# MissionSite top unreached locations

Woodland **GRANITE FALLS, NC** esdale Biltmore Forest Connel **CENSUS TRACT: 37027031400** rthage Multip VScotland Neck Sugar Mountain REGION: Region 7: Northwest COUNTY: Caldwell CONGREGATIONAL REPRODUCTION SITESCAPE: Townscape Aurora In partnership with the: Devils Trenton Williamston Rockwel DENSITY PATTERN: I3Saratoga Intercultural Institute et Beach Black Mountain Fox for Contextual Ministryuthern Shores Sharpsburg Glen Alpine Chadbourn Morgantor Morehead Lilesville North Carolina Baptists Caring. Sharing. Daring. a@Copyright 2011 Intercultural Institute for Confextual Ministry Bunn Morrisville Teachey

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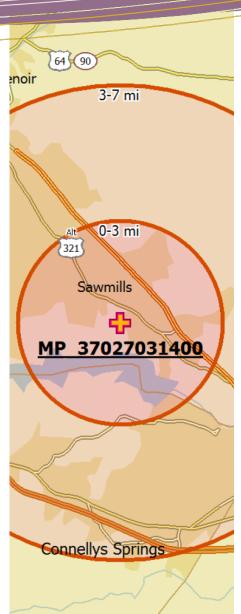
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#### Site Location Summary

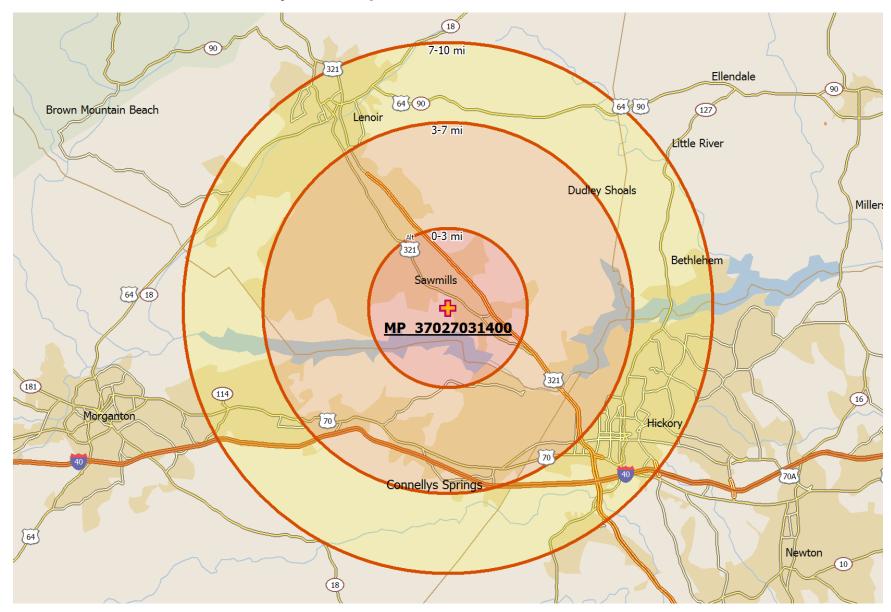
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	37027	Caldwell
4	Zipcode	28630	Caldwell
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.25	Medium towns adjacent to a large town
8	Sitescape Density Pattern	13	50000-100000-100000



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



Wade Roxobel Ayden Shallotte Skippers Corner Maiden Millers Creek Clyde Newton Grove Lewisville Furkey East Bend Glen Raven Morrisville Como Statesville Maysviller, hadbourn Faith Banner Elk Marshville Kenly Rennert Elm City Mesic Rowland Watha Roanok PCopyright 2011, Intercultural Institute for Contextual Ministry PCopyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric	22	Suburb: Midsize: Territory outside a principal city and inside an urbanized area with
	Locale Codes		population less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Sedalla Holly Springs Lewiston w

Swick Autonom High anoals Leggett Washington Park Weddington Matthews Finetops Halfax Laurel F Bethania China Grove Sims Kannapolis Fallston Ashley Heights Provint Intercultural Institute Beulaville Tobaccoville Parmele Elm City Fuquay-Varina Shannon Vanco (on Confectual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	13,809	53,154	82,744
2010 Households	5,352	20,685	32,461
2010 Group Quarters Population	182	647	1,881

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	26	36	42
Language Diversity National Index	23	24	41
Foreign Born Diversity National Index	10	25	26
Ancestry Diversity National Index	69	68	54
Racial Diversity National Index	20	20	42

herrills Ford Red Oak Apex Bostic Goldsboro Vander Calabash East Arcadia Dobson Plain View Jan Bridge Reidsville Swepsonville Mount Gilead Autryville Dobbins Heights Charsonville Arapahoe Ben et Beach Ansonville Ivanhoe Cramerton St. Pauls Cedar Point Siler City For Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	1	True
Low-employment County	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

Jacksonville Sparta Mint Hill Simpson Catawba JAARS Rutherfordton Mount Pleasant Turkey Warks Wanchese Glen Alpine Parkton Shelby West Canton Cullowhee Optic Confectual Institute anhoe Ranlo Maysville Whiteville Knightdale Kings Mountain Gastoni for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	216	4.04%
Mainstay Communities	Established, Diverse Households	701	13.1%
Working Communities	Blue-collar, Working Families	3,114	58.18%
Country Communities	Rural, Agri. & Mining Families	987	18.44%
Aspiring Communities	Young Singles / Aspiring-Multihousing	198	3.7%
Urban Communities	High Density, Inner-city Neighborhoods	136	2.54%

vern Spring Hope Oak Island Woodland Falcon Dundarrach Rose Hill Tar Heel Murfreesboro East Bend Bath Granite Quarry Icard Gorman South Weldon Elkin Aulander Intercultural Institute Ind Wilson Ogden Wesley Chapel Farmville Belmont Calypso Ashevil V Los Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

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

#### Issues for Your Consideration

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

Aville Sandyfield Peachland Columbia Williamston Glen Alpine Pineville Hickory Kittrell Mar Mac Mark Resboro Danbury Erwin Norwood Winton Pleasant Garden Seven Spring Intercultural Institute Sourn Broadway Varnamtown Carolina Shores Light Oak Salem Hamlet Coropyright 2011, Intercultural Institute for Contextual Ministry Coropyright 2011, Intercultural Institute for Contextual Ministry

# 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	19,174	3,474	18.12%
Unreached %	61.5%	64.92%	105.56
Religious But NOT Evangelical HH	4,176	791	18.93%
Religious But NOT Evangelical %	13.39%	14.77%	110.3
Spiritual But NOT Relig or Evang HH	2,931	563	19.21%
Spiritual But NOT Relig or Evang %	9.4%	10.52%	111.89
Not Evangelical, Not Interested HH	12,109	2,122	17.53%
Not Evangelical, Not Interested %	38.84%	39.65%	102.11



Codwin Walkertown Oak Ridge Troutman Madison Jefferson Robersonville Red Springs Oakboro B Glead Northwest Boonville Seven Springs Clinton Mills River McFarl Contextual Institute Hildebran Kelly Candor Kingstown Four Oaks Angier Rural Hall Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Spirituality Indicators - Churchscape**

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCNC Churches	73	11	15.07%
Active BCNC Attenders	11,196	1,975	17.64%
Active Evangelical Households	6,774	1,060	15.64%
Active Evangelical Percent	21.73%	19.80%	91.12
Inactive Evangelical Households	5,231	818	15.64%
Inactive Evangelical Percent	16.78%	15.29%	91.12
# 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	Clover - Granite Falls	0.37 mi	162	Plateauing	16	Baton - Granite Falls	3.76 mi	108	Growing
2	Dry Ponds - Granite Falls	1.34 mi	275	Plateauing	17	Oak Ridge - Connelly Springs	3.84 mi	206	Plateauing
3	Day3 Church - Granite Falls	1.45 mi	220	Growing	18	Hudson First - Hudson	4.13 mi	400	Plateauing
4	Granite Falls First - Granite Falls	1.60 mi	264	Growing	19	Poovey's Grove - Granite Falls	4.18 mi	79	Growing
5	Open Door - Lenoir	1.85 mi	27	Insufficient Data	20	Warlicks - Connellys Springs	4.40 mi	175	Declining
6	Sunrise - Hudson	1.93 mi	129	Insufficient Data	21		4.52 mi	1,083	Insufficient Data
7	Concord - Gra	1.93 mi	316	Growing	22	Lakeview - Lenoir	4.68 mi	84	Plateauing
8	Mount Zion - Hudson	2.24 mi	292	Growing	23	Temple Hill - Granite Falls	4.69 mi	120	Growing
9	Center Grove - Hudson	2.91 mi	125	Growing	24	Fellowship - Hudson	4.75 mi	159	Declining
10	Mount Carmel - Hudson	2.91 mi	98	Plateauing	25	Cajahs Mountain - Lenoir	4.78 mi	178	Insufficient Data
11	Rhodhiss First - Rhodhiss	2.92 mi	67	Plateauing	26	New Vision Baptist Fellowship - Granite F	5.06 mi	133	Declining
12	Friendship - Hudson	3.31 mi	149	Plateauing	27	Berea	5.54 mi	67	Declining
13	Harris Chapel - Hudson	3.31 mi	179	Declining	28	Rutherford College First - Rutherford Col	5.59 mi	69	Plateauing
14	Oak Grove - Granite Falls	3.41 mi	113	Plateauing	29	Connelly Springs First - Connelly Springs	5.62 mi	67	Plateauing
15	Poovey's Chapel - Hudson	3.71 mi	322	Plateauing	30	White Oak	5.73 mi	34	Insufficient Data

arlan Carthage Asheville Pineville Littleton Valley Hill Greensboro McAdenville River Road Morganice Siler City Wingate Lexington Biltmore Forest Black Creek Gatesville <u>Intercultural Institute</u> Randleman Si g Wadesboro Boonville Wrightsville Beach Flat Rock St. Pauls Morven for Contextual Ministry for Contextual Ministry Reidsville 13 ©Copyright 2011, Intercultural Institute for Contextual Ministry

