MissionSite top unreached locations

Winterville Ashley Heights Momeye DOBSON, NC Rural Hall Lumber Bridge Broadway Snow Hill **CENSUS TRACT: 37171991000** McDe Multiply Ayden Crossnore Calypso Frem REGION: Region 7: Northwest Spiveys Col Pinev Green JAARS ungsville Fountain Polkton Windsor Whiteville HookertorSITESCAPE: Townscapem In partnership with the: Hope Mills Saratoga Pleasant HilDENSITY PATTERN: Ken Beach Colerain Intercultural Institute lizabeth City Apex Kelford **Hicko** for Contextual Ministry Robersonville Salembur Beulaville Grandfather Dillsboro Bunn Albem Burnsville North Carolina Baptists Caring. Sharing. Daring. ppers Corner and le©Copyright 2013, Intercultural Institute for Contextual Ministry haw Columbus

MissionSite (TM) Table of Contents

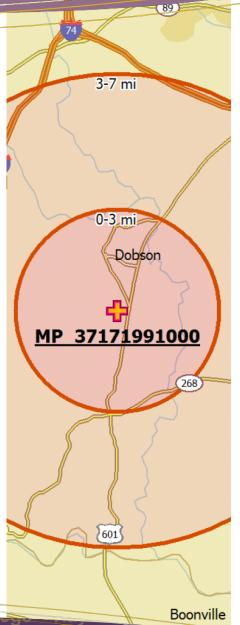
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers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

Williamston Colerain Aboskie Mooresboro Washington White Lake Bear Grass Magnolia James City E Will Lenoir Bonnetsville Centerville Bethlehem Watha Kings Mountain Intercultural Institute ersonville Sharpsburg Selma Graham Enfield East Rockingham Etowa for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Clayton Avden Creswell Pinebluff Kelly, White Plains

Site Location Summary

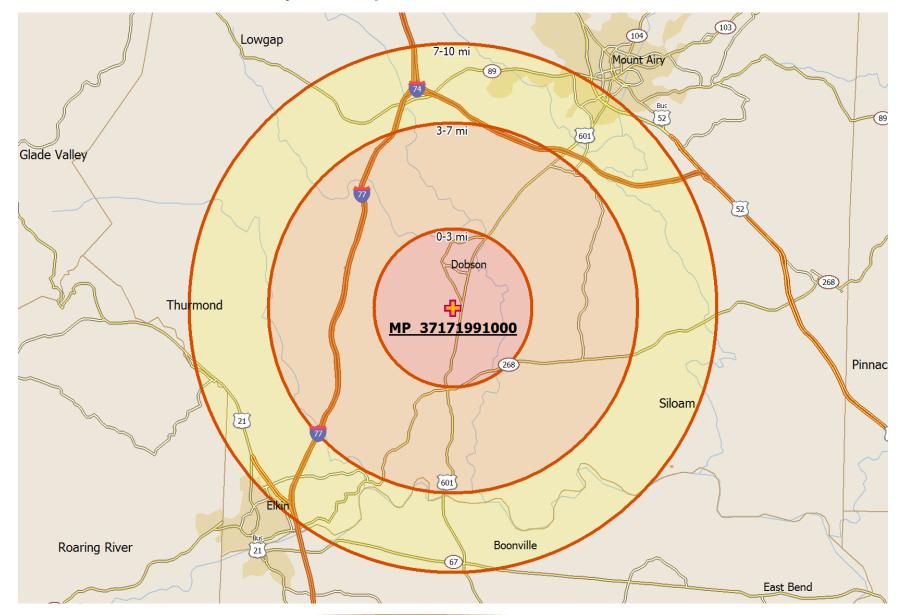
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	37171	Surry
4	Zipcode	27017	Surry
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
8	Sitescape Density Pattern	К	10000-50000-50000



Midway Gatesville Harmony Stantonsburg Centerville Taylorsville Bridgeton Statesville Winston-Sale Hing Spring Lakes Cary Sharpsburg Alamance Gamewell Mint Hill Bollon Intercultural Institute Autryville Catawba Brevard Oak Ridge Southport Castalia Weaver for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



River Road Walstonburg North Wilkesboro Lansing Mayodan Mount Olive Mesic Granite Quarry Mon berty Altamahaw King Winfall Candor Garysburg Tobaccoville Besser <u>Intercultural Institute</u> Welcome Cove City Mooresboro Catawba Huntersville Cooleemee East Spen Contestual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Waldese Eastover Ocraco

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 /	CO	EXPLANATION
	URBAN	DE	
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	4	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	13	Rural commuting: Secondary flow 10% to 30% to a large Urban Cluster
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	14	Percent commuting from non metro to metro areas

HIE HARTISDURG PINK HIII Grosshore

Re Bent Creek Rhodings Altamahaw Graham Casar Spencer St. Helena Maggie Valley Seven Devils A White Plains Gorman Rolesville Macon Cricket Madison Shannon <u>Intercultural Institute</u> Clyde Skippers Corner Love Valley Reidsville Pollocksville Tarboro (*Intercultural Institute*) Cortextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	4,406	11,187	19,117
2010 Households	1,679	4,207	7,621
2010 Group Quarters Population	189	9	394

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	12	20	21
Language Diversity National Index	68	51	27
Foreign Born Diversity National Index	0	2	4
Ancestry Diversity National Index	29	43	57
Racial Diversity National Index	49	37	21

Het Springs Burlington Eden Prospect Washington Park Claremont Hildebran Middlesex Indian Beach Het Midway Trinity Mayodan Simpson Newport Robbinsville Warren Solve Fairmont Lattimore Half Moon Jackson Taylortown Maiden Stanfield Godwin Seven Lakes for Contextual Ministry OCopyright 2013, Intercultural Institute for Contextual Ministry School Solve Fairmont Lattimore 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

Marshall Garner Holden Beach Kernersville Red Oak Spiveys Corner Unionville Wrightsville Beach Fox Phebluff New Bern Enfield Pittsboro Washington Park Belmont Intercultural Institute Laurinburg Bonnetsville Aulander Mayodan Burlington Archdale Cata for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	176	10.48%
Mainstay Communities	Established, Diverse Households	574	34.19%
Working Communities	Blue-collar, Working Families	144	8.58%
Country Communities	Rural, Agri. & Mining Families	602	35.85%
Aspiring Communities	Young Singles / Aspiring-Multihousing	0	0%
Urban Communities	High Density, Inner-city Neighborhoods	181	10.78%

Vander Bethel Tobaccoville Lincolnton Star Butner Stedman New Bern Albemarie Keener Green Linewyer Merchead City McLeansville Chadbourn Clinton Creswell Hern Intercultural Institute Woodlawn Newton Pollocksville Northwest Powellsville Piney Green for Contextual Ministry Copyright 2013, 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.

Everetts Aberdeen Angler Askewville Oak City Hightsville Apex Stoneville Kelly Bolling Springs Gast Lagram Alliance Cedar Point Wade Elkin Fuquay-Varina Troy Raleigh Intercultural Institute High Shoals Rose Hill Ronda Reidsville Godwin Harmony Severn Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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?

Aks Lincolnton Mulberry Jonesville Lattimore Falcon Walnut Creek West Jefferson JAARS Robersonville Hagnolia Buies Creek Mooresboro Bayshore Stokesdale Newton McLery Intercultural Institute Murphy Wallburg Roxobel Trent Woods Coats Stallings Cerro Gord For Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Oak Ridge Rockwell Mills River Valdese Brevard

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	17,976	1,002	5.57%
Unreached %	62.42%	59.66%	95.58
Religious But NOT Evangelical HH	3,580	190	5.31%
Religious But NOT Evangelical %	12.43%	11.32%	91.04
Spiritual But NOT Relig or Evang HH	3,009	146	4.84%
Spiritual But NOT Relig or Evang %	10.45%	8.67%	82.95
Not Evangelical, Not Interested HH	11,414	666	5.84%
Not Evangelical, Not Interested %	39.63%	39.68%	100.12



ethichem Bonnetsville Carolina Shores Blowing Rock Royal Pines Robbier Intercultural Institute arolina Beach Huntersville Newport Roxboro Northlakes Brices Creek for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCNC Churches	79	5	6.33%
Active BCNC Attenders	8,182	665	8.13%
Active Evangelical Households	5,767	360	6.24%
Active Evangelical Percent	20.03%	21.43%	107.02
Inactive Evangelical Households	5,055	316	6.25%
Inactive Evangelical Percent	17.55%	18.81%	107.17
# 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	Mount Hermon - Mount Airy	1.36 mi	60	Plateauing	16	Little Richmond	6.33 mi	85	Declining
2	Fairview - Dobson	1.36 mi	153	Declining	17	Knobbs - Elkin	6.33 mi	89	Declining
3	Union Cross	1.81 mi	48	Plateauing	18	Dobson First - Dobson	6.46 mi	173	Growing
4	Salem - Dobson	2.01 mi	304	Growing	19	New Life - Mount Airy	6.59 mi	42	Plateauing
5	Salem Fork - Elkin	2.07 mi	100	Plateauing	20	Poplar Springs - State Road	6.79 mi	170	Plateauing
6	Gum Orchard	4.24 mi	28	Declining	21	Rock Hill - Ararat	6.85 mi	56	Growing
7	Zephyr Missionary - Elkin	4.31 mi	51	Plateauing	22	Pleasant View - Thurmond	7.14 mi	123	Declining
8	Turkey Ford - Mount Airy	4.50 mi	66	Plateauing	23	The Compass Worship Church - State Road	7.22 mi	153	Growing
9	Central View - Dobson	4.53 mi	94	Plateauing	24	Dover - Mt Airy	7.43 mi	54	Plateauing
10	Mountain Park - State Road	4.88 mi	75	Plateauing	25	Community - Mount Airy	7.47 mi	110	Declining
11	Piney Grove	4.90 mi	214	Plateauing	26	Friendship - Elkin	7.58 mi	110	Plateauing
12	New Hope - Dobson	5.20 mi	108	Plateauing	27	Mount Pleasant - State Road	7.73 mi	266	Declining
13	Cross Roads Mission - Dobson	5.21 mi	100	Plateauing	28	Iglesia Bautista Emanuel - Elkin	7.73 mi	0	Insufficient Data
14	Blues Grove - Mount	5.28 mi	156	Growing	29	Oak Grove - Mount Airy	7.76 mi	59	Plateauing
15	Airy Copeland - Dobson	5.38 mi	58	Declining	30	Rockford - Dobson	7.89 mi	42	Growing

nity Morganton <u>Bethania</u> Forest Oaks Haw River Marietta Welcome Baid Head Island River Bend Bunn Setover Lexington Eureka Bermuda Run Bladenboro Enochville Rhodhar <u>River Road</u> Vandemere lineral Springs East Spencer Teachey Selma Long View Wentworth St. <u>Jour Confectual Ministry</u> Confectual Ministry Fremont Gro Baid Headerson Biltmore Forest 13

