%	5.96%

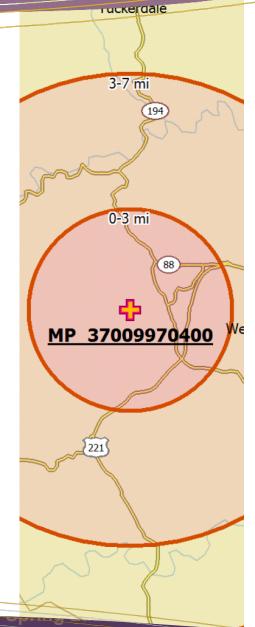
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Union member	5.62%	5.6%	5.53%
Wrote to editor of mag or	5.62%	5.62%	5.55%
newspaper			
Church Board	5.35%	5.29%	5.4%
Charitable Organization	5.24%	5.26%	5.22%
Took active part in local civic	4.84%	5.03%	5.01%
issue			
Fraternal order member	4.82%	4.91%	4.83%

alcon Cedar Point Elm City Five Points Selma Mint Hill Chapel Hill Duck Chocowinity Middleburg Hu Hertford Bath Ocean Isle Beach Norman Fairfield Harbour Harmon Intercultural Institute Biltmore Forest Rosman Clayton Ayden Roxboro Ranlo Stony Po Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

#### **Communication Media Content**

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

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



White Oak Harrelsville Ogden St. James Walnut Cove Bridgeton Mayodan Four Oaks Robersonville Roberso

## **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	15.1%	15.89%	15.95%
Children's Books	12.62%	12.52%	12.55%
Mystery	11.41%	11.86%	11.89%
Cookbooks	9.83%	10.2%	10.19%
Religious (not Bibles)	8.74%	8.8%	8.82%
Romance	7.41%	7.13%	7.15%
History	6.31%	6.72%	6.75%
Personal/Business	6.08%	6.12%	6.08%
Self-help			
Biography	5.58%	5.96%	5.9%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	62.56%	63.67%	62.72%
Gen. Editorial	43.98%	44.3%	43.9%
Womens	38.38%	38.15%	37.79%
Service	35.09%	35.57%	35.68%
Fishing/Hunting	16.95%	16.9%	17.35%
Mens	16.68%	16.6%	16.19%
Automotive	15.02%	14.87%	14.76%
Mature Market	13.44%	13.74%	13.55%
Sports	12.91%	13.27%	12.97%

Forest Oaks <u>Eureka St. Pauls Canton Fairview</u> Sherrills Ford Elon Zebulon Broadway Oakboro Wa Lackson Moravian Falls Aurora Lansing Pantego Keener Richfield Mail <u>Fdenton</u> Cooleemee Pink B If Moon Grandfather Stony Point Harrisburg Stovall Brookford Northwe for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

### Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	56.94%	57.42%	57.27%
Classified	38.19%	37.34%	37.4%
Editorial Page	32.68%	33.37%	33.34%
Sport	31.74%	32.37%	32.21%
Comics	28.94%	29.13%	28.98%
Business/Finance	25.46%	26.98%	26.83%
Food/Cooking	24.61%	25.21%	25%
TV/Radio Listings	24.08%	24.5%	24.29%
Movie Listings & Reviews	22.74%	23.52%	23.15%
Home/Gardening	20.62%	21.25%	21.12%
Travel	16.89%	17.75%	17.56%
Science/Technology	16.25%	17.11%	16.97%
Fashion	12.06%	12.58%	12.59%