## Using the Spirituality Indicators

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

#### Issues for Your Consideration

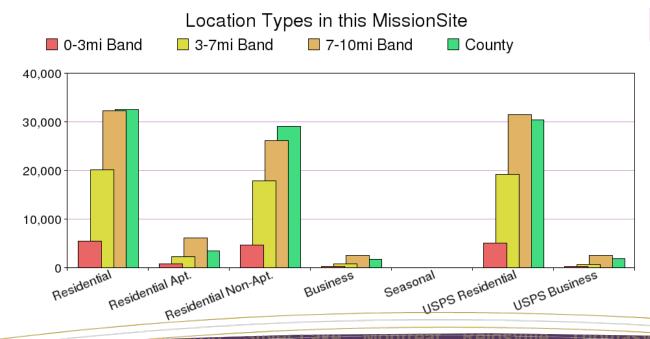
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	70,709	11,912	16.85%
2000 Population	77,415	13,135	16.97%
2010 Population	80,192	13,809	17.22%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	27,172	4,572	16.83%
2000 Households	30,768	5,192	16.87%
2010 Households	31,179	5,352	17.17%

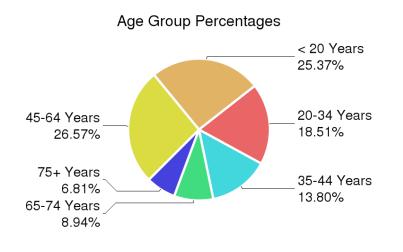


Location Type	0-3mi Band
Residential	5,420
Residential Apt.	798
Residential Non-Apt.	4,622
Business	308
Seasonal	0
USPS Residential	5,093
USPS Business	292

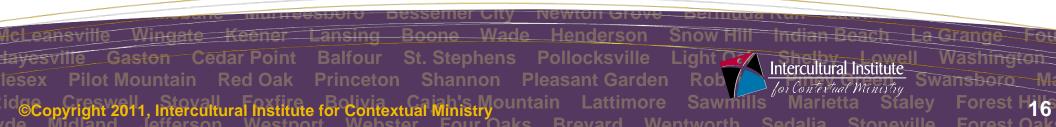
Creek Davidson King Grantsboro Cary Hot Springs New Bern Manteo Badin Beaufort Pine Knoll S Hamlet Gorman Salemburg Garland Red Oak Sandyfield East Flat Red Intercultural Institute Indian Trail Belville Zebulon Sunset Beach Gatesville Marietta Magn For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Moravian Falls Walput Cove Glen Baven Pink Hill

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.

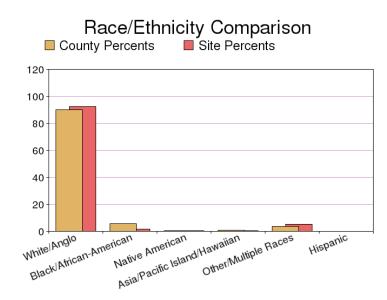


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.64%	4.9%	105.6
4-5 Years	2.4%	2.42%	100.83
6-8 Years	3.63%	3.91%	107.71
9-11 Years	3.73%	3.8%	101.88
12-13 Years	2.53%	2.67%	105.53
14-17 Years	5.05%	5.09%	100.79
18-19 Years	2.52%	2.57%	101.98
0-5 Years	7.05%	7.32%	103.83
6-12 Years	8.63%	9.05%	104.87
13-19 Years	8.84%	8.99%	101.7
< 20 Years	24.52%	25.36%	103.43
20-34 Years	16.65%	18.51%	111.17
35-44 Years	13.72%	13.8%	100.58
45-64 Years	28.46%	26.56%	93.32
65-74 Years	9.51%	8.94%	94.01
75+ Years	7.15%	6.81%	95.24
Median Age	42	39	92.6
Median Age (Male)	40	37	92.4
Median Age (Female)	43	40	92.86



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	89.83%	92.48%	102.95
Black, African-American	5.48%	1.48%	26.94
Native American	0.28%	0.22%	81.09
Asian	0.57%	0.44%	76.84
Pacific Island, Hawaiian	0.04%	0.04%	85.4
Other/Multiple Races	3.79%	5.34%	140.69
Hispanic	0%	7.02%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	56,050	9,430	

Total Adults over age 25 years.	56,050	9,430	
Less than 9th Grade	8.59%	8.32%	103.17
No High School Diploma	18.15%	16.91%	107.32
High School Graduate	33%	34.17%	96.58
Some College, no degree	19.02%	20.31%	93.64
Associate Degree	8.98%	9.51%	94.36
College Degree	7.89%	7.37%	107.12
Graduate/Prof. degree	4.37%	3.4%	128.46

Asheville Fremont Enfield Powellsville Silver City Delway Richfield Cameron Mooresville Piney G La Grange Liberty Benson Nags Head Leland Calypso Lewiston <u>Intercultural Institute</u> reen Level Jac Sneads Ferry Bolton Ansonville Barker Ten Mile Flat Rock Plain View for Contextual Ministry rest Copyright 2011, Intercultural Institute for Contextual Ministry Linden Zebulon Pinehurst Boiling Springs Lexington 17

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	9.57%	8.65%	122.94
\$10,000 to \$19,999	16.55%	15.36%	92.79
\$20,000 to \$29,999	14.31%	14.54%	101.55
\$30,000 to \$49,999	19.78%	20.74%	104.86
\$50,000 to \$59,999	10.55%	11.4%	108.08
\$60,000 to \$69,999	8.27%	9.85%	119
\$70,000 to \$79,999	5.92%	7.36%	124.41
\$80,000 to \$89,999	4.04%	4.48%	111.05
\$90,000 to \$99,999	2.52%	2.45%	97.22
\$100,000 to \$124,999	4.46%	3.53%	79.16
\$125,000 to \$149,999	1.74%	0.8%	46.13
\$150,000 to \$199,999	1.74%	0.65%	37.62
\$200,000 to \$249,999	0.19%	0.02%	9.87
\$250,000 or more	0.36%	0.15%	41.24
Median Household	38,655	40,555	104.92
Average Household	49,725	46,907	94.33
Per Capita Household	19,613	18,189	92.74
Family/Non-Family Household			
Income			
Median Family Income	51,091	51,983	101.75
Average Family Income	59,900	56,402	94.16
Median Non-Family Income	22,212	23,874	107.48
Average Non-Family Income	28,663	25,675	89.58

Navassa Wadesboro Whiteville Saluda Newland Taylorsville Pinebluff Neuse Forest Canton Mebane Rural Hall Walstonburg Wrightsboro Middleburg Burnsville Elizabethtown Intercultural Institute Ve Madison Norwood Pittsboro Roanoke Rapids Cricket Stony Point for Contextual Ministry Micro Morga Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	67.43%	66.29%	98.32
Families with Children	28.16%	29.52%	104.82
Families without Children	39.26%	36.77%	93.65
Non-Family Households			
% Non-Family Households	32.57%	33.71%	103.48
Non-Families with Children	0.27	0.28	102.81
Non-Families without Children	32.3	33.43	103.49
Housing Units			Index
Total Housing Units	36,595	6,116	
Vacant percent	14.8%	12.49%	84.41
Owned percent	64.54%	62.21%	96.39%
Rented Percent	20.66%	25.29%	122.46
Households by Size			Index
Avg household size	2.53	2.55	100.79
Avg family hh size	3.21	3.22	100.31
Avg non-family hh size	1.13	1.22	107.96
Households By Count of Persons			Percent
One	9,246	1,611	17.42%
Тwo	8,812	1,448	16.43%
Three or Four	10,459	1,836	17.55%
Five+	2,662	457	17.17%

Pro Warrenton Brogden Lasker Andrews Southport Laurel Park Stony Point Pine Level Begue Prospective Weldon Maiden Leggett Falcon Cove City Beulaville Blowing Rock Rich Contextual Ministry Contextual Ministry Elizabetht 19 Bolivia Lucama Elizabetht 19 Copyright 2011, Intercultural Institute for Contextual Ministry

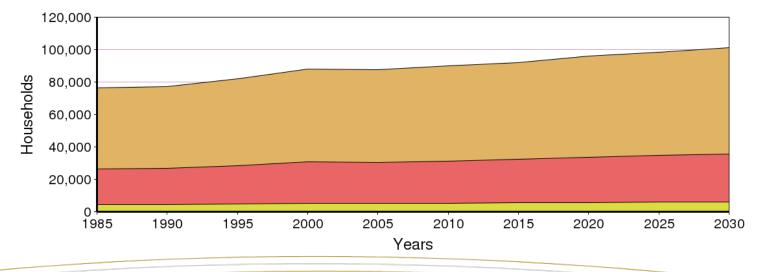
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	70,709	11,912	16.85%
2000 Population	77,415	13,135	16.97%
2010 Population	80,192	13,809	17.22%
2015 Population	81,579	14,255	17.47%

Household Change from 1985 to 2030

🗖 0-3mi Ring 👘 📕 0-7mi Ring

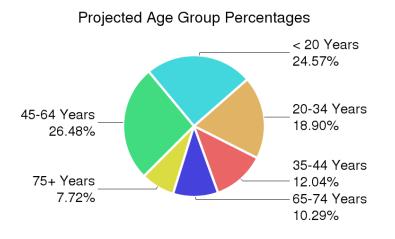
🔲 0-10mi Ring



Carthage Morganton East Rockingham Dunn Hamlet Banner Elk Polking Macclesfield Greensboro Benso Carthage Morganton East Rockingham Dunn Hamlet Banner Elk Polking Intercultural Institute o Eureka Liberty Middlesex Gibsonville Grandfather Boiling Spring Lak Contextual Ministry Copyright 2011, 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.