Using the Spirituality Indicators

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

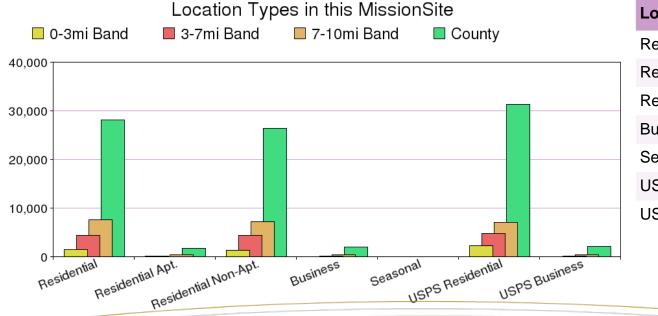
Issues for Your Consideration

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

ight Cak Taylorsville Forest City Varnamtown Bethel Washington Park Cricket Belwood Louisburg Mod etsville Lumber Bridge Lenoir Vass Love Valley Cornelius Bear Grass Intercultural Institute Jon Caswell Beach Vann Crossroads Maxton Farmville Wendell Dobbi Jon Confectual Ministry Confectual Ministry Misenheimer Autryville Surf City Brices Creek Fairvie 14

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	61,704	3,500	5.67%
2000 Population	71,219	4,214	5.92%
2010 Population	72,681	4,406	6.06%



Location Type	0-3mi Band
Residential	1,517
Residential Apt.	179
Residential Non-Apt.	1,338
Business	54
Seasonal	0
USPS Residential	2,330
USPS Business	47

% OF CO

5.51%

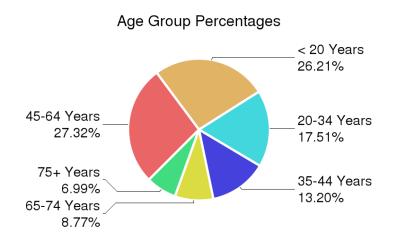
5.67%

5.83%

Pineville <u>Stallings</u> Bolivia Ramseur Salem Lincolnton Manteo Bermuda Run Southport Mocksville Hill Rockfish White Oak Stem Marshall St. James Albemarle Polkton Blowing Rock Lansing Turkey White Lake Faith Colerain Franklin Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Bladenboro Robbinsville Randleman Boili 15

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.

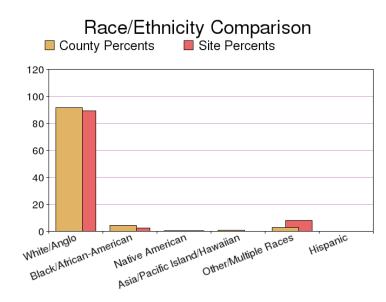


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.75%	5.38%	113.26
4-5 Years	2.55%	2.27%	89.02
6-8 Years	3.9%	3.52%	90.26
9-11 Years	3.96%	3.72%	93.94
12-13 Years	2.66%	2.68%	100.75
14-17 Years	5.24%	5.56%	106.11
18-19 Years	2.61%	3.06%	117.24
0-5 Years	7.3%	7.65%	104.79
6-12 Years	9.19%	8.6%	93.58
13-19 Years	9.19%	9.94%	108.16
< 20 Years	25.68%	26.19%	101.99
20-34 Years	16.19%	17.5%	108.09
35-44 Years	13.15%	13.19%	100.3
45-64 Years	27.24%	27.3%	100.22
65-74 Years	9.34%	8.76%	93.79
75+ Years	8.41%	6.99%	83.12
Median Age	41	39	93.79
Median Age (Male)	40	38	95.03
Median Age (Female)	43	41	95.23

Foadway Kenly Pittsboro White Lake Denton Troutman Greenville Hayesville Stoneville Elizabethtown wille Calypso Holden Beach Mount Holly Pine Level Newland Brevard Intercultural Institute Pinetops Reidsville Pollocksville Gorman Belhaven Washington Park ^{Confectual Ministry} ^{Confectual Ministry</sub> ^{Confectual Ministry</sub> ^{Confectual Ministry</sub>}}}

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	91.78%	89.26%	97.25
Black, African-American	4.39%	2.43%	55.33
Native American	0.29%	0.3%	101.63
Asian	0.58%	0%	0
Pacific Island, Hawaiian	0.04%	0.02%	58.91
Other/Multiple Races	2.91%	7.97%	273.5
Hispanic	0%	24.99%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	50,003	2,964	
Less than 9th Grade	11.63%	13.77%	84.45
No High School Diploma	13.39%	14.34%	93.41
High School Graduate	33.03%	28.17%	117.26
Some College, no degree	19.73%	19.5%	101.2
Associate Degree	9.21%	10.96%	83.97
College Degree	9.1%	7.35%	123.66
Graduate/Prof. degree	3.91%	5.9%	66.22

cky Mount Statesville Littleton Banner Elk Nags Head Fuquay-Varina King Middleburg Sedalia Norwood more Forest Graham Simpson Valdese Norlina Randleman Richlands Intercultural Institute Spencer Mountain Belwood Troy Burnsville Stokesdale Granite Quarry Joi Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	10.81%	10.78%	112.81
\$10,000 to \$19,999	16.02%	18.4%	114.87
\$20,000 to \$29,999	14.64%	12.33%	84.19
\$30,000 to \$49,999	21.8%	20.01%	91.78
\$50,000 to \$59,999	7.21%	9.65%	133.84
\$60,000 to \$69,999	7.4%	8.16%	110.27
\$70,000 to \$79,999	5.67%	5.6%	98.79
\$80,000 to \$89,999	4.16%	4.23%	101.65
\$90,000 to \$99,999	2.65%	2.74%	103.41
\$100,000 to \$124,999	5.22%	4.23%	80.97
\$125,000 to \$149,999	2.52%	2.14%	85.05
\$150,000 to \$199,999	0.95%	0.36%	37.42
\$200,000 to \$249,999	0.24%	0.18%	73.51
\$250,000 or more	0.69%	1.13%	162.94
Median Household	37,951	39,273	103.48
Average Household	51,468	56,076	108.95
Per Capita Household	20,725	21,426	103.38
Family/Non-Family Household			
Income			
Median Family Income	47,449	49,740	104.83
Average Family Income	60,738	60,341	99.35
Median Non-Family Income	18,522	19,400	104.74
Average Non-Family Income	30,000	42,164	140.55

ⁿ18

Harrelisville <u>Taylorsville</u> Pine Level Grantsboro Glen Alpine Icard Lilesville Lowesville Wilso Buies Creek Lexington McDonald Norwood Beaufort Walstonburg <u>Intercultural Institute</u> Halifax Enfield Caswell Beach Lake Junaluska Newton Marshville Boot for Confectual Ministry Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Hickory Catawha Tarboro Gibsonville Robbinsville Proctorville Marvin Cameron New London

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	69.84%	69.45%	99.43
Families with Children	30.1%	29.48%	97.96
Families without Children	39.75%	39.96%	100.55
Non-Family Households			
% Non-Family Households	30.16%	30.55%	101.31
Non-Families with Children	0.09	0.18	190.58
Non-Families without Children	30.06	30.38	101.03
Housing Units			Index
Total Housing Units	32,899	1,865	
Vacant percent	12.47%	9.97%	80.01
Owned percent	66.43%	63.97%	96.3%
Rented Percent	21.11%	26.06%	123.46
Households by Size			Index
Avg household size	2.48	2.51	101.21
Avg family hh size	3.09	3.11	100.65
Avg non-family hh size	1.05	1.15	109.52
Households By Count of Persons			Percent
One	8,070	469	5.81%
Тwo	9,295	545	5.86%
Three or Four	9,171	522	5.69%
Five+	2,262	143	6.32%

Concord Danbury Mint Hill Wingate Kure Beach Rural Hall Bolton Pilot Mountain McFarlan Walste Haysville Fountain Conetoe Greensboro Grandfather Oxford Ruther Intercultural Institute nesville Maxton Waco Salisbury White Plains Dunn Garland Beulavill for Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Bladenboro Stem McDona 9

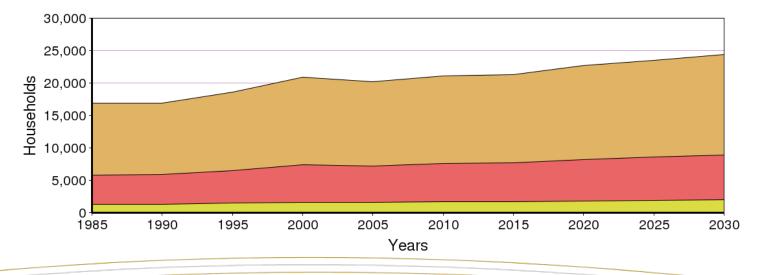
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	61,704	3,500	5.67%
2000 Population	71,219	4,214	5.92%
2010 Population	72,681	4,406	6.06%
2015 Population	73,600	4,494	6.11%

Household Change from 1985 to 2030

🗖 0-3mi Ring 👘 🗖 0-7mi Ring

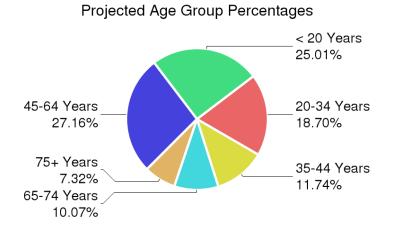
📕 0-10mi Ring



Jackson Boiling Spring Lakes Fuquay-Varina Westport Conway Tabor City Clarkton Aulander Chimme Rex Old Fort Banner Elk Chocowinity Carthage Graham Jamestown Intercultural Institute Trenton Roseboro Pollocksville Stovall Mesic Knightdale Stedma for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Recopyright 2013, Intercultural Institute for Contextual Ministry Neuron Pollocks and Castle Hayne Boiling Springs B20

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.