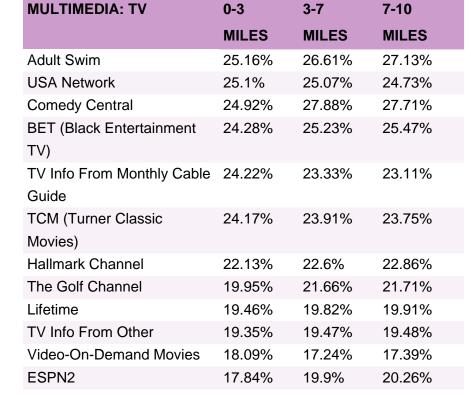
RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	30.92%	30.49%	31.56%
Adult Contemporary	17.44%	18.08%	18.04%
CHR Contemp Hit Radio	16.84%	16.41%	15.88%
Rock	11.75%	11.9%	11.65%
Classic Rock	11.28%	11.09%	10.97%
Oldies	10.54%	10.8%	10.73%
News/Talk	9.71%	10.22%	10.07%
Urban Contemporary	7.53%	6.82%	6.49%
Alternative	7.4%	8.08%	8%
Religious	6.29%	6.41%	6.51%
Variety	5.77%	5.92%	5.89%
Soft Contemporary	4.48%	4.54%	4.37%
Classic Hits	3.58%	3.59%	3.48%
Gospel	2.82%	2.31%	2.27%
Sports	2.75%	2.92%	2.86%
All Talk	2.66%	3.49%	3.6%
Classical	2.57%	2.7%	2.65%
Adult Standards	2.5%	2.96%	2.92%

more Forest Clarkton Gatawba Royal Pines Clayton Varnamtown East Spencer Vanceboro Raynham Roster Casar Dobbins Heights Brookford Mayodan Dunn Eastover Plyron Intercultural Institute Springs Maggie Valley Hudson Leland Mebane Bessemer City Forest for Contextual Ministry OCopyright 2013, Intercultural Institute for Contextual Ministry Mountain Peachland Carrboro Carthage Vander Fra 53

### Potential Multimedia Content:

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

IULTIMEDIA: TV	0-3	3-7	7-10	MULTIMEDIA: TV
	MILES	MILES	MILES	
Fox News Channel	64.43%	65.19%	65.58%	Adult Swim
Satellite Dish	57.6%	55.81%	55.68%	USA Network
Soapnet	50.8%	49.74%	49.25%	Comedy Central
Other Video-On-Demand	45.27%	45.15%	45.29%	BET (Black Entertainment
Sci-Fi Channel	37.72%	37.8%	38.27%	TV)
Adult Pay Per View TV	35.33%	36.74%	37.05%	TV Info From Monthly Cable
MSNBC	34.2%	34.19%	34.26%	Guide
Nickelodeon	30.12%	30.08%	30.59%	TCM (Turner Classic
TV Info From Sunday TV	29.35%	28.5%	28.27%	Movies)
Magazine				Hallmark Channel
Subscribe Digital Cable	28.57%	28.26%	28.4%	The Golf Channel
TV Info From Newspapers	26.22%	25.85%	25.8%	Lifetime
Nick At Nite	25.4%	25.53%	25.81%	TV Info From Other
				Video-On-Demand Movies



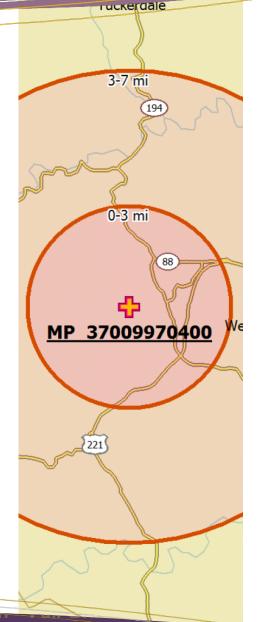
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#### **Communication Media Usage**

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.



Royal Pines Norwood Greensboro Murraysville Misenheimer Garner Weaverville Conway Cornelius tal Elroy Lattimore Valley Hill Mint Hill Saluda Shelby Nashville Please Hill Four Oaks Archdale A uda Run Ramseur Pantego Dunn Forest City Lowesville Asheboro Ar for Contextual Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry and Carden 2013, Intercultural Institute for Contextual Ministry

## Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	18.1%	18.82%	18.93%
Medium Users (4-6)	10.04%	10.3%	10.25%
Light Users (1-3)	20.32%	20.34%	20.17%
Quintiles (20%)			
Newspaper I (Heavy)	1.43%	1.33%	1.28%
Newspaper II	1.1%	1.08%	1.03%
Newspaper III	2.57%	2.39%	2.38%
Newspaper IV	0.61%	0.53%	0.49%
Newspaper V (Light)	1.43%	1.22%	1.23%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	18.8%	18%	17.97%
Magazines II	8.71%	8.02%	7.85%
Magazines III	10.1%	9.04%	8.99%
Magazines IV	10.09%	10.09%	10.15%
Magazines V (Light)	0.22%	0.13%	0.12%
Outdoor I (Heavy)	4.96%	5.35%	5.35%
Outdoor II	2.28%	2.21%	2.12%
Outdoor III	2.5%	2.46%	2.43%
Outdoor IV	19.73%	18.66%	18.48%
Outdoor V (Light)	26.54%	26.79%	26.7%
Yellow Pages I	15.17%	15%	14.96%
(Heavy)			
Yellow Pages II	4.34%	4.41%	4.34%
Yellow Pages III	4.74%	4.3%	4.15%
Yellow Pages IV	25.55%	24.48%	24.24%
Yellow Pages V (Light)	3.12%	2.79%	2.61%

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Wrightsville Beach Ellenboro Kernersville Trinity Pleasant Hill Granite Fails Crosshore Homasville Wrightsville Bouth Henderson Pumpkin Center Canton Oak Ridge Biscoe High Pleasant Garden Wison's owellsville Montreat Durham Northwest Ellerbe Rolesville Everetts State Intercultural Institute Wright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Wright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths	/		
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	3.52%	3.46%	3.5%	Prime Time I & II (Heavy)	4.23%	3.98%	3.97%
Drive Time III (Medium)	0.81%	0.95%	1.04%	Prime Time III (Medium)	2.39%	2.36%	2.38%
Radio IV & V (Light)	2.22%	2.26%	2.29%	Prime Time IV & V (Light)	7.33%	6.25%	6.13%
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	8.45%	7.62%	7.46%	Fringe I & II (Heavy)	41.56%	41.58%	41.55%
Radio III (Medium)	5.01%	4.62%	4.53%	Fringe III (Medium)	58.33%	56.56%	56.01%
Radio IV & V (Light)	2.59%	2.73%	2.81%	Fringe IV (Light)	58.52%	57.49%	57.15%
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	11.35%	10.99%	11.01%	All Day I & II (Heavy)	13.66%	12.98%	12.82%
Cable III (Medium)	4.72%	4.15%	4.02%	All Day III (Medium)	26.2%	25.47%	25.35%
Cable IV & V (Light)	34.15%	34.54%	34.58%	All Day IV (Light)	9.9%	10.43%	10.439

Burgaw Wilson Castalia Bethlehem Durham Ashley Heights Kingstown Marietta Jackson Mars Hill Williamston Lewisville Pembroke Stem Murraysville Midland Lake San Intercultural Institute Clemmons Princeville Laurinburg Hightsville Flat Rock Ranlo Dunn Good Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.97%	12.9%	13.17%
6:00am - 10:00am	12.4%	13.4%	13.38%
10:00am - 3:00pm	4.97%	5.13%	4.94%
3:00pm - 7:00pm	14.21%	14.11%	14.13%
7:00pm - Midnight	11.75%	12.89%	13.23%
Midnight - 6:00am	4.4%	4.98%	5.05%
Weekend Radio			
Listeners			
Dayparts [summary]	14.31%	13.83%	13.64%
6:00am - 10:00am	2.73%	3.21%	3.24%
10:00am-3:00pm	4.1%	4.41%	4.26%
3:00pm - 7:00pm	6.39%	6.26%	6.24%
7:00pm - Midnight	7.15%	7.43%	7.56%
Midnight - 6:00am	9.94%	10.39%	10.26%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.31%	6.54%	6.58%
Saturday: 8:00-11:00pm	7.7%	7.57%	7.51%
Sunday: 7:00-11:00pm	8.66%	9%	9.12%
9:00am-1:00pm	25.4%	25.53%	25.81%
9:00am-4:00pm	28.7%	29.17%	29.5%
4:00pm-7:00pm	25.7%	26.97%	27.04%
11:00pm-1:00am	41.29%	41.31%	41.19%
AVG Prime time	2.36%	2.2%	2.16%
Mon-Sun			