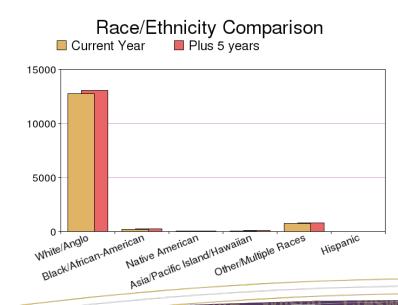


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.9%	4.83%	98.57
4-5 Years	2.42%	2.32%	95.87
6-8 Years	3.91%	3.69%	94.37
9-11 Years	3.8%	3.6%	94.74
12-13 Years	2.67%	2.56%	95.88
14-17 Years	5.09%	4.97%	97.64
18-19 Years	2.57%	2.6%	101.17
0-5 Years	7.32%	7.15%	97.68
6-12 Years	9.05%	8.54%	94.36
13-19 Years	8.99%	8.87%	98.67
< 20 Years	25.36%	24.56%	96.85
20-34 Years	18.51%	18.89%	102.05
35-44 Years	13.8%	12.04%	87.25
45-64 Years	26.56%	26.47%	99.66
65-74 Years	8.94%	10.29%	115.1
75+ Years	6.81%	7.72%	113.36
Median Age	42	39	94.62
Median Age (Male)	40	38	95.2
Median Age (Female)	43	41	96.27

Pine Level Faith Teachey Spencer Mountain Moravian Falls Weaverville Enfield Stem Greenville F Hobgood Godwin Stoneville Harkers Island Washington Sea Breeze Intercultural Institute Edenton Ellerbe Pollocksville Foxfire Cape Carteret Toast Rich Schoff for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Albemarie Froutman Red Springs Fast Flat Rock Bolivia Denton Gibsonville Creswell Manteo Tabor

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	92.48%	91.6%	99.06
Black, African-American	1.48%	1.81%	122.51
Native American	0.22%	0.25%	109.37
Asian	0.44%	0.52%	117.52
Pacific Island, Hawaiian	0.04%	0.04%	116.25
Other/Multiple Races	5.34%	5.77%	108.18
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	9,430	9,756	
Less than 9th Grade	8.32%	6.79%	81.51
No High School Diploma	16.91%	15.65%	92.54
High School Graduate	34.17%	34.65%	101.4
Some College, no degree	20.31%	20.25%	99.74
Associate Degree	9.51%	11.3%	118.75
College Degree	7.37%	7.5%	101.8
Graduate/Prof. degree	3.4%	3.86%	113.52

Littleton Cary Forest Oaks Clarkton Scaboard Trenton Barker Ten Mile Skippers Corner Concord Roc Pine Knoll Shores Norwood Swansboro Liberty Linden Holly Springer Intercultural Institute Piney Green Madison Greenville Shallotte Tar Heel Drexel Varnamtov for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Erroy Kings Mountain Clipton Rowland Winton

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	8.65%	8.45%	97.68
\$10,000 to \$19,999	15.36%	15.5%	100.89
\$20,000 to \$29,999	14.54%	14.04%	96.56
\$30,000 to \$49,999	20.74%	18.85%	90.87
\$50,000 to \$59,999	11.4%	11.64%	102.12
\$60,000 to \$69,999	9.85%	10.25%	104.12
\$70,000 to \$79,999	7.36%	7.95%	100.35
\$80,000 to \$89,999	4.48%	4.92%	105.27
\$90,000 to \$99,999	2.45%	2.43%	99.38
\$100,000 to \$249,999	3.53%	4.02%	113.78
\$125,000 to \$149,999	0.8%	0.79%	98.68
\$150,000 to \$199,999	0.65%	0.72%	110.21
\$200,000 to \$249,999	0.02%	0.02%	96.43
\$250,000 or more	0.15%	0.14%	96.43
Median Household	40,555	41,898	103.31
Average Household	46,907	48,688	103.8
Per Capita Household	18,189	18,966	104.27
Family/Non-Family Household			
Income			
Median Family Income	51,983	54,319	104.49
Average Family Income	56,402	58,643	103.97
Median Non-Family Income	23,874	25,018	104.79
Average Non-Family Income	25,675	27,447	106.9

Sawmills Walstonburg Marvin Dobson Sanford Autryville Jacksonville Statesville Pinebluff Cullo Clarkton Saratoga Fairplains Woodland Pleasant Garden Gastonia Avery Creek Lattimore Unionville Laurel Park Richfield Stovall East Roc For Confectual Ministry Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	66.29%	63.77%	96.19
Families with Children	29.52	26.81	90.82
Families without Children	36.77	35.3	95.99
Non-Family Households			
% Non-Family Households	33.71%	36.23%	107.5
Non-Families with Children	0.28	0.25	107.5
Non-Families without	33.43	35.98	107.64
Children			
Housing Units			
Total Housing Units	6,116	6,358	103.96%
Vacant percent	12.49%	12.71%	101.73
Owned percent	62.21%	62.08%	99.78
Rented Percent	25.29%	25.21%	99.68
Households by Size			
Avg household size	2.55	2.54	99.61%
Avg family hh size	3.22	3.34	103.73%
Avg non-family hh size	1.22	1.12	91.8%
Households By Count of			
Persons			
One	1,611	1,847	114.65%
Two	1,448	1,348	93.09%
Three or Four	1,836	1,863	101.47%
Five+	457	491	107.44%

Velcome Lake Waecamaw Laurel Park Fearrington Roanoke Rapids Harkers Island Feirmont Belmont Oak Island Garland Manteo Icard Saxapahaw Mar-Mac Vanceboro Indian Trail Cramerton Aberdeen Wallace Sedalia Midland Havelock for Contextual Institute Spindale S Wiccopyright 2011, Intercultural Institute for Contextual Ministry Secondary Swannanoa, Rockfish, Rich Square, Walput Creek, Built

# 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:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	418	1,149	4,425	Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	7	13	117	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	16	66	295	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	0	5	55	Southern Africa	Southern Africa 0	Southern Africa 0 9
Eastern Europe	43	18	112	Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	8	41	141	Oceania	Oceania 0	Oceania 0 7
So. Central Asia	0	1	97	Caribbean	Caribbean 9	Caribbean 9 21
SE Asia	13	340	1,105	Central Amer.	Central Amer. 299	Central Amer. 299 580
Western Asia	0	1	46	South America	South America 21	South America 21 15
Other Asia	0	5	7	North America	North America 2	North America 2 27
				Born at sea	Born at sea 0	Born at sea 0 0

Kinston **Bryson City** <del>Summerfi</del>eld Kings Mountai nstitute Intercultura **Five Points** nistru Contextual Ministry 25

# Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
English only	14,420	40,512	69,896	Other Indo-Euro	52	5	96
Spanish	558	1,062	3,435	Asian/PI languages	0	0	0
Other Indo-Euro	140	226	947	Chinese	0	24	149
language				Japanese	0	30	24
French (incl. Patois,	58	73	379	Korean	0	5	12
Cajun)				Mon-Khmer,	0	0	13
French Creole	0	0	0	Cambodian			
Italian	0	3	36	Miao, Hmong	47	506	1,000
Portuguese	1	0	0	Thai	0	1	6
German	29	110	319	Laotian	0	34	118
Yiddish	0	0	0	Vietnamese	0	95	274
Other West Germanic	0	10	9	Other Asian	0	0	22
A Scandinavian	0	0	15	Tagalog	0	33	29
Language				Other Pacific Is	0	8	1
Greek	0	0	2	Other languages	5	26	72
Russian	0	11	7	Navajo	0	0	0
Polish	0	5	1	Other Native N.	0	19	13
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	7	1	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	7	41
Persian	0	0	0	Hebrew	0	0	18
Gujarathi	0	2	2	African languages	0	0	0
Hindi	0	0	7	Other unspecified	5	0	0
Urdu	0	0	61				

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# Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10		ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	10,650	29,362	56,426		Irish	Irish 882	Irish 882 2,065
Arab	2	17	59	9 Italian 2		Italian 209	Italian 209 508
Armenian	0	0	8		Lithuanian	Lithuanian 6	Lithuanian 6 34
Austrian	5	27	11		Norwegian	Norwegian 33	Norwegian 33 55
British	20	82	326		Polish	Polish 34	Polish 34 135
Canadian	8	58	114		Portuguese	Portuguese 4	Portuguese 4 27
Croatian	5	11	9		Romanian	Romanian 57	Romanian 57 4
Czech	1	2	33		Russian	Russian 35	Russian 35 37
Czechoslovak	1	4	11		Scandinavian	Scandinavian 3	Scandinavian 3 3
Danish	16	40	20		Scotch-Irish	Scotch-Irish 393	Scotch-Irish 393 1,217
Dutch	209	519	1,056		Scottish	Scottish 189	Scottish 189 719
English	979	2,982	5,416		Slovak	Slovak 9	Slovak 9 2
European	71	370	911		Subsaharan African	Subsaharan African 10	Subsaharan African 10 31
Finnish	1	29	17		Swedish	Swedish 9	Swedish 9 66
French (not Basque)	174	420	818		Swiss	Swiss 3	Swiss 3 7
French Canadian	21	64	101		Ukrainian	Ukrainian 4	Ukrainian 4 27
German	1,561	4,543	8,514		US/American	US/American 4,250	US/American 4,250 9,911
Greek	2	15	55		Welsh	Welsh 18	Welsh 18 90
Hungarian	2	29	57		West Indian	West Indian 2	West Indian 2 17
Iranian	0	0	0		Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
					Other	Other 1,421	Other 1,421 5,195

r Stovall North Wilkesboro Burgaw Prospect Orrum Sparta Butner Fairplains Warsaw Raemon Ican Helly Ridge Elrod Carolina Shores Sneads Ferry Boone Holden Beach Intercultural Institute Stem Patterson Springs Mineral Springs Everetts Rockingham Maysvill Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

## 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?

Ranio Marvin Kinsten Holden Beach Sedalia Saxapahaw Altamahaw Carthage Wingate White Oak R Brevard Walstonburg Gatesville Mills River Lake Lure Pinetops Revealing ake Park Norwood Jamestown Bryson City Hudson Saluda Statesville Raeford Chapel Hive Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Spencer Hope Mills Yackinville Old Fort Nags Head 28

# Using the Demographic Indicators

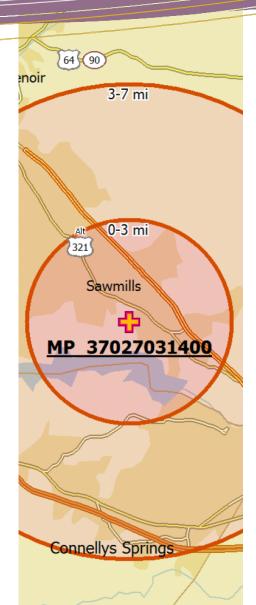
#### Issues for Your Consideration - continued

- 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?

th Henderson <u>Grandfather</u> Burnsville Mars Hill White Plains Youngsville Askewville Sugar Mountain We Durnam Dobbins Heights Hendersonville Monroe Raleigh Washington <u>Intercultural Institute</u> Annert Cedar Rock Lexington Vander Badin St. Pauls Hoffman Burling Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "Evangelscape dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangelscape report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.