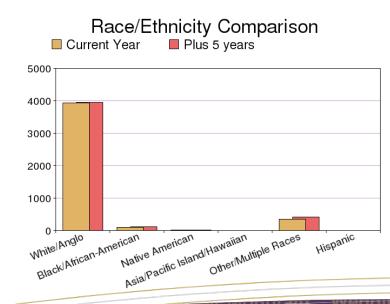


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.38%	5.21%	96.84
4-5 Years	2.27%	2.07%	91.19
6-8 Years	3.52%	3.32%	94.32
9-11 Years	3.72%	3.36%	90.32
12-13 Years	2.68%	2.51%	93.66
14-17 Years	5.56%	5.45%	98.02
18-19 Years	3.06%	3.09%	100.98
0-5 Years	7.65%	7.28%	95.16
6-12 Years	8.6%	7.97%	92.67
13-19 Years	9.94%	9.77%	98.29
< 20 Years	26.19%	25.02%	95.53
20-34 Years	17.5%	18.71%	106.91
35-44 Years	13.19%	11.75%	89.08
45-64 Years	27.3%	27.17%	99.52
65-74 Years	8.76%	10.08%	115.07
75+ Years	6.99%	7.32%	104.72
Median Age	41	40	97.78
Median Age (Male)	40	39	97.25
Median Age (Female)	43	42	97

Tryon Durham Lake Norman of Catawba Greenville Biscoe Goldsboro Cajah's Mountain Ansonville Go Woodlawn Newton Ellerbe Bethania Nags Head Hightsville Weldon Intercultural Institute Garland Rutherford College Indian Trail Milton Calypso McLeansville Goldsboro Pilot Mountain Plain Vi21 Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	89.26%	87.89%	98.47
Black, African-American	2.43%	2.49%	102.62
Native American	0.3%	0.36%	120.67
Asian	0%	0%	0
Pacific Island, Hawaiian	0.02%	0%	0
Other/Multiple Races	7.97%	9.26%	116.2
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,964	3,020	
Less than 9th Grade	13.77%	12.25%	89
No High School Diploma	14.34%	12.28%	85.68
High School Graduate	28.17%	29.74%	105.55
Some College, no degree	19.5%	19.6%	100.52
Associate Degree	10.96%	12.48%	113.85
College Degree	7.35%	7.38%	100.4

5.9%

6.26%

106

Manteo Lowell Clarkton Whitakers Kenansville Asheboro Kitty Hawk High Shoals Elm City Lake P Northwest Pinehurst Foxfire Oak Island Sharpsburg Gatesville More Intercultural Institute ville Topsail Beach Chadbourn Mint Hill Hobgood Polkton Pollocksville Joi Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Graduate/Prof. degree

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income		. 2000 12410	
	40.700/	40.000/	05 70
< \$10,000	10.78%	10.33%	95.79
\$10,000 to \$19,999	18.4%	18.49%	100.49
\$20,000 to \$29,999	12.33%	12.14%	98.43
\$30,000 to \$49,999	20.01%	18.9%	94.46
\$50,000 to \$59,999	9.65%	8.75%	90.7
\$60,000 to \$69,999	8.16%	8.4%	102.96
\$70,000 to \$79,999	5.6%	6.71%	104.21
\$80,000 to \$89,999	4.23%	4.96%	109
\$90,000 to \$99,999	2.74%	2.8%	102.22
\$100,000 to \$249,999	4.23%	4.67%	110.38
\$125,000 to \$149,999	2.14%	2.28%	106.12
\$150,000 to \$199,999	0.36%	0.29%	81.63
\$200,000 to \$249,999	0.18%	0.12%	65.31
\$250,000 or more	1.13%	0.88%	77.34
Median Household	39,273	41,125	104.72
Average Household	56,076	57,633	102.78
Per Capita Household	21,426	22,044	102.88
Family/Non-Family Household			
Income			
Median Family Income	49,740	52,796	106.14
Average Family Income	60,341	64,140	106.3
Median Non-Family Income	19,400	19,569	100.87
Average Non-Family Income	42,164	39,591	93.9

A Rock Black Mountain Brookford Mayodan Franklinton Como Aberdeen Scotland Neck Vernamtown G City Atlantic Beach Lake Waccamaw Cape Carteret Grifton Troy Bunn Intercultural Institute Intercultural Institute For Contextual Ministry Beach Mount Pleasa for Contextual Ministry Contextual Ministry Contextual Ministry Beach Gamewell West Jefferson Indian Beach Elk Par 23 Candor Banner File Muthematication Contextual Ministry Beach Gamewell West Jefferson Indian Beach Elk Par 23

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	69.45%	68.44%	98.55
Families with Children	29.48	28.41	96.37
Families without Children	39.96	39.56	98.98
Non-Family Households			
% Non-Family Households	30.55%	31.56%	103.3
Non-Families with Children	0.18	0.12	103.3
Non-Families without	30.38	31.45	103.53
Children			
Housing Units			
Total Housing Units	1,865	1,905	102.14%
Vacant percent	9.97%	10.03%	100.53
Owned percent	63.97%	63.88%	99.87
Rented Percent	26.06%	26.09%	100.12
Households by Size			
Avg household size	2.51	2.51	100%
Avg family hh size	3.11	3.14	100.96%
Avg non-family hh size	1.15	1.14	99.13%
Households By Count of			
Persons			
One	469	505	107.68%
Тwo	545	527	96.7%
Three or Four	522	528	101.15%
Five+	143	153	106.99%

on Springs Oriental Stem Cary Mountain View Centerville South Henderson Wagram Sedalia Half Mod Colesville Lewiston Woodville Bayboro Roxobel Wake Forest Crossnore Intercultural Institute ers Island Franklinton Northwest Elon Rutherfordton Seven Springs En for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Mini

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	539	1,106	645		Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	0	0	8		Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	4	57	17		Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	1	2	0		Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	1	35	13		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	3	3	0		Oceania	Oceania 0	Oceania 0 0
So. Central Asia	0	0	0		Caribbean	Caribbean 1	Caribbean 1 0
SE Asia	0	0	38		Central Amer.	Central Amer. 529	Central Amer. 529 999
Western Asia	0	0	0		South America	South America 0	South America 0 0
Other Asia	0	0	0		North America	North America 0	North America 0 10
				E	Born at sea	Born at sea 0	Born at sea 0 0

Cape Carteret Vandemere Tryon Webster Williamston Fairfield Harbour Fairplains Wallburg Linden Cede Hountain Montreat Carthage Franklinton Rockingham Robbinsville Astronomic Fairplains Wallburg Linden Cede Clayton Wallace Banner Elk Fearrington Beulaville Tar Heel Lowesville Tor Confectual Ministry Confectual Ministry the Hookerton Copyright 2013, Intercultural Institute for Contextual Ministry Middlesex Lumberton Keener Rutherford College 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 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	4,135	8,575	13,325	Other Indo-Euro	0	0	4
Spanish	697	1,277	818	Asian/PI languages	0	0	0
Other Indo-Euro	67	43	56	Chinese	0	0	0
language				Japanese	0	0	7
French (incl. Patois,	18	21	30	Korean	0	0	8
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	1	6	Miao, Hmong	0	0	43
Portuguese	0	0	0	Thai	0	0	0
German	37	18	7	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	10
Other West Germanic	9	1	0	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	16	0
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	17	0	6
Russian	0	0	0	Navajo	0	0	0
Polish	0	1	1	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	1	8	Hungarian	7	0	6
Armenian	0	0	0	Arabic	2	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	8	0	0
Urdu	0	0	0				

RSONVILLE KINGS Grant Black Greek Ve

Beech Mountain Littleton Coldsboro La Grange Eureka Madison Swepsonville Greenville Gibsonville and Crossroads Leggett Davidson Raleigh Bostic Mount Airy Unionville <u>Intercultural Institute</u> Garysburg Dove Columbus Hoffman Boone Cashiers Manteo Old Fort Barker Ten Mile Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Barmele White Plains Vander Bakersville Hendersonville

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	3,663	6,982	9,598	Irish	Irish 145	Irish 145 400
Arab	0	2	10	Italian	Italian 19	Italian 19 31
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 5
Austrian	0	7	3	Norwegian	Norwegian 0	Norwegian 0 6
British	38	36	17	Polish	Polish 10	Polish 10 32
Canadian	0	0	6	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	2	2	Russian	Russian 5	Russian 5 10
Czechoslovak	0	8	4	Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	0	0	6	Scotch-Irish	Scotch-Irish 72	Scotch-Irish 72 133
Dutch	14	75	190	Scottish	Scottish 22	Scottish 22 81
English	378	787	1,522	Slovak	Slovak 0	Slovak 0 0
European	19	59	93	Subsaharan African	Subsaharan African 4	Subsaharan African 4 2
Finnish	0	0	7	Swedish	Swedish 1	Swedish 1 24
French (not Basque)	19	71	118	Swiss	Swiss 0	Swiss 0 2
French Canadian	10	12	34	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	222	511	857	US/American	US/American 1,563	US/American 1,563 3,136
Greek	0	0	10	Welsh	Welsh 10	Welsh 10 19
Hungarian	7	6	3	West Indian	West Indian 0	West Indian 0 2
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 1,105	Other 1,105 1,522

Copyright 2013, Intercultural Institute for Contextual Ministry White Lake Lansing Bailey Waynesville Carvsburg

BOOHVIII

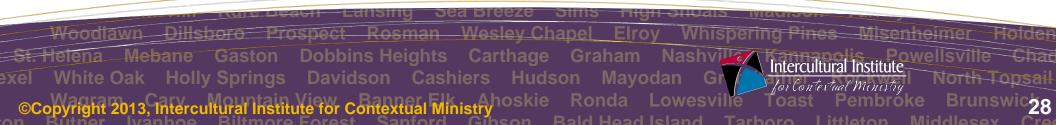
Wildiano

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

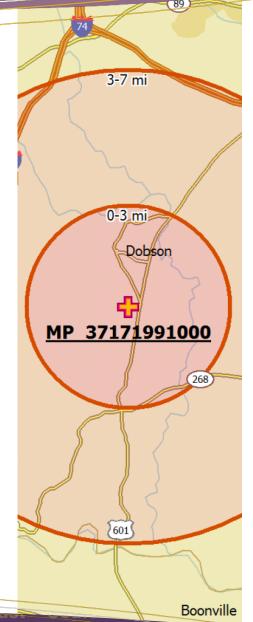
Issues for Your Consideration - continued

- 4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of the country? How do family and non-family households compare economically at this site? What implications arise from the changes projected over the next 5 years? What are the implications for missional ministry?
- 5. A summary of family and non-family households, housing units, households by size and households by count of persons for both the site, the county and 5 year projections are listed on pages 19 & 24. What are the primary family types for this location? How does this site compare to the rest of the county? What changes are anticipated over the next 5 years? What are the implications for missional ministry?
- 6. The ethnic summary on pages 25, 26 & 27 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?