Kitty Hawk Marion Farmville Jonesville Lenoir Belhaven Windsor Clinton Marshville Warrenton Will Wake Forest Dallas Sea Breeze Hudson Garland Fairview Pantego Intercultural Institute Traham Eureka Ahoskie Atkinson Tryon Tobaccoville Westport Holly for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	14.23%	14.96%	15.03%	Sat: 7-10am	Sat: 7-10am 16.13%	Sat: 7-10am 16.13% 16.36%
7-9am	17.84%	19.9%	20.26%	Sat: 10am-1pm	Sat: 10am-1pm 6.85%	Sat: 10am-1pm 6.85% 6.92%
9am-12noon	21.24%	21.33%	21.62%	Sat: 1-4pm	Sat: 1-4pm 24.38%	Sat: 1-4pm 24.38% 23.62%
12noon-4pm	7.46%	7.85%	7.88%	Sat: 4-6pm	Sat: 4-6pm 6.96%	Sat: 4-6pm 6.96% 6.45%
4-6pm	40.48%	41.36%	41.35%	Sat: 6-7pm	Sat: 6-7pm 1.54%	Sat: 6-7pm 1.54% 1.63%
6-7pm	20.35%	20.74%	20.96%	Sat: 7-8pm	Sat: 7-8pm 0.82%	Sat: 7-8pm 0.82% 0.76%
7-7:30pm	1.26%	1.42%	1.5%	Sat: 8-11pm	Sat: 8-11pm 7.7%	Sat: 8-11pm 7.7% 7.57%
7:30-8pm	11.33%	10.83%	10.63%	Sat: 11pm-1am	Sat: 11pm-1am 3.74%	Sat: 11pm-1am 3.74% 4%
8-11pm	6.31%	6.54%	6.58%	Sat: 1am-7pm	Sat: 1am-7pm 25.1%	Sat: 1am-7pm 25.1% 25.07%
11pm-12am	34.2%	34.19%	34.26%	Sun: 7-10am	Sun: 7-10am 2.02%	Sun: 7-10am 2.02% 1.98%
11pm-1am	41.29%	41.31%	41.19%	Sun: 10am-1pm	Sun: 10am-1pm 6.2%	Sun: 10am-1pm 6.2% 6.21%
1-6am	26.76%	28.78%	28.59%	Sun: 1-4pm	Sun: 1-4pm 5.75%	Sun: 1-4pm 5.75% 5.72%
				Sun: 4-7pm	Sun: 4-7pm 12.13%	Sun: 4-7pm 12.13% 11.94%
				Sun: 7-11pm	Sun: 7-11pm 8.66%	Sun: 7-11pm 8.66% 9%
				Sun: 11pm-1am	Sun: 11pm-1am 3.21%	Sun: 11pm-1am 3.21% 3.5%
				Sun: 1-7am	Sun: 1-7am 18.81%	Sun: 1-7am 18.81% 18.78%

Trinity Elrod Plain View Varnamtown White Plains Seagrove Laurel Park Boiling Spring Lakes Gorman Bethaven Lucama Blowing Rock Leland Cameron Oriental Madison Intercultural Institute M Vandemere Faith High Shoals Altamahaw Haw River Ossipee God for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Boog Party 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Boog Party P

# 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.

Minnesott Beach Policylle Plymouth Conway Calabash Elizabethtown Butters Cedar Rock Burnsville Spring Lake Erwin Macon Goldsboro Taylorsville Kirkland Middleburg Intercultural Institute Rockfish Patterson Springs Woodland Morehead City Stanfield Bent Jon Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Using the Shared Places, Projects, Media Content and Usage

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

#### Issues for Your Consideration

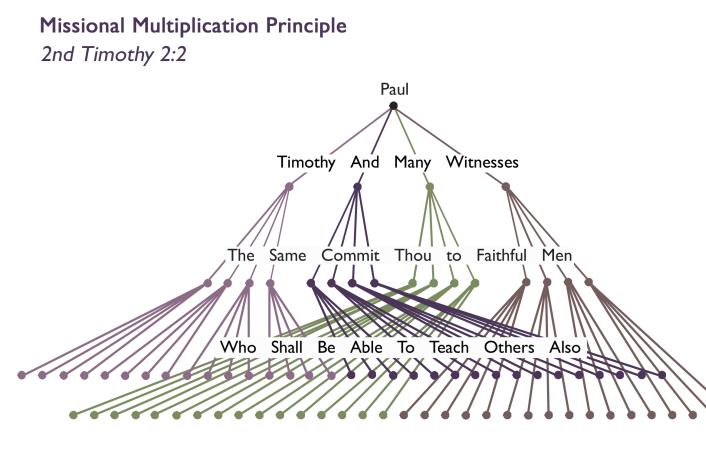
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Plains Sugar Mountain Ranto Cashiers Wilson's Mills Mebane Long View Kure Beach River Road Scott Indian Beach Winston-Salem Denton Cape Carteret Como Durham Intercultural Institute Conville Old Fort Pink Hill Hamlet Princeton Broadway McFarlan Mago Intercultural Institute for Contextual Ministry <sup>G</sup>Copyright 2013, Intercultural Institute for Contextual Ministry Fairfield Harbour, Bailey, Gaston, Wallace, Marion