Alypso Newland Everetts Bethel Benson Prospect Leland Conetoe Kitty Hawk Kings Mountain Gien / Terson Buies Creek Brunswick High Point Ocracoke Micro Rennert Saler, Old Fort, Chocowinity Proce Devils Taylorsville Ahoskie Colerain Goldsboro Parmele Lenoir Maxto for Contextual Institute Greensboro (Scopyright 2011, Intercultural Institute for Contextual Ministry Nashville Halifax Cove City Black Creek Belmont 30

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,352	100%	3,493	100%
AFFLUENT SUBURBIA	70	1.31%	48	1.37%
America's Wealthiest	4	0.07%	3	0.09%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	39	0.73%	26	0.74%
Small Town Success	27	0.5%	19	0.54%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	146	2.73%	98	2.81%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	144	2.69%	97	2.78%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	2	0.04%	1	0.03%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	516	9.64%	329	9.42%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	4	0.07%	0	0%
Prime Middle America	0	0%	3	0.09%
Urban Optimists	512	9.57%	0	0%
Family Convenience	0	0%	326	9.33%
Mid-Market Enterprise	0	0%	0	0%

Love Valley Beulaville Mar Mac East Rockingham Micro Huntersville Waco McLeansville Sandyfield G Caswell Beach Speed Crossnore Ramseur Claremont Peachland Rowland China Grove Goldsboro Lowell Orrum Hickory Lake Park ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,352	100%	3,493	100%
BLUE COLLAR BACKBONE	38	0.71%	23	0.66%
Nuevo Hispanic Fam.	1	0.02%	1	0.03%
Working Rural Suburbia	37	0.69%	22	0.63%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	185	3.46%	125	3.58%
Ethnic Urban Mix	89	1.66%	63	1.8%
Urban Blues	11	0.21%	7	0.2%
Professional Urbanites	3	0.06%	2	0.06%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	82	1.53%	53	1.52%
Mature America	0	0%	0	0%
METRO FRINGE	3,076	57.47%	2,108	60.35%
Steadfast Conservative	2,687	50.21%	1,841	52.71%
Moderate Conventionalists	143	2.67%	96	2.75%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	246	4.6%	171	4.9%

Rutherford College Centerville Wrightsville Beach Roper Surf City Kingstown Lenoir Falcon Stokesdale takers Ansonville Lowell Canton Fayetteville Atkinson Mars Hill States Intercultural Institute Dover Warsaw Lewisville Sylva Emerald Isle Whiteville Reidsville for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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 & P	ercent
Total	5,352	100%	3,493	100%
REMOTE AMERICA	483	9.02%	283	8.1%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	483	9.02%	283	8.1%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	198	3.7%	148	4.24%
Young Cosmopolitans	79	1.48%	62	1.77%
Minority Metro Communities	47	0.88%	35	1%
Stable Careers	44	0.82%	32	0.92%
Aspiring Hispania	28	0.52%	19	0.54%
RURAL VILLAGES & FARMS	504	9.42%	236	6.76%
Aspiring Hispania	9	0.17%	19	0.54%
Industrious Country Living	0	0%	6	0.17%
America's Farmland	37	0.69%	0	0%
Comfy Country Living	0	0%	23	0.66%
Small Town Connections	458	8.56%	0	0%
Hinterland Fam.	0	0%	188	5.38%

Granite Falls Coldsboro Vandemere Candor Butner Whispering Pines Waxhaw Stedman Zebulon Ben Pine Knoll Shores Earl Surf City Coats Bethania Ogden Midland Intercultural Institute Sawmills Cullowhee Lake Santeetlah Momeyer Bethlehem St. Stepher For Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

0-3 HH & Percent		Unreached HH & Percent	
5,352	100%	3,493	100%
7	0.13%	4	0.11%
7	0.13%	4	0.11%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
129	2.41%	91	2.61%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
96	1.79%	69	1.98%
33	0.62%	22	0.63%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
	5,352 7 7 0 0 0 0 0 0 129 0 129 0 129 0 0 129 0 0 0 0 9 6 33 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	5,352100%70.13%70.13%00%00%00%00%1292.41%00%00%00%00%1292.41%00%	5,352100%3,49370.13%470.13%400%000%000%000%000%01292.41%9100%000%000%0961.79%69330.62%2200%000%000%000%000%000%000%000%000%000%000%000%000%000%0

Patterson Springs Salisbury Staley Holly Springs Cullowhee Whitsett Norlina Forest Hills Raeford Creedmoor Half Moon Raemon Macon Seven Springs Andrews Hobred Intercultural Institute ed Springs Flat Rock Wanchese Walkertown Delway Duck Liberty Moneyer Hudson Pittsboro H 34 accopyright 2011, Intercultural Institute for Contextual Ministry Vander Kernersville Momeyer Hudson Pittsboro H 34

# 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?

Calabash Cofield Winton Maiden Kill Devil Hills Banner Elk Granite Quarry Caswell Beach Washington Rock Winterville Forest Oaks Indian Beach Cary Nags Head Troutman Intercultural Institute Waynesville Erwin Mount Pleasant Kinston Raemon Maysville Lucie Contestual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

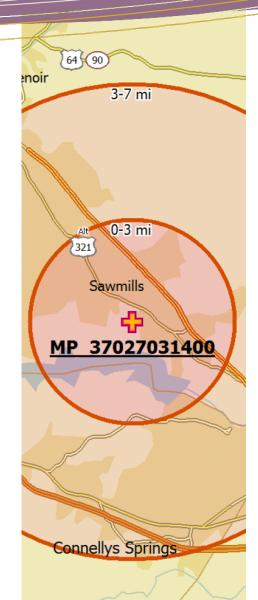
#### **Potential Cultural Bridges**

Donald McGavran in his book, The Bridges of God, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, lignuistic, or class barriers." In addition, research into evangelism suggests that most people come to faith in Christ as the result of the witness of a Christian with whom they have a close personal relationship (mostly a friend or a relative).

Missional congregations intentionally release their people to permeate the community in order to develop relational bridges across which they can present Christ. These relational bridges usually are established in some context: arts & cultural organizations, sports teams and sporting events, park & recreational facility use, community organizations, community cultural events, and community social concerns and needs.

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the comunity offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.

[i] McGavran, Donald A. The Bridges of God. Revised edition. (New York: Friendship Press, 1981).



Coundsville Morven Polkville Bethlehem Indian Trail Mount Holly Varnamtown Matthews Seven Devils Level Automation Files Contextual Contextual Ministry Contextual Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Contextual Ministry Contextual Contextual Ministry Contextual Contextual Contextual Ministry Contextual Conte

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	78%	78%	77%
Use Comp. for Internet/E-mail	59%	59%	58%
Internet Use: E-Mail	48%	49%	49%
Use Comp. for Comp. Games	40%	41%	40%
Use Comp. for Word Processing	36%	38%	37%
Use Comp. for Shopping	35%	36%	35%
Use Comp. for Education	31%	32%	31%
Use Comp. for Digital Camera	31%	32%	32%
Photo Editing			
Use Comp. for Banking	31%	31%	31%
Internet Use: News/ Weather	27%	27%	27%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	27%	27%	28%
Internet Use: Banking	26%	26%	26%
Use Comp. for News/Info./Data	20%	21%	21%
Service			
PC-Network-HH Has One	17%	18%	18%
Use Comp. for Accounting	13%	14%	14%
Use Comp. for Personal Financial	11%	12%	12%
Mngmnt			
Internet Use: Shopping: Gathered	11%	12%	12%
Info. for Shopping			
HH Owns Video/Webcam	11%	11%	11%
Internet Use: Shopping: Made A	11%	12%	11%
Purchase			
Internet Use: Research/ Education	11%	11%	11%

Bayboro Ashley Heights Aurora Icard China Grove Cerro Gordo Macclesfield Lillington Columbus Fai Hestport Mount Gilead Micro Belmont Polkton Ogden Severn Lower Intercultural Institute Macon Lake Santeetlah Fearrington Raeford Wingate Shannon Sweps Confectual Ministry Confectual Ministry Cajah's Nar Copyright 2011, Intercultural Institute for Contextual Ministry Bladenboro Whiteville Red Oak Rosman Davidson

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	67%	67%	67%
Dining Out (Not Fast Food)	57%	58%	58%
Reading Books	51%	52%	52%
Card Games	42%	43%	42%
Gardening	37%	38%	37%
Cooking for Fun	35%	35%	35%
Board Games	35%	35%	34%
Go To A Beach/Lake	35%	36%	36%
Visit Zoo	20%	20%	20%
Going To	19%	18%	19%
Bars/Nightclubs/Dancing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	67%	67%	67%
Gen./Fam. Practitioner	43%	43%	42%
Dentist	26%	26%	26%
Backache	23%	23%	22%
Eye Dr.	21%	21%	21%
None Of These	21%	21%	21%
Hypertension/High Blood	19%	18%	19%
Pressure			
High Cholesterol	18%	18%	18%
Any Arthritis	16%	17%	16%
Overweight (30 Pounds Or	15%	15%	15%
More)			



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	25.67%	25.79%	26.31%
Live Theater	16.29%	17.54%	18.66%
Rock/Pop Concerts Most	14.47%	14.18%	14.49%
Often			
Live Theater Most Often	13.24%	14.32%	15.23%
Comedy Club	7.78%	7.37%	7.85%
Dance Performance	6.89%	6.87%	7.55%
Movies: Comedy	37.63%	38.04%	38.42%
Movies: Action/Adventure	36.65%	36.74%	37.02%
Movies: Fam.	18.75%	19.1%	19.36%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	17.93%	18.52%	18.88%
Movies: Drama	17.7%	17.9%	18.63%
Movies: Mystery	15.45%	15.28%	15.66%
MLB Baseball Reg. Season	6.74%	6.75%	6.84%
NFL Football Reg. Season	5.57%	5.73%	5.98%
College Football Reg.	5.45%	6.07%	6.21%
Season			
College Basketball Reg.	3.62%	4.05%	4.06%
Season			
Auto Racing Events	2.89%	2.94%	2.93%
NBA Basketball Reg.	2.59%	2.76%	2.97%
Season			