Flat Rock <u>Castle Hayne</u> Ogden Unionville Catawba <u>Cricket</u> Chocowinity <u>Mulberry</u> Woodland Red Oak Ridge White Plains Swansboro Biscoe Indian Trail Murraysville Woodfin Royal Pines Saratoga Greenville Manteo Mountain View Confectual Ministry Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



Five Points Ahoskie Newton Erwin Brogden Balfour Monroe Kernersville Sandyfield Hays Mount Liberty Lawndale Mooresville Mount Holly Kelly Stem Piney Green Etowah Kenly McLeansville Biltmore Forest Sugar Mountain Buies Confertual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,679	100%	1,002	100%
AFFLUENT SUBURBIA	138	8.22%	105	10.48%
America's Wealthiest	82	4.88%	66	6.59%
Dream Weavers	10	0.6%	7	0.7%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	46	2.74%	32	3.19%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	38	2.26%	26	2.59%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	38	2.26%	26	2.59%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	321	19.12%	211	21.06%
2nd City Homebodies	92	5.48%	65	6.49%
Prime Middle America	9	0.54%	6	0.6%
Urban Optimists	0	0%	0	0%
Family Convenience	220	13.1%	140	13.97%
Mid-Market Enterprise	0	0%	0	0%

Blowing Rock Kannapolis Bath Wagram Casar Norman Falcon Peletier Roanoke Rapids Mount Pleasa Fymouth Millers Creek Plain View Weddington Buies Creek Midland Milton Knightdale Belmont Hot Springs Shallotte Speed Swepsonville Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,679	100%	1,002	100%
BLUE COLLAR BACKBONE	1	0.06%	1	0.1%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	1	0.06%	1	0.1%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	253	15.07%	169	16.87%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	149	8.87%	96	9.58%
Professional Urbanites	76	4.53%	55	5.49%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	28	1.67%	18	1.8%
Mature America	0	0%	0	0%
METRO FRINGE	143	8.52%	97	9.68%
Steadfast Conservative	89	5.3%	61	6.09%
Moderate Conventionalists	52	3.1%	35	3.49%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	2	0.12%	1	0.1%

Walstonburg Reckwell Banner Elk Duck King Valdese Hamilton Rich Square Wallburg Archdale Alb Castalia Love Valley Millers Creek Norwood Cleveland Statesville Intercultural Institute eansville Salem Pleasant Hill Pink Hill Kenansville Eastover Greeneve for Contextual Ministry Scopyright 2013, Intercultural Institute for Contextual Ministry Castalia Contextual Ministry China Grove Snow Hill Mooresboro Waynesville S32

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,679	100%	1,002	100%
REMOTE AMERICA	21	1.25%	13	1.3%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	1	0.06%	1	0.1%
Coal & Crops	20	1.19%	12	1.2%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	0	0%	0	0%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	581	34.6%	264	26.35%
Industrious Country Living	16	0.95%	11	1.1%
America's Farmland	0	0%	0	0%
Comfy Country Living	42	2.5%	26	2.59%
Small Town Connections	73	4.35%	42	4.19%
Hinterland Fam.	450	26.8%	185	18.46%

Bear Grass Sunset Beach Northwest Stovall Pleasant Garden Danbury Duck Kernersville Lilesville Bar Ington Boiling Spring Lakes McAdenville Locust Lenoir Mountain Home Intercultural Institute Mand Benson Topsail Beach Rutherford College Kenly Huntersville Ray Golder University Robbins McDor Confectual Ministry Robbins McDor Copyright 2013, Intercultural Institute for Contextual Ministry Robbins Mayo 33

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	
1,679	100%	1,002	100%
117	6.97%	70	6.99%
93	5.54%	54	5.39%
24	1.43%	16	1.6%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
64	3.81%	46	4.59%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
64	3.81%	46	4.59%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
	1,679 117 93 24 0 0 0 0 0 64 0 0 64 0 0 64 0 0 64 0 0 0 0	1,679100%1176.97%935.54%241.43%00%00%00%643.81%00%00%643.81%00%643.81%00%	1,679100%1,0021176.97%70935.54%54241.43%1600%000%000%000%0643.81%4600%000%0643.81%46643.81%4600%0643.81%4600%0643.81%4600%000%000%000%000%000%000%000%000%000%000%000%000%0

Faison Five Points Turkey Rolesville Knightdale West Marion Kenly Warsaw Parmele Ronda Pri-Rexboro Liberty Ruth Connelly Springs Saxapahaw Fearrington Centers Intercultural Institute mont Kittrell North Wilkesboro Mocksville Pantego Granite Quarry Sed for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Swannanoa Elrod Salem Forest Hills Cove City Black

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?



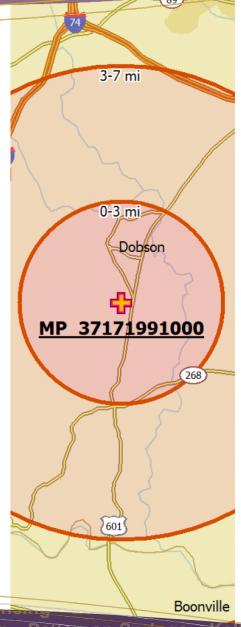
Potential Cultural Bridges

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).



Macclesfield Lewisville Lake Lure Spencer Mountain Winterville New Bern King Patterson Springs Keike Piney Green Butner Four Oaks River Road Yadkinville Westport Ref Intercultural Institute rills Ford Bessemer City Faith Walnut Creek Spindale Surf City Marshvi for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-3 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	75%	76%	76%
Use Comp. for Internet/E-mail	59%	58%	58%
Internet Use: E-Mail	49%	47%	47%
Use Comp. for Shopping	38%	36%	36%
Use Comp. for Word Processing	37%	37%	37%
Use Comp. for Comp. Games	37%	38%	38%
Use Comp. for Digital Camera	31%	31%	31%
Photo Editing			
Use Comp. for Education	30%	30%	30%
Use Comp. for Banking	29%	30%	29%
Internet Use: News/ Weather	25%	25%	25%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	25%	25%	25%
Internet Use: Banking	25%	25%	25%
Use Comp. for News/Info./Data	22%	20%	20%
Service			
PC-Network-HH Has One	19%	18%	18%
Use Comp. for Filing/DB Mngmnt	14%	14%	13%
Use Comp. for Accounting	13%	14%	14%
Internet Use: Research/ Education	12%	11%	11%
Use Comp. for Personal Financial	12%	11%	10%
Mngmnt			
Internet Use: Shopping: Gathered	11%	11%	11%
Info. for Shopping			
Internet Use: Shopping: Made A Purchase	11%	12%	11%

et Beach Bayshere Peletier Brookford Middleburg Fuquay-Varina Winston-Salem Washington Ogden Lewport Ronda Wingate Parkton Belwood Welcome Hildebran Fremore Intercultural Institute Stonewall Kelford Laurel Park Wrightsville Beach Burlington Caswell B Copyright 2013, Intercultural Institute for Contextual Ministry Morganton 37

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	66%	67%	66%
Dining Out (Not Fast	56%	57%	57%
Food)			
Reading Books	52%	50%	50%
Card Games	40%	41%	42%
Gardening	37%	38%	38%
Go To A Beach/Lake	36%	36%	35%
Cooking for Fun	32%	33%	33%
Board Games	32%	33%	34%
Photography	19%	19%	19%
Visit Zoo	18%	19%	18%

0-3	3-7	7-10
MILES	MILES	MILES
66%	67%	67%
39%	41%	41%
26%	26%	25%
21%	21%	21%
21%	22%	22%
19%	19%	20%
19%	19%	19%
17%	17%	17%
17%	17%	17%
15%	16%	16%
	MILES 66% 39% 26% 21% 1% 19% 19% 17% 17% 17%	MILES MILES 66% 67% 39% 41% 26% 26% 21% 21% 21% 22% 19% 19% 19% 19% 17% 17% 17% 17%

Buies Creek Burlington Speed Mayodan Mount Airy Lenoir Archdale Raynham Lake Norman of Catav Chimney Rock Village Ansonville Butters Murfreesboro River Bend City Gamewell Salem Pikeville Belville Brunswick Rutherford College Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Stedman JAARS Firoy Pembroke Beech Mountain

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	23.18%	22.62%	22.5%
Live Theater	17.96%	16.73%	16.79%
Live Theater Most Often	14.89%	14.06%	13.86%
Rock/Pop Concerts Most	11.83%	11.49%	11.75%
Often			
Country Concerts Most	6.46%	7.37%	6.96%
Often			
Comedy Club	6.19%	6.25%	6.39%
Movies: Comedy	36.63%	36.88%	37.1%
Movies: Action/Adventure	35.03%	35.16%	35.29%
Movies: Romantic Comedy	17.47%	17.19%	17.57%



Mills River Banner Elk Coffeld Garner Marshville Tryon Peachland Waco Saxapahaw Bear Grass Seaboard Pembroke Woodfin Summerfield Statesville Fountain Brownland McFarlan Gress Sesnore Proctorville McLeansville Kannapolis Valdese Harrells East Row for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Elm City Fearrington Kirkland Buies Creek Bostic 39