## **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.



Hudson Mars Hill Magnolia Macclesfield Indian Beach Ramseur Spring Hope Welcome Reeford Dank He Parmele Linden Wake Forest Jefferson Marshall Bent Creek South Intercultural Institute roctorville Southern Shores Speed Broadway Robbins Highlands Crick Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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



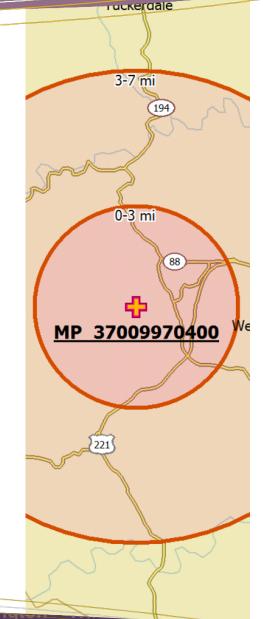
#### Pikeville Barker Ten Mile Waynesville Youngsville Vass Cary Bear Grass Edenton Hildebran Plain Young Bear Grass Edenton Hildebran Plain Young Bear Grass Edenton Hildebran Plain Young Bear Grass Edenton Hildebran Vest Canton Bethania Cramerton Marshall Grandfather Cedar Rock Alamance Intercultural Institute Emerald Isle Wallace Avery Creek Littleton Spiveys Corner Cooleer for Contextual Ministry of Nountain Home 63 Ocopyright 2013, Intercultural Institute for Contextual Ministry

#### Your MissionSite and the Missional Suite

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

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

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





### Notes and Sources

- 1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
- 2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.
- 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	West Jefferson First - West Jefferson	08 West Second St West Jefferson, NC 28694	0.24 mi	175	Plateauing
2	Friendly Grove - West Jefferson	444 Buck Mountain Rd West Jefferson, NC 28694	1.14 mi	71	Plateauing
3	Midway - West Jefferson	1670 Mount Jefferson Rd West Jefferson, NC 28694	1.54 mi	89	Plateauing
4	Fletcher Memorial - Jefferson	201 South St Jefferson, NC 28640	1.78 mi	168	Declining
5	Cristo El Salvador - West Jefferson	201 South St. Jefferson, NC 28640	1.78 mi	26	Growing
6	Faith Fellowship & Harvest Ministries - W	513 East Main St Jefferson, NC 28640	2.04 mi	83	Insufficient Data
7	Buffalo - W Jefferson	619 Central Buffalo Rd West Jefferson, NC 28694	2.19 mi	69	Plateauing
8	Happy Trails Cowboy	1600 Golf Course Rd West Jefferson, NC 28694	2.94 mi	0	Insufficient Data
9	Beaver Creek - West Jefferson	1471 Mulatto Mountain Rd West Jefferson, NC 28694	3.06 mi	73	Plateauing
10	Bald Mountain - W Je	1460 Bald Mountain Rd West Jefferson, NC 28694	3.07 mi	394	Plateauing
11	Bristol - Jefferson	1776 Old Highway 16 Jefferson, NC 28640	3.32 mi	197	Plateauing
12	Mount Jefferson - Jefferson	1957 US Highway 221 N Jefferson, NC 28640	3.40 mi	0	Insufficient Data
13	Obids - West Jefferson	194 Obids Baptist Church Rd West Jefferson, NC 28694	3.58 mi	52	Growing
14	Highlands Community - Jefferson	787 Taylor Rd West Jefferson, NC 28694	3.58 mi	0	Insufficient Data
15	North Beaver - West Jefferson	3759 NC Highway 163 West Jefferson, NC 28694	3.58 mi	70	Plateauing