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

BRIDGES	0-3	3-7	7-10		BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	38.35%	38.98%	39.52%		Target Shooting	Target Shooting 11.06%	Target Shooting 11.06% 11.26%
Swimming	33.9%	34.7%	33.9%		Baseball	Baseball 11.03%	Baseball 11.03% 10.72%
Freshwater Fishing	22.6%	22.85%	20.65%		Backpacking/Hiking	Backpacking/Hiking 10.2%	Backpacking/Hiking 10.2% 10.47%
Bowling	22.1%	22.24%	21.83%		Volleyball	Volleyball 9.53%	Volleyball 9.53% 9.11%
Camping Trips	19.67%	19.94%	18.41%		Football	Football 9.09%	Football 9.09% 8.98%
Billiards/Pool	19.65%	19.06%	18.73%		Aerobics	Aerobics 8.1%	Aerobics 8.1% 8.44%
Weight Training	14.27%	14.48%	14.83%		Saltwater Fishing	Saltwater Fishing 7.99%	Saltwater Fishing 7.99% 8.22%
Basketball	14.17%	14.33%	14.56%		Power Boating	Power Boating 7.63%	Power Boating 7.63% 8.19%
Hunting	13.03%	13.69%	12.32%		Softball	Softball 7.59%	Softball 7.59% 7.32%
Jogging/Running	12.46%	12.47%	13.17%		Canoeing/Kayaking	Canoeing/Kayaking 7.01%	Canoeing/Kayaking 7.01% 7.04%
Mountain/Road Biking	12.4%	12.74%	12.6%		Horseback Riding	Horseback Riding 6.67%	Horseback Riding 6.67% 6.84%
Using Cardio Machine	12.34%	12.39%	12.77%		Motorcycling	Motorcycling 6.61%	Motorcycling 6.61% 6.55%
Golf	11.95%	12.91%	13.13%		Soccer	Soccer 6.52%	Soccer 6.52% 6.25%
Stationary Cycling	11.06%	11.1%	11.5%		Yoga	Yoga 6.26%	Yoga 6.26% 6.08%

Atsbore Biltmore Forest East Spencer Varnamtown Foxfire Plain View Maiden Bowmore Chapel Hill Friesderetts Kenansville Troy Granite Falls Rutherfordton Woodland Harris Intercultural Institute of Contextual Ministry Parkton Rosman Linden Cleveland Ivanhoe Kannapolis Hemby Bridge Field Contextual Ministry Ville Oak City Contextual Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Tennis	6.19%	6.38%	6.7%
Archery	5.71%	5.81%	5.43%
Roller Skating	4.84%	4.68%	4.92%
Fly Fishing	4.73%	4.94%	4.8%
Ice Skating	4.32%	4.39%	4.73%
Water Skiing	4.13%	4.31%	4.34%
Downhill & X-Country	3.98%	4.02%	4.19%
Skiing			
Snorkeling	3.9%	4.17%	4.42%
Jet Skiing	3.86%	4.08%	4.26%
Auto Racing	3.68%	3.77%	3.72%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Racquetball	3.63%	3.45%	3.56%
Snowmobiling	3.5%	3.53%	3.57%
Hockey	3.37%	3.25%	3.45%
Rock Climbing	3.23%	3.27%	3.48%
Martial Arts	3.08%	3.14%	3.4%
Skateboarding	2.9%	3.04%	3.15%
Snowboarding	2.78%	2.79%	3.03%
Sailing	2.37%	2.61%	2.84%
Rowing	2.35%	2.4%	2.52%
Surfing & Windsurfing	2.01%	2.02%	2.24%

Seven Lakes Trent Woods Rockingham Spring Lake Keener Shelby Columbus Selma Millers Creek Kith Greek Landis Bent Creek Winston-Salem Wrightsville Beach Coats Ward Anter Hanter Flat Rock Dali vanhoe Northwest Red Springs Stem Harrells Danbury High Point Be Confertual Ministry Proctorville Secopyright 2011, Intercultural Institute for Contextual Ministry Carrboro Leggett Garner 41

#### 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.

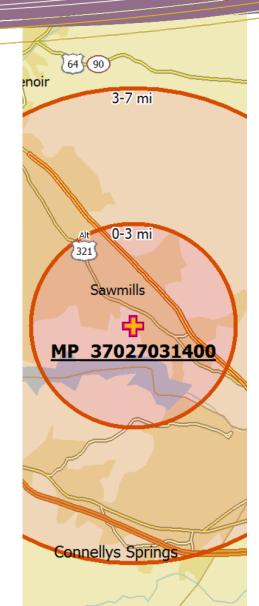
#### **BIBLICAL BARRIERS**

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.



Bladenboro Summerfield Tobaccoville Eureka Ivanhoe Princeville Ronda Walnut Creek Marvin Wi Eden Shannon Mooresboro Hope Mills St. Pauls Murphy Cherryville Intercultural Institute Vinfall Mulberry Belhaven Midland Oak Ridge Glen Alpine Lansing No Contextual Ministry Kers Island Kitt ©Copyright 2011, Intercultural Institute for Contextual Ministry Franklin Sunset Beach Pumpkin Center Laurinburg 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.

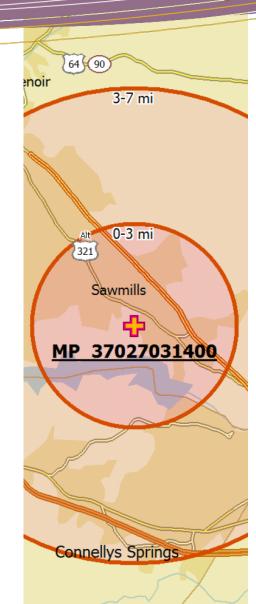
CULTURAL BARRIERS OF ACCEPTANCE

#### **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.





## **Potential Cultural Barriers:**

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	48%	49%	49%	Like to Stand Out In A Crowd Rarely Sit Down to a Meal	21% 18%	21% 18%	21% 18%
Find It Difficult To Say No To My	40%	40%	39%	Together At Home			
Kids				Marijuana Should Be Legalized	18%	18%	18%
Woman's Place Is In The Home Speak My Mind Even If It Upsets	35% 35%	35% 34%	35% 35%	Like To Pursue Challenge/Novelty/Change	17%	17%	18%
People				I Am A Workaholic	15%	15%	16%
Like Control Over People And Resources	33%	33%	33%	Only Work Current Job for The Money	14%	14%	14%
Prefer To Have Few Possessions As Possible	31%	31%	32%	We Should Strive for Equality for All	12%	11%	12%
Like To Do Unconventional Fhings	31%	31%	30%	Happy With My Standard Of Living	10%	11%	11%
Don't Judge People/Way They Live Life	27%	27%	27%	On Whole People Get What They Deserve	10%	10%	10%
Money Is Best Measure Of Success	26%	26%	26%	Indulge My Kids With The Little Extras	9%	9%	9%
Friends More Important Than My	25%	24%	24%	Little I Can Do To Change My Life	8%	8%	8%
f Won Lottery Would Never Vork Again	24%	24%	25%	I Am A Perfectionist	5%	5%	6%
Too Much Sponsorship In Arts/Sports	23%	23%	23%				

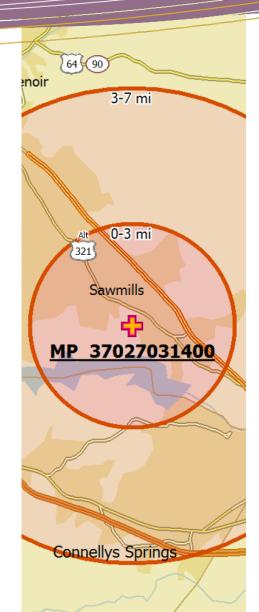
Seven Springs Angre

rkey Wilmington Rocky Mount Linden White Oak Granite Falls Godwin Milton Clayton Waco East Flat and Lifesville Rennert Wanchese Fair Bluff Mocksville Stoneville Siler in Powellsville Como Spring Wilson's Mills Walnut Creek Cricket Fallston Lake Junaluska Erwin Dun for Confectual Ministry Seconyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Themes**

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

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



Caswell Beach Havelock Saluda Love Valley Buies Creek Wilson's Mills Ingold Winfall Brogden S Cameron Gamewell Sea Breeze Rich Square Chapel Hill Richlands Intercultural Institute Canton Swepsonville Oak City Warrenton Marion Sims Carthage South for Contextual Ministry Contextual Ministry Bethania Leggett Pine Level Burnsville China Grov 45 Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

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

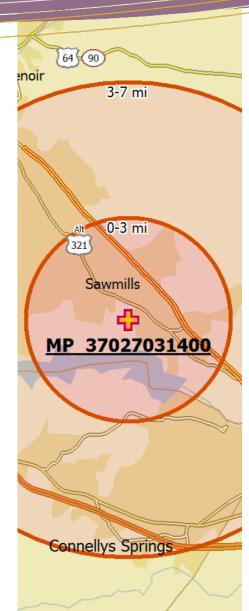
THEMES	0-3	3-7	7-10	THEN	/IES	0-3	3-7	7-10
	MILES	MILES	MILES			MILES	MILES	MILES
Important To Respect Customs And Beliefs	62%	62%	62%	Worrie By Ca	ed About Pollution Caused ars	18%	18%	18%
You Should Seize Opportunities	56%	56%	56%	Is An	Important Part Of Who I Am	17%	17%	17%
In Life				Looki	ng for New Ideas To Improve	16%	16%	16%
Like To Understand About	36%	36%	36%	Home	9			
Nature				Real I	Men Don't Cry	15%	15%	16%
Important Feel Respected By My Peers	33%	33%	33%	Enjoy Fam.	Spending Time With My	14%	13%	13%
Prefer Work Part Of Team Than Alone	33%	33%	33%	Try N Future	ot To Worry About The e	12%	12%	13%
Prefer To Have Few Possessions As Possible	31%	31%	32%	Provid Extras	de My Kids With The Little s	11%	11%	11%
Important To Juggle Various Tasks	30%	30%	30%		ren Should Be Allowed To ess Themselves	6%	6%	6%
Good At Fixing Things	27%	26%	27%	Like S	Spending Most Time With	5%	5%	5%
Have Keen Sense Of Adventure	25%	25%	26%	Fam.				
Like To Just Enjoy Life	22%	22%	22%	Feel \	Very Alone In The World	5%	5%	5%
People Have To Take Me As They Find Me	21%	21%	21%	Would Busin	d Like To Set Up Own less	4%	4%	4%
Consider Myself Interested In The Arts	18%	18%	19%	Decor	r Particular Interest To Me	3%	3%	3%