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	38.36%	37.74%	37.69%	Stationary	/ Cycling	/ Cycling 11.39%	/ Cycling 11.39% 10.71%
Swimming	33.43%	34.15%	33.88%	Backpacking/	Hiking	Hiking 11.12%	Hiking 11.12% 10.6%
Freshwater Fishing	22.89%	24.9%	24.7%	Target Shooting		11.05%	11.05% 12.11%
Camping Trips	20.51%	21.25%	21.28%	Football		9.68%	9.68% 10.25%
Bowling	20.01%	21.22%	21.22%	Aerobics		8.68%	8.68% 8.02%
Billiards/Pool	17.41%	18.52%	18.26%	Saltwater Fishing		8.5%	8.5% 8.85%
Hunting	15.97%	17.18%	16.98%	Power Boating		8.45%	8.45% 8.35%
Basketball	15%	15.32%	15.04%	Volleyball		8.28%	8.28% 8.78%
Weight Training	14.64%	14.36%	14.22%	Horseback Riding		7.64%	7.64% 8.03%
Golf	13.33%	13.2%	13.15%	Tennis		7.49%	7.49% 6.81%
Mountain/Road Biking	12.6%	12.68%	12.6%	Canoeing/Kayaking		7.44%	7.44% 7.27%
Jogging/Running	12.53%	12.5%	11.91%	Archery		6.92%	6.92% 7.24%
Using Cardio Machine	11.8%	11.19%	11.06%	Soccer		6.83%	6.83% 6.69%
Baseball	11.4%	11.48%	10.89%	Softball		6.75%	6.75% 7.46%

armete Stoneville Micro River Road Bunn Seven Springs Etowah East Flat Rock Maysville Valdese S an Salem Enochville Kenly Pine Level Beech Mountain Badin Butters Intercultural Institute Coats Tar Heel Westport Hamilton Walnut Creek Morganton Chapel for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to 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
Motorcycling	6.35%	6.93%	6.64%
Yoga	5.7%	5.34%	5.27%
Fly Fishing	5.69%	5.57%	5.52%
Downhill & X-Country	5.28%	4.6%	4.31%
Skiing			
Snorkeling	5.27%	4.9%	4.84%
Water Skiing	4.87%	4.82%	4.71%
Jet Skiing	4.77%	4.52%	4.57%
Roller Skating	4.66%	4.7%	4.65%
Ice Skating	4.27%	4.38%	4.34%
Martial Arts	4.2%	3.79%	3.78%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Snowmobiling	3.92%	4.19%	3.99%
Skateboarding	3.71%	3.67%	3.63%
Hockey	3.61%	3.31%	3.32%
Sailing	3.38%	3.07%	2.87%
Rock Climbing	3.37%	3.08%	3.15%
Racquetball	3.3%	3.35%	3.28%
Snowboarding	3.17%	3.08%	2.99%
Auto Racing	3.11%	3.23%	3.31%
Surfing & Windsurfing	2.9%	2.52%	2.42%
Rowing	2.63%	2.54%	2.5%

Raemon Rich Square Dundarrach New Bern Delway Laurinburg Thomasville Kill Devil Hills Hickory Beech Mountain Bladenboro Dobson Sherrills Ford Whitsett Washing Ark Faith Flerbe Valdese locksville Hamilton Hot Springs Sharpsburg Hope Mills Fayetteville Ga for Contextual Institute Whiteville Ston Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

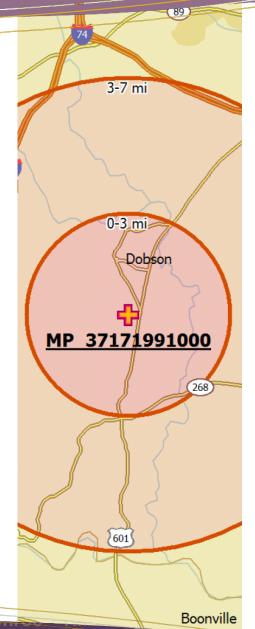
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Maxton Wilson's Mills Ossipee Avery Creek Goldsboro Rutherfordton Rocky Mount Powellsville Ma Forest Hills Cooleemee Unionville New Bern Kittrell Hot Springs Norman Intercultural Institute well Pink Hill Granite Falls Five Points Duck Roxobel North Wilkesboro for Contextual Ministry Morevian Fa Copyright 2013, Intercultural Institute for Contextual Ministry Washington Stantonsburg Lake Park Trent Woods 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.

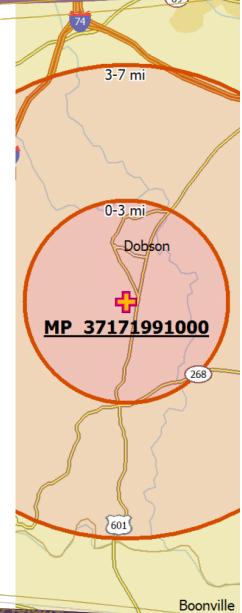
CULTURAL BARRIERS OF ACCEPTANCE

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.



Quarry Brogden Seven Springs Hookerton Carolina Beach Mooresboro Harrelsville La Grange Winston Jen Park Rockfish Gibson Rosman Ruth Bald Head Island Pittsboro Intercultural Institute Maiden Tobaccoville Kirkland Wentworth Cornelius Woodland Crick For Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	51%	51%	51%	Like to Stand Out In A Crowd Like To Pursue	22% 20%	22% 18%	22% 18%
Find It Difficult To Say No To My	39%	40%	41%	Challenge/Novelty/Change			
Kids Woman's Place Is In The Home	37%	37%	37%	Marijuana Should Be Legalized Rarely Sit Down to a Meal	19% 18%	18% 18%	18% 18%
Speak My Mind Even If It Upsets		34%	35%	Together At Home			
People Like Control Over People And	34%	33%	33%	Only Work Current Job for The Money	16%	15%	15%
Resources	0170	0070	0070	I Am A Workaholic	16%	16%	16%
Prefer To Have Few Possessions As Possible	30%	28%	28%	We Should Strive for Equality for All	12%	12%	12%
Like To Do Unconventional Things	29%	31%	31%	Happy With My Standard Of Living	12%	10%	10%
Money Is Best Measure Of Success	26%	27%	26%	On Whole People Get What They Deserve	9%	9%	9%
f Won Lottery Would Never Work Again	26%	24%	24%	Indulge My Kids With The Little Extras	9%	9%	9%
Don't Judge People/Way They ∟ive Life	26%	26%	26%	Little I Can Do To Change My Life	7%	7%	7%
Friends More Important Than My Fam.	25%	23%	23%	More Important Do Duty Than Enjoy Life	5%	5%	5%
Too Much Sponsorship In Arts/Sports	24%	24%	24%				

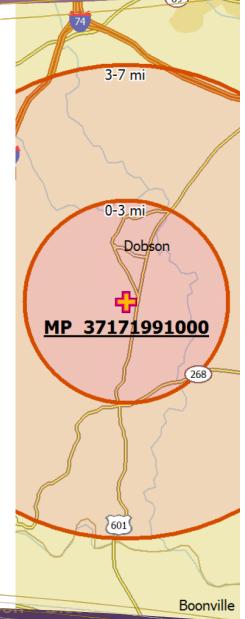
WH FIGH FOIRT BOITON Valuese Comment optings

Ashey Heights Legget Sparta Granite Quarry Goldsboro Seagrove Richfield Hidway Danbury Red Ga seastife Kannapolis Graham Nashville Lake Park Bear Grass Garland Intercultural Institute odland Northwest Cerro Gordo Marietta Pumpkin Center Rennert Brev (Souteviual Ministry Copyright 2013, 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.



Wadesboro Flat Rock Tar Heel Kinston Davidson East Arcadia Black Mountain Liesville Falcon Ric The Connelly Springs Sugar Mountain Asheville Hamlet Weddington Intercultural Institute Morehead City Hoffman Southern Pines Spring Lake Snow Hill Spring Hope Ranlo Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Bath Carve Lowell Clemmons, Kings Mountain Ara

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.

Important To Respect Customs60%61%62%Consider Myself Interested In The19%18%18%And BeliefsYou Should Seize Opportunities54%55%Real Men Don't Cry18%17%17%In Life11635%35%35%S5%By Cars18%17%18%NaturePrefer Work Part Of Team Than33%33%33%33%By Cars10%16%16%AloneImportant Feel Respected By My33%32%33%33%14%14%Peers30%28%28%28%17% Not To Worry About The12%12%12%Prefer To Have Few30%28%26%26%26%11%12%12%12%Possessions As Possible26%26%27%11%12%12%12%12%Have Keen Sense Of Adventure26%26%27%11%12%12%12%12%Like To Just Enjoy Life23%21%21%21%12%12%12%12%Have Keen Sense Of Adventure26%26%27%11%12%12%12%12%Like To Just Enjoy Life23%21%21%22%12%12%12%12%12%Have Keen Sense Of Adventure22%22%22%12%12%12%12%12%12%12%12%12%12%12%12%12%12%12%12%12%12%	THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
In LifeWorried About Pollution Caused18%17%18%Like To Understand About35%35%35%By CarsLooking for New Ideas To Improve17%16%16%Prefer Work Part Of Team Than33%33%33%S3%Enjoy Spending Time With My13%14%14%Alone18%33%32%33%S3%Fam.16%14%14%Important Feel Respected By My33%32%33%Fam.12%12%12%12%Peers31%30%31%Fam.17%16%12%12%12%Important To Juggle Various31%30%31%Fam.11%12%12%12%Prefer To Have Few30%28%28%FutureFuture11%12%11%12%Possessions As Possible26%26%26%26%6%6%6%6%Have Keen Sense Of Adventure26%26%27%Feel Very Alone In The World5%5%5%Like To Just Enjoy Life23%21%21%Would Like To Set Up Own5%5%5%People Have To Take Me As22%22%22%Like Spending Most Time With5%5%5%	• •	60%	61%	62%	-	19%	18%	18%
Like To Understand About Nature35%35%35%35%By Cars Looking for New Ideas To Improve Important Feel Respected By My Saw16%16%Important Feel Respected By My Peers33%33%33%33%14%14%Important To Juggle Various Tasks31%30%31%31%12%12%12%Prefer To Have Few Possessions As Possible30%28%28%Future Children Should Be Allowed To Express Themselves6%6%6%Have Keen Sense Of Adventure Like To Just Enjoy Life26%26%27%Feel Very Alone In The World5%5%5%People Have To Take Me As People Have To Take Me As22%22%22%22%22%5%5%5%		54%	54%	55%	-			
Prefer Work Part Of Team Than Alone33%33%33%33%33%AloneImportant Feel Respected By My33%32%33%33%14%14%PeersImportant To Juggle Various31%30%31%12%12%12%12%Important To Juggle Various31%30%31%11%12%12%12%12%Prefer To Have Few30%28%28%28%Future11%12%12%12%Possessions As Possible26%26%26%26%6%6%6%6%Have Keen Sense Of Adventure26%26%27%Feel Very Alone In The World5%5%5%Like To Just Enjoy Life23%21%21%21%11%12%14%People Have To Take Me As22%22%22%22%5%5%5%5%Like Spending Most Time With5%5%5%5%5%5%	Like To Understand About	35%	35%	35%	By Cars			
Important Feel Respected By My33%32%33%33%Fam.PeersImportant To Juggle Various31%30%31%Provide My Kids With The Little12%12%12%TasksTasksTry Not To Worry About The12%11%12%12%Prefer To Have Few30%28%28%Future12%11%12%Possessions As PossibleTry Not To Worry About The6%6%6%Have Keen Sense Of Adventure26%26%26%27%Children Should Be Allowed To6%6%Good At Fixing Things26%26%27%Feel Very Alone In The World5%5%5%Like To Just Enjoy Life23%21%21%Would Like To Set Up Own5%4%4%People Have To Take Me As22%22%22%Like Spending Most Time With5%5%5%	Prefer Work Part Of Team Than	33%	33%	33%	Home			
Important To Juggle Various Tasks31%30%31%Extras Try Not To Worry About The Future12%11%12%Prefer To Have Few Possessions As Possible30%28%28%Future10%11%12%Possessions As Possible	Important Feel Respected By My	33%	32%	33%	Fam.			
Prefer To Have Few30%28%28%FuturePossessions As Possible	Important To Juggle Various	31%	30%	31%	Extras			
Have Keen Sense Of Adventure26%26%26%Express ThemselvesGood At Fixing Things26%26%27%Feel Very Alone In The World5%5%5%Like To Just Enjoy Life23%21%21%Would Like To Set Up Own5%4%4%People Have To Take Me As22%22%22%Like Spending Most Time With5%5%5%	Prefer To Have Few	30%	28%	28%	Future			
Like To Just Enjoy Life23%21%21%Would Like To Set Up Own5%4%4%People Have To Take Me As22%22%22%BusinessEike Spending Most Time With5%5%5%	Have Keen Sense Of Adventure				Express Themselves			
They Find MeLike Spending Most Time With5%5%5%	• •							
, , , , , , , , , , , , , , , , , , , ,	•	22%	22%	22%		5%	5%	5%
Am Decor Particular Interest To Me 3% 4% 3%	Is An Important Part Of Who I	19%	19%	19%	Fam.			