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Calvary - W Jefferson	200 Oak St West Jefferson, NC 28694	3.58 mi	30	Declining
17	New Life Community Church	181 Witherspoon Heights Rd Jefferson, NC 28640	3.73 mi	0	Insufficient Data
18	Orion - Jefferson	477 Frank Dillard Rd Jefferson, NC 28640	3.92 mi	44	Plateauing
19	Friendship - Jefferson	891 Friendship Bapt Church Rd Jefferson, NC 28640	4.05 mi	231	Declining
20	Warrensville - Warrensville	130 Church St Warrensville, NC 28693	4.20 mi	144	Growing
21	Clifton - Warrensville	972 Carl Eastridge Rd Warrensville, NC 28693	4.77 mi	76	Plateauing
22	Mount Olive - Fleetwood	1710 Watertank Rd Fleetwood, NC 28626	5.10 mi	67	Plateauing
23	Round Knob - West Jefferson	247 Round Knob Church Rd West Jefferson, NC 28694	5.14 mi	27	Plateauing
24	Welcome Home - Jefferson	4087 US Highway 221 N Jefferson, NC 28640	5.36 mi	30	Declining
25	Oak Hill - Lansing	1222 W Deep Ford Rd Lansing, NC 28643	5.65 mi	36	Declining
26	Wagoner - Jefferson	115 Wagoner Access Rd Jefferson, NC 28640	5.98 mi	39	Growing
27	Laurel Knob - Todd	3288 Hwy 194 S Todd, NC 28684	6.00 mi	42	Plateauing
28	Mission Home - Fleetwood	480 Railroad Grade Rd Fleetwood, NC 28626	6.77 mi	56	Declining
29	Big Flatts - Fleetwood	2373 Big Flatts Church Rd Fleetwood, NC 28626	6.90 mi	33	Plateauing
30	Landmark - Lansing	115 Landmark Church Rd Lansing, NC 28643	7.88 mi	66	Declining

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## APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	
31	Old Fields - Fleetwood	1964 Conley Cheek Rd	7.91 mi	53	Declining
32	South Fork - Todd	Fleetwood, NC 28626 157 S Fork Church Rd	7.98 mi	75	Declining
		Todd, NC 28684			U
33	New Beginning Evangelistic Mission	3614 Railroad Grade Rd Fleetwood, NC 28626	8.08 mi	12	Plateauing
34	Pine Swamp - West Jefferson	3025 Dick Phillips Rd West Jefferson, NC 28694	8.14 mi	45	Growing
35	Healing Springs - Crumpler	9178 Old Highway 16 Crumpler, NC 28617	8.39 mi	65	Declining
36	Glendale Springs - Glendale Springs	231 John W Luke Rd Glendale Springs, NC 28629	8.49 mi	16	Plateauing
37	Liberty Grove - Fleetwood	3289 Liberty Grove Church Rd Fleetwood, NC 28626	8.66 mi	94	Growing
38	Pleasant Valley - Jefferson	3680 Old Field Creek Rd Grassy Creek, NC 28631	8.95 mi	18	Growing
39	Phoenix - Lansing	7910 NC Highway 194 N Lansing, NC 28643	8.98 mi	26	Declining
40	Tuckerdale - Lansing	2678 S Big Horse Creek Rd Lansing, NC 28643	8.98 mi	75	Plateauing
41	Blue Ridge - W Jeffer	407 Blue Ridge Church Rd West Jefferson, NC 28694	9.62 mi	14	Growing
42	Peak Valley - Creston	4022 Peak Rd Creston, NC 28615	9.92 mi	12	Growing
43	Pilot Mountain - Todd	5635 Castle Ford Rd Todd, NC 28684	10.51 mi	33	Plateauing
44	Pleasant Home - Grass	11028 NC Highway 16 N Grassy Creek, NC 28631	11.01 mi	37	Declining
45	Little Helton - Grassy Creek	750 Little Helton Rd Grassy Creek, NC 28631	11.07 mi	28	Plateauing

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