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Castle Hayne Burgaw Rockfish Stallings Claremont East Bend Southern Shores Macon Kenly Huntersville Ellenboro Walnut Creek Cerro Gordo Severn for Contextual Institute Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

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



 Taylortown
 Gameweil
 Roxobel
 Fountain
 Boonville
 Gatesville
 Rutherfordton
 Atlantic Beach
 Boiling

 Mount Holly
 Hillsborough
 Cary
 Calypso
 Pinetops
 Midland
 Wades
 Charlotte
 Andrews
 Bernut

 Bent Creek
 Pink Hill
 Lowesville
 Como
 Silver City
 Creswell
 Hamilty
 Intercultural Institute
 Oville
 Pineblut

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 Grandfather
 Ministry
 Southern Shor47

## **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	87.05%	87.04%	86.68%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.35%	83.82%	83.16%
Houses-Visit Any			
McDonald's	57.14%	57.03%	56.51%
Burger King	39.79%	38.85%	38.76%
Subway	31.31%	31.67%	31.4%
Applebee's	30.35%	30.06%	29.7%
Wendy's	30.13%	30.4%	30.47%
Taco Bell	30.12%	29.56%	29.31%
Kentucky Fried Chicken (KFC)	29.93%	29.8%	29.89%
Arby's	24.99%	24.74%	23.93%
Pizza Hut	24.5%	24.29%	23.77%
Dairy Queen	20.04%	19.91%	19.2%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	19.64%	19.83%	19.93%
Cracker Barrel	16.91%	17.54%	16.8%
Red Lobster	16.48%	16.37%	16.75%
Sonic	15.94%	16.6%	15.85%
Hardee's	13.7%	13.71%	12.82%
Domino's Pizza	13.53%	13.02%	13.6%
Golden Corral	12.89%	12.43%	12.18%
Chick-Fil-A	12.6%	12.77%	12.76%
Outback Steakhouse	12.48%	13.07%	13.6%
Denny's	12.38%	11.7%	12.06%
IHOP (International House Of	12.35%	12.01%	12.68%
Pancakes)			
Long John Silver's	11.11%	11.02%	10.44%

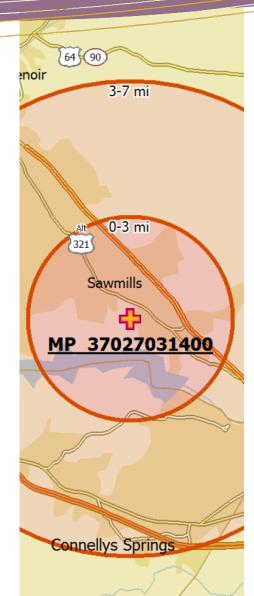
eville White Lake Angier Cove City JAARS Skippers Corner Clyde Maggie Valley Danbury Rolesville Reserved Angier Cove City JAARS Skippers Corner Clyde Maggie Valley Danbury Rolesville Reserved Structure For Springs Ruther Intercultural Institute For Southern Press For Contextual Ministry Fails Thomas Corner Clyde Southern Press Smithfield Kingstown Ca48

#### **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!



Aurora Old Fort Harmony Bakersville Rhodhiss South Rosena Brogden Cherryville South Henderson Castalia Laurinburg Hope Mile First Delway New London ood Weaverville Rich Square Seven Devils Lillington Etowah Mills Rive for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Shared Projects**

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	46.8%	46.65%	46.58%
Recycled products	34.08%	33.87%	33.99%
Worked as volunteer (non political)	16.2%	16.8%	16.82%
Engaged in fund raising	10.87%	11.25%	11.3%
Religious club member	7.01%	7.42%	7.53%
Charitable Organization	5.54%	5.59%	5.49%

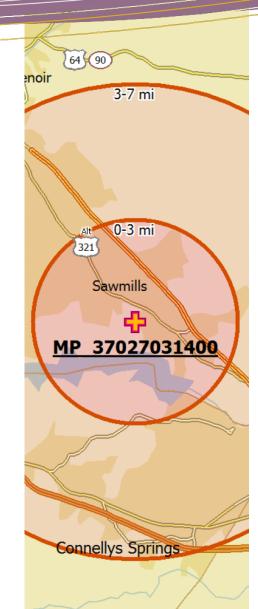
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	5.52%	5.76%	5.81%
Wrote to editor of mag or newspaper	5.49%	5.55%	5.63%
Union member	5.4%	5.32%	5.27%
Took active part in local civic issue	4.76%	4.77%	4.89%
Fraternal order member	4.57%	4.48%	4.53%
Addressed a public meeting	4.56%	4.77%	4.72%

Rock Kelly Alamance Kenly Hendersonville Murfreesboro Etowah Garysburg Richlands Waxhaw Ga Garolina Beach Vandemere Ossipee Whitakers Franklinville Askewville Intercultural Institute Thomasville Greenevers Pinetops Fairview Five Points Pine Level Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### **Communication Media Content**

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

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



Thomasville Grantsboro Hamilton Navassa Concord Askewville Sugar Mountain Tobaccoville Trens Hey Heights Light Oak Bethel Stantonsburg Swepsonville Rockingham Intercultural Institute on Springs Red Oak Seven Devils Varnamtown Garner Calypso Elizabe for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Star Banlo Maggie Valley Charlotte Marvin Charlotte

## **Potential Print Media Content:**

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	14.79%	15.32%	15.87%
Children's Books	12.03%	12.74%	12.88%
Mystery	11.56%	11.84%	11.73%
Cookbooks	10.45%	10.44%	10.48%
Religious (not Bibles)	8.8%	8.98%	8.99%
History	6.76%	6.77%	6.81%
Romance	6.46%	6.91%	6.86%
Personal/Business	6.04%	6.26%	6.44%
Self-help			
Biography	5.7%	5.84%	6.16%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	66.58%	65.27%	65.91%
Gen. Editorial	44.47%	44.28%	45.35%
Womens	39.02%	38.96%	39.95%
Service	35.01%	35.68%	35.27%
Mens	18.35%	17.7%	18.18%
Automotive	15.89%	15.45%	14.95%
Fishing/Hunting	15.46%	15.54%	14.43%
Sports	14.43%	14.18%	14.67%
Health	13.34%	13.22%	13.22%

anton Cerro Gordo Greensboro Five Points Momeyer Sherrills Ford Rutherfordton Pumpkin Center Woo Bolton Hope Mills Falcon Newport Hertford Hamlet Pine Knoll Shore Intercultural Institute Shallotte Parmele Franklin Plain View Badin Ogden Mayodan Micro Vor Contextual Ministry rlaccopyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Beach Fairfield Harbour Yadkinville Stanfield Dobsor52

## Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	55.93%	56.22%	55.65%
Classified	36.86%	36.54%	35.44%
Sport	33.1%	32.63%	32.24%
Editorial Page	32.27%	32.38%	31.6%
Comics	29.11%	28.8%	28.17%
Business/Finance	26.51%	26.74%	27.16%
Food/Cooking	25.24%	25.07%	24.89%
Movie Listings & Reviews	25.23%	24.55%	24.74%
TV/Radio Listings	24.97%	24.45%	24.08%
Home/Gardening	22.09%	21.82%	21.39%
Travel	18.02%	17.96%	18.18%
Science/Technology	16.82%	16.84%	16.97%
Fashion	13.02%	13.26%	13.63%

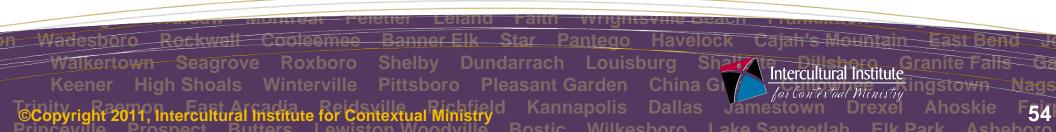
RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	27.82%	28.51%	25.69%
CHR Contemp Hit Radio	18.47%	17.69%	18.02%
Adult Contemporary	18.09%	17.96%	17.61%
Rock	13.67%	13.04%	12.67%
Oldies	11.11%	11.02%	11.09%
News/Talk	10.47%	10.7%	10.99%
Classic Rock	10.34%	10.68%	10.49%
Alternative	9.05%	8.88%	9.1%
Urban Contemporary	9.04%	8.78%	11.41%
Variety	6.12%	6.02%	6.85%
Religious	6.06%	6.43%	6.39%
Soft Contemporary	5.57%	5.67%	5.8%
Classic Hits	4.66%	4.43%	4.2%
All News	3.28%	3.53%	4.2%
Sports	3.02%	3.22%	3.43%
All Talk	2.84%	3.22%	3.53%
Hispanic	2.84%	2.56%	2.95%
Gospel	2.76%	3.04%	3.21%