Springs Fairment Spiveys Corner Eastover Duck Wadesboro Stonewall Stantonsburg Cape Carteret F The Peachland Ahoskie Calypso Erwin Bridgeton Sparta Garner Intercultural Institute Mooresville A Elizabeth City Lillington Green Level Stem Welcome Hickory Waynes Confectual Ministry Confectual Ministry Managia Valley Five Points Sandy Creek Winterville

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.

74 3-7 mi 0-3 mi Dobson MP 37171991000 268 601 Boonville

Tryon Bridgeton Clarkton Macon Kirkland Carolina Beach Richlands Tarboro Henderson Five Point Heckerton Youngsville Barker Heights Patterson Springs Hickory Micro Intercultural Institute kboro Butters Raleigh Rockwell Morganton Apex Bolivia Washington for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Places:

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	85.79%	87.43%	87.53%
Restaurant-Visit Any			
Fam. Restaurants/Steak	80.78%	82.86%	82.79%
Houses-Visit Any			
McDonald's	53.86%	56.48%	56.37%
Burger King	37.43%	38.65%	38.9%
Subway	29.73%	31.13%	31.15%
Kentucky Fried Chicken (KFC)	28.47%	29.93%	30.47%
Taco Bell	26.92%	28.45%	28.28%
Wendy's	26.61%	28.65%	29.32%
Applebee's	25.73%	27.8%	27.52%
Pizza Hut	21.78%	22.98%	23.71%
Arby's	19.93%	22.73%	22.98%
Dairy Queen	19.13%	20.1%	19.84%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	18.22%	18.44%	18.5%
Sonic	17.49%	17.55%	17.76%
Cracker Barrel	15.34%	16.82%	16.69%
Red Lobster	14.43%	14.73%	15.12%
Hardee's	13.1%	13.76%	14.31%
Outback Steakhouse	12.47%	11.98%	12.04%
Domino's Pizza	12.44%	12.33%	12.34%
Golden Corral	11.68%	12.5%	12.43%
Chick-Fil-A	11.31%	12.03%	12.16%
Long John Silver's	11.3%	11.36%	11.63%
Denny's	10.82%	11.01%	10.59%
IHOP (International House Of	10.19%	10.3%	10.55%
Pancakes)			

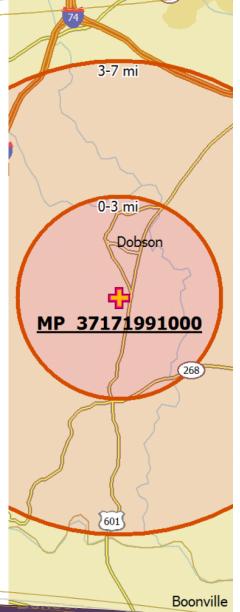
Angier Moravian Falls Creedmoor Marshall Whitakers Rural Hall Biscoe Williamston Hildebran Kelly Sanford Polkville White Plains Conetoe Ranlo Columbus Wilmington Intercultural Institute River Bolton Barker Ten Mile Norwood Raeford Brogden Pinehurst San Confectual Ministry b Copyright 2013, Intercultural Institute for Contextual Ministry Arcadia Wilfon Bridgeton Cameron Black Mountain Taylorsville Minnesott Beach Fallston Orden Harmon

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!



Scotland Neck East Spencer Goldston Candor Wanchese Bridgeton Norlina Trinity Aulander Boa Helberry Waxhaw Troy Kittrell Warsaw Gastonia Hendersonville More Intercultural Institute Green Level Belhaven Roanoke Rapids Thomasville Whispering Pines for Contextual Ministry Copyright 2013, 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	43.25%	43.41%	44.29%
Recycled products	30.95%	30.62%	31.11%
Worked as volunteer (non political)	16.3%	16.31%	16.35%
Engaged in fund raising	11.21%	11.15%	11.38%
Religious club member	8.09%	8.08%	8.12%
Wrote to elected offcl about publ bus	6.04%	5.78%	5.87%

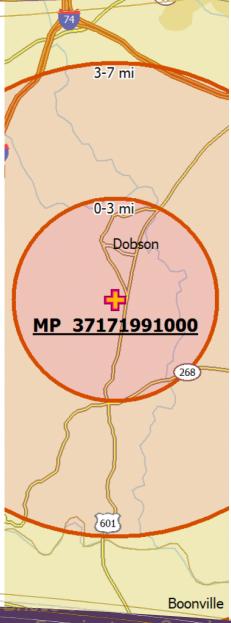
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Charitable Organization	5.48%	5.4%	5.41%
Church Board	5.25%	5.38%	5.48%
Addressed a public meeting	5.09%	5.08%	4.96%
Wrote to editor of mag or	4.97%	5%	5.11%
newspaper			
Took active part in local civic	4.64%	4.38%	4.43%
issue			
Union member	4.45%	4.82%	4.87%

Mount Holly Rhoeffiss Proctorville Shannon Ingold Pembroke Flat Rock Maysville Clinton Fairfiel Roper McAdenville Everetts Hope Mills Locust Mar-Mac Bakersville Intercultural Institute Black Creek North Topsail Beach Marietta Harrellsville Castalia May Jon Contextual Ministry Contextual Ministry Kelly Unionville Kinston Love Valley Hickory Mic50

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.



Cofield Como Steaman Butters Rich Square Seaboard Highlands Momeyer Fearington Creeding Tackinville Welcome Columbus Banner Elk Micro Crossnore Raynhar Intercultural Institute for avian Falls Hightsville Tarboro Holly Ridge La Grange Tobaccoville for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 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	16.04%	15.09%	15.09%
Children's Books	13.28%	13.17%	13.3%
Mystery	11.57%	11.16%	11.1%
Cookbooks	10.29%	10.17%	10.14%
Religious (not Bibles)	8.78%	8.94%	9.24%
Romance	7.3%	7.53%	7.48%
History	6.68%	6.31%	6.32%
Biography	6.22%	5.53%	5.68%
Personal/Business Self-help	6.08%	5.95%	6.02%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	59.75%	59.96%	60.99%
Gen. Editorial	42.21%	41.56%	42.4%
Womens	37.61%	37.72%	38.36%
Service	34.73%	34.68%	34.99%
Mens	15.7%	15.33%	15.94%
Fishing/Hunting	15.12%	16.13%	16.16%
Automotive	14.62%	14.62%	14.92%
Business/Finance	14.21%	13.14%	13.63%
Parenthood	13.67%	13.21%	13.41%

Barker Ten Mile Durham Mountain Home Gastonia Hudson Red Cross St. Pauls Surf City Morgania Hawk Kings Mountain Smithfield Yanceyville Calypso Shallotte Washing <u>Intercultural Institute</u> Hot Springs Mic ces Creek Seven Devils River Road West Jefferson Hemby Bridge Mount for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	54.14%	54.37%	54.89%
Classified	34.48%	36.2%	36.29%
Editorial Page	30.55%	30.94%	31.43%
Sport	30.32%	30.76%	30.9%
Comics	26.69%	27.08%	27.15%
Business/Finance	24.65%	24.12%	24.28%
Food/Cooking	22.23%	22.46%	22.7%
TV/Radio Listings	21.75%	22.15%	22.55%
Movie Listings & Reviews	21.74%	21.42%	21.86%
Home/Gardening	19.39%	19.99%	20.07%
Travel	16.15%	15.91%	16.15%
Science/Technology	15.12%	14.67%	15%
Fashion	13.12%	12.61%	13%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	29.73%	31.71%	31.3%
Adult Contemporary	16.65%	16.81%	16.91%
CHR Contemp Hit Radio	16.37%	15.89%	15.89%
Rock	10.56%	11.12%	11.36%
Classic Rock	10.53%	10.61%	10.51%
Oldies	10.42%	10.41%	10.41%
News/Talk	9.7%	9.25%	9.39%
Urban Contemporary	9.07%	8.64%	9.33%
Alternative	7.81%	7.29%	7.73%
Variety	7.02%	6.38%	6.07%
Religious	6.98%	6.92%	6.96%
Soft Contemporary	5.2%	5.41%	5.5%
Hispanic	4.99%	4.16%	3.25%
All News	4.33%	3.32%	3.43%
All Talk	3.79%	3.15%	3.3%
Classic Hits	3.74%	3.78%	3.93%
Sports	3.37%	3.16%	3.09%
Classical	3.26%	2.65%	2.66%