## **Potential Multimedia Content:**

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

				-				
MULTIMEDIA: TV	0-3	3-7	7-10		r	MULTIMEDIA: TV	MULTIMEDIA: TV 0-3	MULTIMEDIA: TV 0-3 3-7
	MILES	MILES	MILES				MILES	MILES MILES
Fox News Channel	63.11%	63.63%	63.57%		٦	TV Info From Newspapers	TV Info From Newspapers 25.6%	TV Info From Newspapers 25.6% 26.08%
Satellite Dish	54.87%	57.19%	56.16%		٦	Nick At Nite	Nick At Nite 24.43%	Nick At Nite 24.43% 24.58%
Soapnet	49.3%	50.14%	50.62%		٦	TCM (Turner Classic	TCM (Turner Classic 23.97%	TCM (Turner Classic 23.97% 24.45%
Other Video-On-Demand	42.27%	43.12%	43%		Ν	Movies)	Movies)	Movies)
Sci-Fi Channel	36.44%	36.63%	36.47%		٦	TV Info From Monthly Cable	TV Info From Monthly Cable 23.63%	TV Info From Monthly Cable 23.63% 24.24%
Adult Pay Per View TV	33.71%	35.15%	34.66%		C	Guide	Guide	Guide
MSNBC	33.57%	33.71%	33.51%		ι	USA Network	USA Network 23.36%	USA Network 23.36% 24.06%
Nickelodeon	29.9%	30.19%	29.54%		E	BET (Black Entertainment	BET (Black Entertainment 23.18%	BET (Black Entertainment 23.18% 22.95%
Subscribe Digital Cable	28.13%	28.66%	28.67%		7	TV)	TV)	TV)
TV Info From Sunday TV	27.83%	28.92%	28.95%		F	Hallmark Channel	Hallmark Channel 23.06%	Hallmark Channel 23.06% 23.86%
Magazine					٦	The Golf Channel	The Golf Channel 21.02%	The Golf Channel 21.02% 21.27%
Adult Swim	26.61%	26.29%	25.79%		ŀ	ABC Fam.	ABC Fam. 20.25%	ABC Fam. 20.25% 19.88%
Comedy Central	25.93%	26.13%	27.5%		L	Lifetime	Lifetime 20.2%	Lifetime 20.2% 20.15%
					E	ESPN2	ESPN2 19.15%	ESPN2 19.15% 19.02%



TV Info From Other

18.97%

19.48%

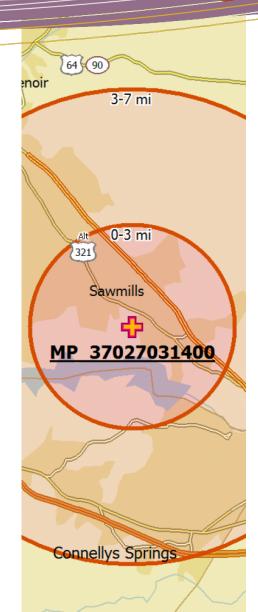
19.72%

#### **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.



ever Ramseur Southport Shallotte Bogue Forest Hills Harrells Cape Carteret Whitakers Pleasant Hill I Germons Lincolnton Roxobel Elon Pilot Mountain Faith Peletier Stork Intercultural Institute or Mars Hill Waco Troy Norlina Oriental Lillington Parkton Mount Ho for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	18.11%	18.61%	18.94%
Medium Users (4-6)	10.05%	10.23%	10.36%
Light Users (1-3)	20.5%	20.51%	20.52%
Quintiles (20%)			
Newspaper I (Heavy)	1.79%	1.43%	1.43%
Newspaper II	1.66%	1.45%	1.45%
Newspaper III	2.11%	2.29%	2.3%
Newspaper IV	0.82%	0.72%	0.64%
Newspaper V (Light)	1.19%	1.26%	1.23%

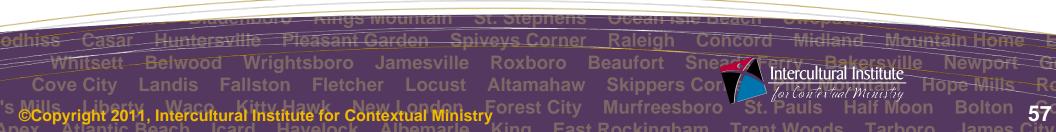
0-3	3-7	7-10
MILES	MILES	MILES
19.09%	18.83%	18.9%
9.14%	8.91%	8.95%
8.99%	9.27%	9.44%
11.63%	11.11%	11.12%
0.19%	0.25%	0.35%
6.05%	5.5%	6.1%
2.74%	2.56%	2.79%
3.34%	3.02%	3.23%
17.55%	17.93%	17.61%
25.62%	25.63%	25.36%
15.91%	15.36%	15.14%
5.47%	5.18%	5.52%
4.98%	4.8%	5.35%
23.63%	23.42%	23.32%
3.69%	3.35%	3.47%
	MILES         19.09%         9.14%         8.99%         11.63%         0.19%         6.05%         2.74%         3.34%         17.55%         25.62%         15.91%         5.47%         4.98%         23.63%	MILES       MILES         19.09%       18.83%         9.14%       8.91%         8.99%       9.27%         11.63%       11.11%         0.19%       0.25%         6.05%       5.5%         2.74%       2.56%         3.34%       3.02%         17.55%       17.93%         25.62%       25.63%         15.91%       15.36%         4.98%       4.8%         23.63%       23.42%

Topsail Beach Rhodhiss Holly Ridge Apex Whitsett Ocean Isle Beach James City Pilot Mountain Lattin Seven Devils Clinton Surf City Magnolia Washington Park Five Points Fintercultural Institute McDonald Burnsville Winterville Elrod Vanceboro Sandy Creek Nor Viecopyright 2011, Intercultural Institute for Contextual Ministry Roanoke Rapids Midland Montreat Cherryville White 56 Contextual Institute for Contextual Ministry Co

# 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	7-10	3-7	0-3	MEDIUM
	MILES	MILES	MILES	
TV Prime Time Quntiles (				Radio Drive Time Quntiles
20%)				(fifths / 20%)
Prime Time I & II (Heavy)	3.11%	3.26%	3.51%	Drive Time I & II (Heavy)
Prime Time III (Medium)	0.73%	0.75%	0.82%	Drive Time III (Medium)
Prime Time IV & V (Light)	2.58%	2.52%	2.77%	Radio IV & V (Light)
TV Early/Late Fringe Qun				Radio Media Quntiles (fifths
(fifths / 20%)				20%)
Fringe I & II (Heavy)	8.64%	8.46%	8.4%	Radio I & II (Heavy)
Fringe III (Medium)	4.85%	4.93%	4.98%	Radio III (Medium)
Fringe IV (Light)	3.01%	2.86%	3.02%	Radio IV & V (Light)
TV All Day Quntiles (fifths				Cable TV Quntiles (fifths /
20%)				20%)
All Day I & II (Heavy)	12.7%	12.36%	11.89%	Cable I & II (Heavy)
All Day III (Medium)	4.89%	4.92%	4.7%	Cable III (Medium)
All Day IV (Light)	32.58%	31.99%	32.08%	Cable IV & V (Light)



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.53%	11.26%	11.26%
6:00am - 10:00am	12.09%	12.16%	13.15%
10:00am - 3:00pm	4.34%	4.47%	5.64%
3:00pm - 7:00pm	12.9%	13.06%	13.62%
7:00pm - Midnight	10.24%	10.77%	11.34%
Midnight - 6:00am	4.01%	3.94%	4.62%
Weekend Radio			
Listeners			
Dayparts [summary]	14.09%	13.8%	13.97%
6:00am - 10:00am	3.31%	3.29%	3.4%
10:00am-3:00pm	3.92%	3.86%	4.36%
3:00pm - 7:00pm	6.07%	6.16%	6.41%
7:00pm - Midnight	7.95%	8.12%	8.34%
Midnight - 6:00am	8.74%	8.88%	9.69%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.89%	7.26%	7.41%
Saturday: 8:00-11:00pm	7.48%	7.65%	7.7%
Sunday: 7:00-11:00pm	9.61%	9.66%	9.6%
9:00am-1:00pm	24.43%	24.58%	24.47%
9:00am-4:00pm	27.92%	27.99%	27.9%
4:00pm-7:00pm	26.35%	26.66%	27.44%
11:00pm-1:00am	41.03%	40.85%	40.88%
AVG Prime time	2.33%	2.34%	2.64%
Mon-Sun			

Matthews Summerfield Wilson Statesville Selma Sandyfield Swansboro Laurel Park Greenville Cons South Weldon Gamewell Pine Knoll Shores North Topsail Beach Ahose Intercultural Institute worth Pleasant Hill Raleigh Sandy Creek Whitsett Ivanhoe Hertford Reference Intercultural Institute dway Gatesville Copyright 2011, Intercultural Institute for Contextual Ministry Avery Creek Granite Quarry Spring Hope Lincolnton

## 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	14.8%	14.77%	15.35%	Sat: 7-10am	Sat: 7-10am 17.55%	Sat: 7-10am 17.55% 17.66%
7-9am	19.15%	19.02%	19.88%	Sat: 10am-1pm	Sat: 10am-1pm 6.93%	Sat: 10am-1pm 6.93% 7.17%
9am-12noon	20.33%	20.48%	20.19%	Sat: 1-4pm	Sat: 1-4pm 25.2%	Sat: 1-4pm 25.2% 25.45%
12noon-4pm	7.59%	7.5%	7.71%	Sat: 4-6pm	Sat: 4-6pm 6.3%	Sat: 4-6pm 6.3% 6.52%
4-6pm	42.64%	43.68%	44.86%	Sat: 6-7pm	Sat: 6-7pm 1.83%	Sat: 6-7pm 1.83% 1.77%
6-7pm	20.04%	19.96%	19.46%	Sat: 7-8pm	Sat: 7-8pm 0.44%	Sat: 7-8pm 0.44% 0.56%
7-7:30pm	1.29%	1.14%	1.26%	Sat: 8-11pm	Sat: 8-11pm 7.48%	Sat: 8-11pm 7.48% 7.65%
7:30-8pm	10.88%	10.59%	10.58%	Sat: 11pm-1am	Sat: 11pm-1am 4.2%	Sat: 11pm-1am 4.2% 4.14%
8-11pm	6.89%	7.26%	7.41%	Sat: 1am-7pm	Sat: 1am-7pm 23.36%	Sat: 1am-7pm 23.36% 24.06%
11pm-12am	33.57%	33.71%	33.51%	Sun: 7-10am	Sun: 7-10am 2.35%	Sun: 7-10am 2.35% 2.32%
11pm-1am	41.03%	40.85%	40.88%	Sun: 10am-1pm	Sun: 10am-1pm 7.25%	Sun: 10am-1pm 7.25% 7.24%
1-6am	26.69%	26.66%	28.31%	Sun: 1-4pm	Sun: 1-4pm 6.43%	Sun: 1-4pm 6.43% 6.57%
				Sun: 4-7pm	Sun: 4-7pm 13.75%	Sun: 4-7pm 13.75% 13.77%
				Sun: 7-11pm	Sun: 7-11pm 9.61%	Sun: 7-11pm 9.61% 9.66%
				Sun: 11pm-1am	Sun: 11pm-1am 4.8%	Sun: 11pm-1am 4.8% 4.38%
				Sun: 1-7am	Sun: 1-7am 21.16%	Sun: 1-7am 21.16% 21.15%

FOREST NORTH WIIKESDORD

Villiamston Patterson Springs Jacksonville Lake Norman of Catawba Salem Mesic Holden Beach Murrees apruce Pine Sims Etowah Parmele Wrightsville Beach Woodland Cripton Intercultural Institute Hookerton Polkton Mount Airy Jefferson Albemarle Ranlo Mars Holden Gor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



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

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

#### Issues for Your Consideration

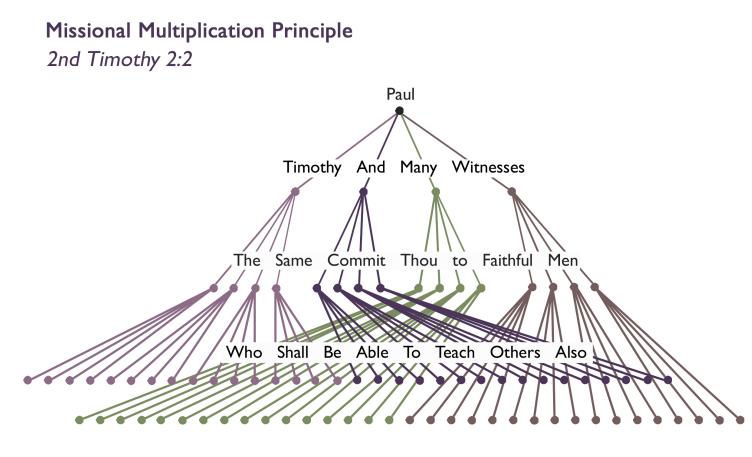
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

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## **Biblical Missional Multiplication**

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

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



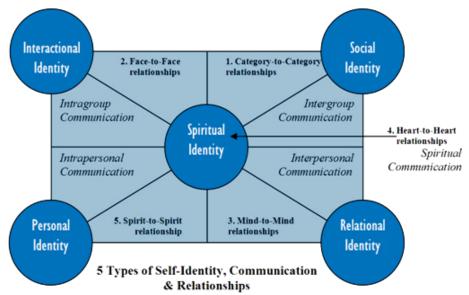
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## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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



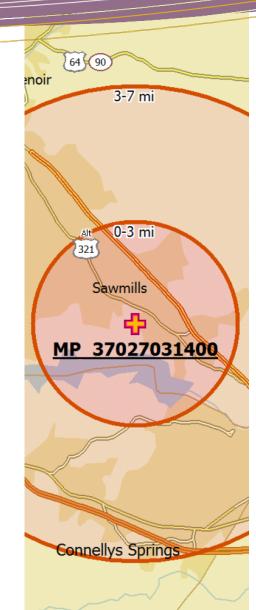


#### Your MissionSite and the Missional Suite

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

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

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



Cowland Five Points Atlantic Beach McAdenville Macclesfield Landis Tabor City Zebulon Wrightsville Beach Belhaven Gamewell Lillington Staley Dunn Kings Grant McDonald Intercultural Institute Kings Mountain Cedar Rock Salisbury Hope Mills Oak Island Lincolnto for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Notes and Sources

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



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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	
1	Clover - Granite Falls	100 Pinewood Rd Granite Falls, NC 28630	0.37 mi	162	Plateauing
2	Dry Ponds - Granite Falls	5235 Union Church Rd Granite Falls, NC 28630	1.34 mi	275	Plateauing
3	Day3 Church - Granite Falls	4365 Hickory Blvd Granite Falls, NC 28630	1.45 mi	220	Growing
4	Granite Falls First - Granite Falls	14 Crestview St Granite Falls, NC 28630	1.60 mi	264	Growing
5	Open Door - Lenoir	621 Dudley Shoals Rd Granite Falls, NC 28630	1.85 mi	27	Insufficient Data
6	Sunrise - Hudson	2643 Mission Rd Hudson, NC 28638	1.93 mi	129	Insufficient Data
7	Concord - Gra	74 Falls Ave Granite Falls, NC 28630	1.93 mi	316	Growing
8	Mount Zion - Hudson	1787 Cajah Mountain Rd Hudson, NC 28638	2.24 mi	292	Growing
9	Center Grove - Hudson	3176 Deal Mill Rd Hudson, NC 28638	2.91 mi	125	Growing
10	Mount Carmel - Hudson	3555 Christie Rd Hudson, NC 28638	2.91 mi	98	Plateauing
11	Rhodhiss First - Rhodhiss	200 Park Ave Rhodhiss, NC 28667	2.92 mi	67	Plateauing
12	Friendship - Hudson	4676 Horseshoe Bend Rd Hudson, NC 28638	3.31 mi	149	Plateauing
13	Harris Chapel - Hudson	1444 Cajah Mountain Rd Hudson, NC 28638	3.31 mi	179	Declining
14	Oak Grove - Granite Falls	4950 Oak Grove Church Rd Granite Falls, NC 28630	3.41 mi	113	Plateauing
15	Poovey's Chapel - Hudson	2822 Pooveys Chapel Church Rd Hudson, NC 28638	3.71 mi	322	Plateauing

on Springs Fairview Pineville Everetts Bath Pleasant Hill Piney Green Stanley Fucuar-Varina Jonesville New London Atkinson Halifax Haw River Elk Park Chapel Hill Topsail For Intercultural Institute Como Mount Pleasant Murphy Harrellsville Harmony Eureka Ruth Starvier Gostertual Ministry OCopyright 2011, Intercultural Institute for Contextual Ministry Como Partsboro Crosshore Gaston Cedar Rock Ho 66

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Baton - Granite Falls	1332 Baton Church Rd Granite Falls, NC 28630	3.76 mi	108	Growing
17	Oak Ridge - Connelly Springs	7449 Oak Ridge Church Rd Connelly Springs, NC 28612	3.84 mi	206	Plateauing
18	Hudson First - Hudson	345 Main St Hudson, NC 28638	4.13 mi	400	Plateauing
19	Poovey's Grove - Granite Falls	4889 Pooveys Grove Church Rd Granite Falls, NC 28630	4.18 mi	79	Growing
20	Warlicks - Connellys Springs	2684 Warlicks Church Rd Connelly Springs, NC 28612	4.40 mi	175	Declining
21	Mountain Grove - Granite Falls	2485 Connelly Springs Rd Granite Falls, NC 28630	4.52 mi	1,083	Insufficient Data
22	Lakeview - Lenoir	325 Shasta Ln Lenoir, NC 28645	4.68 mi	84	Plateauing
23	Temple Hill - Granite Falls	4400 Temple Hill Church Rd Granite Falls, NC 28630	4.69 mi	120	Growing
24	Fellowship - Hudson	2682 Fairwood Dr Hudson, NC 28638	4.75 mi	159	Declining
25	Cajahs Mountain - Lenoir	2145 Connelly Springs Rd Lenoir, NC 28645	4.78 mi	178	Insufficient Data
26	New Vision Baptist Fellowship - Granite F	4858 Grace Chapel Rd Granite Falls, NC 28630	5.06 mi	133	Declining
27	Berea	1394 US Highway 70 Connelly Springs, NC 28612	5.54 mi	67	Declining
28	Rutherford College First - Rutherford Col	1200 Malcolm Blvd Rutherford College, NC 28671	5.59 mi	69	Plateauing
29	Connelly Springs First - Connelly Springs	6460 Spring St Connellys Springs, NC 28612	5.62 mi	67	Plateauing
30	White Oak	345 Hickory Airport Rd Hickory, NC 28601	5.73 mi	34	Insufficient Data

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Midway	9076 Wilson Rd Hildebran, NC 28637	5.80 mi	25	Plateauing
32	New Life - Lenoir	2111 Walt Arney Rd Lenoir, NC 28645	5.83 mi	158	Declining
33	Union Grove - Lenoir	1808 Union Grove Rd Lenoir, NC 28645	6.00 mi	315	Growing
34	Cornerstone - Valdese	300 Lovelady Rd NE Valdese, NC 28690	6.24 mi	88	Declining
35	Dudley Shoals - Granite Falls	1882 Dudley Shoals Rd Granite Falls, NC 28630	6.27 mi	500	Plateauing
36	Hildebran First - Hildebran	8831 Old NC 10 Hildebran, NC 28637	6.38 mi	278	Plateauing
37	Central - Hildebran	201 US Highway 70 E Hildebran, NC 28637	6.38 mi	83	Insufficient Data
38	North Laurel - Valdese	1942 Laurel St NE Valdese, NC 28690	6.62 mi	0	Insufficient Data
39	Whitnel First - Lenoir	1201 Connelly Springs Rd SW Lenoir, NC 28645	6.72 mi	194	Plateauing
40	Shoups Grove	7659 Shoupes Grove Church Rd Hickory, NC 28602	6.73 mi	98	Declining
41	Hibriten - Lenoir	312 Hibriten Mtn Rd, SE Lenoir, NC 28645	6.86 mi	200	Insufficient Data
42	Blue Ridge - Hudson	1411 Barcose St SW Lenoir, NC 28645	6.88 mi	80	Insufficient Data
43	Longview - Hickory	205 24th St SW Hickory, NC 28602	6.89 mi	43	Declining
44	Central - Len	311 Connelly Springs Rd SW Lenoir, NC 28645	6.96 mi	220	Declining
45	Clarks Chapel - Lenoir	3212 Clarks Chapel Rd Lenoir, NC 28645	6.97 mi	74	Plateauing

Marion Mooresbore Holfman Seagrove Spiveys Corner Barker Heights Woodfin Buther Purham New Newland Troutman Stokesdale River Bend Jefferson Pittsboro Wrights Intercultural Institute Chimney Rock Village Neuse Forest Hays Raynham Four Oaks Elrod for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Myrtle Grove Cofield Hope Mills Navassa Mayodan



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