cer Mountain Chapel Hill Forest City Lewisville Weldon Toast Leggett Gibsonville Rutherfordton Parkie entere Bayboro Marshville Biltmore Forest Atkinson Thomasville Ogdere Gibson Polkville Chad Raleigh Sandyfield Huntersville Enfield Siler City Winterville Pikeville for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10	MULTIMEDIA: TV	MULTIMEDIA: TV	MULTIMEDIA: TV 0-3	MULTIMEDIA: TV 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	64.15%	64.55%	64.04%	Adult Swim	Adult Swim	Adult Swim 25.07%	Adult Swim 25.07% 26.89%
Satellite Dish	55.87%	56.64%	57.87%	TV Info From New	TV Info From Newspapers	TV Info From Newspapers 24.55%	TV Info From Newspapers 24.55% 25.49%
Soapnet	49.06%	49.08%	49.22%	TCM (Turner Class	TCM (Turner Classic	TCM (Turner Classic 24.52%	TCM (Turner Classic 24.52% 24.08%
Other Video-On-Demand	40.68%	42.8%	43.81%	Movies)	Movies)	Movies)	Movies)
Sci-Fi Channel	36.7%	37.13%	36.77%	Nick At Nite	Nick At Nite	Nick At Nite 23.35%	Nick At Nite 23.35% 25.2%
Adult Pay Per View TV	34.58%	36.02%	36.34%	USA Network	USA Network	USA Network 23.07%	USA Network 23.07% 23.15%
MSNBC	34.23%	34.78%	34.24%	TV Info From Mon	TV Info From Monthly Cable	TV Info From Monthly Cable 22.33%	TV Info From Monthly Cable 22.33% 23.04%
Nickelodeon	31.43%	32.51%	32.1%	Guide	Guide	Guide	Guide
TV Info From Sunday TV	30.39%	29.94%	29.69%	BET (Black Enterta	BET (Black Entertainment	BET (Black Entertainment 22.12%	BET (Black Entertainment 22.12% 22.29%
Magazine				TV)	TV)	TV)	TV)
Subscribe Digital Cable	26.47%	27.96%	27.97%	Video-On-Demand	Video-On-Demand Movies	Video-On-Demand Movies 21.14%	Video-On-Demand Movies 21.14% 21.03%
Comedy Central	25.38%	23.26%	23.15%	The Golf Channel	The Golf Channel	The Golf Channel 20.86%	The Golf Channel 20.86% 20.57%
Hallmark Channel	25.11%	24.98%	24.65%	ABC Fam.	ABC Fam.	ABC Fam. 19.34%	ABC Fam. 19.34% 18.88%
				Lifetime	Lifetime	Lifetime 19.32%	Lifetime 19.32% 19.71%



Encore

20.33%

18.97%

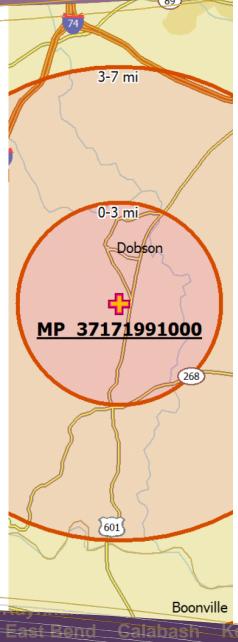
20.27%

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.



Ance Wendell Ocean Isle Beach Sparta Monroe Seven Devils Leland Tarboro East Bend Calabash Ke Oxford Pineville North Wilkesboro Hertford Cherryville Boiling Springs Intercultural Institute Lewiston Woodville Altamahaw Orrum Sharpsburg Red Oak Kirkland For Contextual Ministry arcCopyright 2013, Intercultural Institute for Contextual Ministry attimote Abost in Castonia Boone Ontextual 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+)	18.65%	18.07%	18.17%
Medium Users (4-6)	10.31%	10.09%	10.05%
Light Users (1-3)	20.65%	20.45%	20.69%
Quintiles (20%)			
Newspaper I (Heavy)	1.09%	1.14%	1.07%
Newspaper II	0.87%	1.02%	1.06%
Newspaper III	2.42%	2.52%	2.63%
Newspaper IV	0.41%	0.52%	0.58%
Newspaper V (Light)	2.06%	1.59%	1.73%

0-3	3-7	7-10
MILES	MILES	MILES
18.41%	19.32%	19%
8.22%	8.79%	8.91%
10.73%	10.7%	10.38%
10.05%	10.62%	10.55%
0.09%	0.19%	0.22%
5.58%	5.17%	5.02%
2.53%	2.28%	2.43%
2.32%	2.45%	2.48%
18.3%	18.33%	18.63%
25.45%	25.18%	26.05%
15.57%	15.77%	15.7%
5.54%	5.05%	5.05%
4.47%	4.08%	4.41%
24.95%	24.58%	24.74%
2.97%	3.05%	3.04%
	18.41% 8.22% 10.73% 10.05% 0.09% 5.58% 2.53% 2.32% 18.3% 25.45% 15.57% 5.54% 4.47% 24.95%	18.41%19.32%8.22%8.79%10.73%10.7%10.05%10.62%0.09%0.19%5.58%5.17%2.53%2.28%2.32%2.45%18.3%18.33%25.45%25.18%15.57%15.77%5.54%5.05%4.47%4.08%24.95%24.58%

Kernersville St. James Fountain Hobgood Northlakes Valley Hill Navassa Calypso Belhaven Wallace Beridge Marietta Knightdale Star Wallburg Hamlet Raynham Kingstor Intercultural Institute fton Pink Hill Wilson's Mills Goldsboro Marshville Sanford Canton Wi Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Confectual Ministry

Potential Multimedia Usage

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

MEDIUM 0-3 3-7 7-10 MED
MILES MILES MILES
Radio Drive Time Quntiles TV Prime Time
(fifths / 20%) 20%)
Drive Time I & II (Heavy) 3.59% 3.41% 3.19% Prime Time I & II (
Drive Time III (Medium) 0.89% 0.89% 0.85% Prime Time III (Mediu
Radio IV & V (Light) 2.81% 2.53% 2.59% Prime Time IV & V (L
Radio Media Quntiles (fifths / TV Early/Late Fringe
20%) (fifths / 20%)
Radio I & II (Heavy) 7.58% 8.41% 8.3% Fringe I & II (Heavy)
Radio III (Medium)4.3%4.85%4.81%Fringe III (Medium)
Radio IV & V (Light) 2.85% 2.83% 2.76% Fringe IV (Light)
Cable TV Quntiles (fifths / TV All Day Quntiles (
20%) 20%)
Cable I & II (Heavy) 12.76% 12.47% 12.45% All Day I & II (Heavy)
Cable III (Medium) 4.97% 4.78% 5.04% All Day III (Medium)
Cable IV & V (Light) 29.01% 30.05% 30.56% All Day IV (Light)



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	9.56%	10.37%	10.32%
6:00am - 10:00am	12.9%	11.32%	11.18%
10:00am - 3:00pm	4.04%	3.94%	4.26%
3:00pm - 7:00pm	13%	13.79%	13.55%
7:00pm - Midnight	10.69%	10.08%	10.08%
Midnight - 6:00am	4.41%	4.03%	3.93%
Weekend Radio			
Listeners			
Dayparts [summary]	12.01%	13.57%	13.06%
6:00am - 10:00am	2.75%	2.53%	2.4%
10:00am-3:00pm	4.08%	3.51%	3.35%
3:00pm - 7:00pm	5.12%	5.55%	5.6%
7:00pm - Midnight	8.2%	8.27%	8.24%
Midnight - 6:00am	8.26%	8.04%	8.23%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.24%	7.26%	6.97%
Saturday: 8:00-11:00pm	7.34%	7.88%	7.52%
Sunday: 7:00-11:00pm	9.24%	9.83%	9.81%
9:00am-1:00pm	23.35%	25.2%	24.79%
9:00am-4:00pm	26.74%	28.87%	28.38%
4:00pm-7:00pm	26%	26.06%	26.23%
11:00pm-1:00am	40.32%	41.16%	40.53%
AVG Prime time Mon-Sun	2.09%	1.99%	2.09%

Aldese Sanford Maggie Valley Mineral Springs Alamance Brookford Moravian Falls Falcon Speed River Lizabeth City Hayesville Polkton Claremont Swannanoa Fuquay-Varina Intercultural Institute Castalia Fairplains Pleasant Garden Nags Head Sharpsburg Pleasant Hon Clarkton Boiling Spring Lakes La G58 Copyright 2013, Intercultural Institute for Contextual Ministry Beach Long View Clarkton Boiling Spring Lakes La G58

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	15.73%	14.5%	14.24%	:	Sat: 7-10am	Sat: 7-10am 15.35%	Sat: 7-10am 15.35% 15.55%
7-9am	18.8%	18.11%	17.77%	:	Sat: 10am-1pm	Sat: 10am-1pm 7.27%	Sat: 10am-1pm 7.27% 7.73%
9am-12noon	18.97%	20.82%	20.27%	:	Sat: 1-4pm	Sat: 1-4pm 23.82%	Sat: 1-4pm 23.82% 24.11%
12noon-4pm	7.77%	8.04%	8.12%	:	Sat: 4-6pm	Sat: 4-6pm 5.16%	Sat: 4-6pm 5.16% 5.75%
4-6pm	45.13%	44.55%	44.22%	:	Sat: 6-7pm	Sat: 6-7pm 1.64%	Sat: 6-7pm 1.64% 1.62%
6-7pm	19.83%	21.11%	21.11%	:	Sat: 7-8pm	Sat: 7-8pm 0.9%	Sat: 7-8pm 0.9% 0.78%
7-7:30pm	1.53%	1.26%	1.18%	:	Sat: 8-11pm	Sat: 8-11pm 7.34%	Sat: 8-11pm 7.34% 7.88%
7:30-8pm	9.71%	10.61%	10.3%	:	Sat: 11pm-1am	Sat: 11pm-1am 3.59%	Sat: 11pm-1am 3.59% 3.84%
8-11pm	7.24%	7.26%	6.97%	:	Sat: 1am-7pm	Sat: 1am-7pm 23.07%	Sat: 1am-7pm 23.07% 23.15%
11pm-12am	34.23%	34.78%	34.24%	:	Sun: 7-10am	Sun: 7-10am 3.22%	Sun: 7-10am 3.22% 2.85%
11pm-1am	40.32%	41.16%	40.53%	:	Sun: 10am-1pm	Sun: 10am-1pm 7.47%	Sun: 10am-1pm 7.47% 7.78%
1-6am	24.38%	24.69%	24.67%	:	Sun: 1-4pm	Sun: 1-4pm 6.09%	Sun: 1-4pm 6.09% 6.6%
				:	Sun: 4-7pm	Sun: 4-7pm 13.64%	Sun: 4-7pm 13.64% 14.06%
					Sun: 7-11pm	Sun: 7-11pm 9.24%	Sun: 7-11pm 9.24% 9.83%
				:	Sun: 11pm-1am	Sun: 11pm-1am 3.34%	Sun: 11pm-1am 3.34% 3.74%
					Sun: 1-7am	Sun: 1-7am 20.51%	Sun: 1-7am 20.51% 21.36%

ama Goldsbore Old Fort Peachland Askewville Holden Beach Glen Alpine Stoneville Brevard Dover Rockwell Bladenboro Garner Trent Woods Asheville Sandy Creek Cedar L Costs North Topsail Bea In Teachey Ellenboro Cornelius Whiteville Nashville Wadesboro Sour Intercultural Institute es Hightsville Joi Contextual Ministry Commerton St. Pauls Parm 59

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

Robersonville Bakersville Staley Wallburg Gastonia Reidsville Ansonville Grantsboro Pollocksville esville Enfield Oriental Brices Creek Neuse Forest Shelby Coats Simple Intercultural Institute timore Ivanhoe Hot Springs Granite Quarry Patterson Springs West Jeffe Jor Confextual Ministry Confextual Ministry Hamlet South Henderson East Bend Kernersville Fre60

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

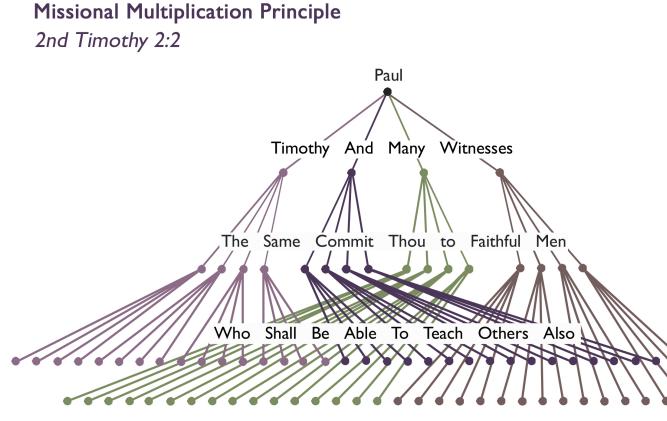
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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



Biblical Missional Multiplication

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

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



Piney Green Havelock East Laurinburg McFarlan Lumberton Midway Rosman Bethel Tobaccoville Sel Catawba Richfield Spruce Pine Crossnore Roxobel Sawmills Moment Intercultural Institute Cama Mount Holly Harrisburg Cricket Kelly Mountain Home Bolivia La for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



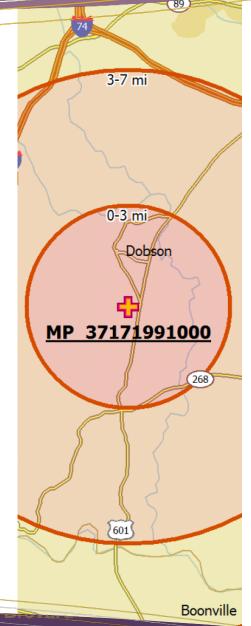
Marien Enochville Elitmore Forest New London Pinetops Bald Head Island Cedar Point Hemby Bridge B current Home Brevard Cleveland Severn Swepsonville Micro Simpson Intercultural Institute Greenville Gibson Rutherford College Waxhaw Fletcher Dobson Jan for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

Your MissionSite and the Missional Suite

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

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

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



ed Cross Hickory Conetoe Roxobel Shannon Bent Creek Spruce Pine Carolina Shores Bakersville Sea White Lake Henderson Cajah's Mountain Cary Goldsboro Faith Intercultural Institute In Shores Sunset Beach Bermuda Run Ayden Faison Mount Holly Scot Joi Confertual Ministry East Rocking Copyright 2013, Intercultural Institute for Contextual Ministry Cracoke Fuquay-Varina Pikeville White Oak Middlebu 64

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.

gett Gastonia Fairview Magnolia Kitty Hawk Bogue Kelly Fairplains Spiveys Corner Lasker Webster Hielly Springs Parmele Stanley Spencer Mountain Jacksonville Matthews Intercultural Institute sboro Wendell Richfield Henderson Bath Piney Green Elk Park Stant Intercultural Institute Confectual Munistry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Mount Hermon - Mount Airy	W Mt Hermon Ch Rd	1.36 mi	60	Plateauing
I		Dobson, NC 27017		80	Flateaulity
2	Fairview - Dobson	7659 NC 268 Dobson, NC 27017	1.36 mi	153	Declining
3	Union Cross	2034 Twin Oaks Rd Elkin, NC 28621	1.81 mi	48	Plateauing
4	Salem - Dobson	430 Rockford Rd Dobson, NC 27017	2.01 mi	304	Growing
5	Salem Fork - Elkin	555 Twin Oaks Rd Elkin, NC 28621	2.07 mi	100	Plateauing
6	Gum Orchard	152 Poplar Springs Rd Elkin, NC 28621	4.24 mi	28	Declining
7	Zephyr Missionary - Elkin	254 Dodson Rd Elkin, NC 28621	4.31 mi	51	Plateauing
8	Turkey Ford - Mount Airy	1508 Turkey Ford Rd Mount Airy, NC 27030	4.50 mi	66	Plateauing
9	Central View - Dobson	1088 White Dirt Rd Dobson, NC 27017	4.53 mi	94	Plateauing
10	Mountain Park - State Road	358 Zephyr Mount Park Rd State Road, NC 28676	4.88 mi	75	Plateauing
11	Piney Grove	278 Piney Grove Church Rd Mount Airy, NC 27030	4.90 mi	214	Plateauing
12	New Hope - Dobson	818 Prison Camp Rd Dobson, NC 27017	5.20 mi	108	Plateauing
13	Cross Roads Mission - Dobson	1029 Crossroad Church Rd Dobson, NC 27017	5.21 mi	100	Plateauing
14	Blues Grove - Mount Airy	3607 Red Brush Rd Mount Airy, NC 27030	5.28 mi	156	Growing
15	Copeland - Dobson	169 Stony Knoll Rd Dobson, NC 27017	5.38 mi	58	Declining

Earl Piney Green Peletier Rowland Sawmills Dobson Lewiston Woodville Bald Head Island Lumber Be Send Parmele Gamewell Maysville Hope Mills West Marion Five Points Intercultural Institute Id Fort Catawba Myrtle Grove Pittsboro Conover Scotland Neck Murph Field Confectual Ministry Ny Belville Ret Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Confectual Contextual Ministry Holly Ridge Caswell Beach Rosman Brices Creek Alliance

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Little Richmond	9609 NC HIGHWAY 268 Elkin, NC 28621	6.33 mi	85	Declining
17	Knobbs - Elkin	8505 Austin Little Mountain Rd Elkin, NC 28621	6.33 mi	89	Declining
18	Dobson First - Dobson	204 Crutchfield Rd Dobson, NC 27017	6.46 mi	173	Growing
19	New Life - Mount Airy	411 New Life Church Rd Mount Airy, NC 27030	6.59 mi	42	Plateauing
20	Poplar Springs - State Road	193 Fellowship Way State Road, NC 28676	6.79 mi	170	Plateauing
21	Rock Hill - Ararat	114 Bullin Farm Ln Ararat, NC 27007	6.85 mi	56	Growing
22	Pleasant View - Thurmond	Mining School Rd State Road, NC 28676	7.14 mi	123	Declining
23	The Compass Worship Church - State Road	115 Ridgewood Ln State Road, NC 28676	7.22 mi	153	Growing
24	Dover - Mt Airy	178 Dover Church Rd Mount Airy, NC 27030	7.43 mi	54	Plateauing
25	Community - Mount Airy	464 Haystack Rd Mount Airy, NC 27030	7.47 mi	110	Declining
26	Friendship - Elkin	633 Friendship Church Rd Elkin, NC 28621	7.58 mi	110	Plateauing
27	Mount Pleasant - State Road	1432 US Hwy 21 State Road, NC 28676	7.73 mi	266	Declining
28	Iglesia Bautista Emanuel - Elkin	1436 US Hwy 21 State Road, NC 28676	7.73 mi	0	Insufficient Data
29	Oak Grove - Mount Airy	272 Oak Grove Church Rd Mount Airy, NC 27030	7.76 mi	59	Plateauing
30	Rockford - Dobson	4947 Rockford Rd Dobson, NC 27017	7.89 mi	42	Growing

ove Valley East Rockingham Clinton Glen Alpine Princeville Foxfire Carolina Beach Loard Spruce Pine Richfield East Bend Denton Topsail Beach Midland Wingate Waxhawa Intercultural Institute Ind East Spencer Boonville Sparta Carrboro Surf City Four Oaks Bell (Soutextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	
31	Union Hill Missionary -	1266 Union Hill Rd	8.56 mi	79	Plateauing
	Thurmond	Thurmond, NC 28683		-	C
32	Pleasant Ridge - State Road	1997 Pleasant Ridge Rd State Road, NC 28676	8.96 mi	235	Plateauing
33	Elkin Valley - Elkin	118 N Elkin Dr Elkin, NC 28621	9.04 mi	320	Growing
34	Mount Zion - Ararat	106 Inspiration Ln Ararat, NC 27007	9.48 mi	38	Plateauing
35	Westside - Mo	107 Spring Creek Trl Mount Airy, NC 27030	9.49 mi	0	Insufficient Data
36	Ladonia Missionary - Mount Airy	163 Raven Knob Rd Mount Airy, NC 27030	9.53 mi	65	Plateauing
37	Crosspoint Baptist Church of Elkin	140 Bon Aire Rd Elkin, NC 28621	9.62 mi	40	Insufficient Data
38	Boonville - Boonville	201 Baptist Church Rd Boonville, NC 27011	9.63 mi	126	Declining
39	Antioch - Mount Airy	137 Antioch Ave Mount Airy, NC 27030	9.92 mi	220	Plateauing
40	East Elkin - Elkin	395 E Main St Elkin, NC 28621	10.16 mi	70	Plateauing
41	Highland Park	1247 Park Dr Mount Airy, NC 27030	10.30 mi	213	Declining
42	Hills Grove - Pilot Mountain	1318 Pilot Power Dam Rd Pilot Mountain, NC 27041	10.36 mi	15	Plateauing
43	Faith - Toast	201 Faith Baptist Church Rd Mount Airy, NC 27030	10.38 mi	286	Declining
44	Elkin First - Elkin	110 Gwyn Ave Elkin, NC 28621	10.42 mi	0	Growing
45	Charity - Boonville	1500 Charity Church Rd Boonville, NC 27011	10.56 mi	109	Plateauing

Kirkland Ellenboro Bonnetsville Franklin Newland Bostic Charlotte Tryon Siler City East Bend Wend For Norlina Wallace Saxapahaw Burnsville Eden St. Pauls Minnesott Boy Intercultural Institute Frices Creek Grover Hamilton Sharpsburg Glen Alpine Yanceyville Valley for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry



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



CONTACT US:

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

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

