# MissionSite top unreached locations

#### Pink Hill River Road Cullowhee Welcome Kenly Corner Newton Cherryville Locust Sugar Mountain WitMultiply Oriental Ivanhoe CONGREGATIONAL In partnership with the: Stantonsburg Southern Shores Intercultural Institute Out Holly Angier for Contextual Ministry ge Southern Pines Selm Eureka Pri imney Rock Vil<u>lage</u>

© Copyright 2014 nater cultural institute for Contextual Ministry Roanoke Rapids White Oak Spindale

#### **MORAVIAN FALLS, NC**

**CENSUS TRACT: 37193961000** REGION: Region 7: Northwest SITESCAPE: Townscape chead DENSITY PATTERN: Kckfish



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#### MissionSite (TM) Table of Contents

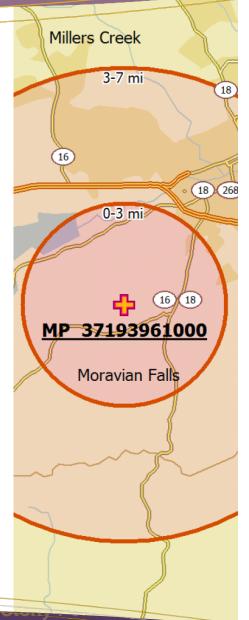
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#### Site Location Summary

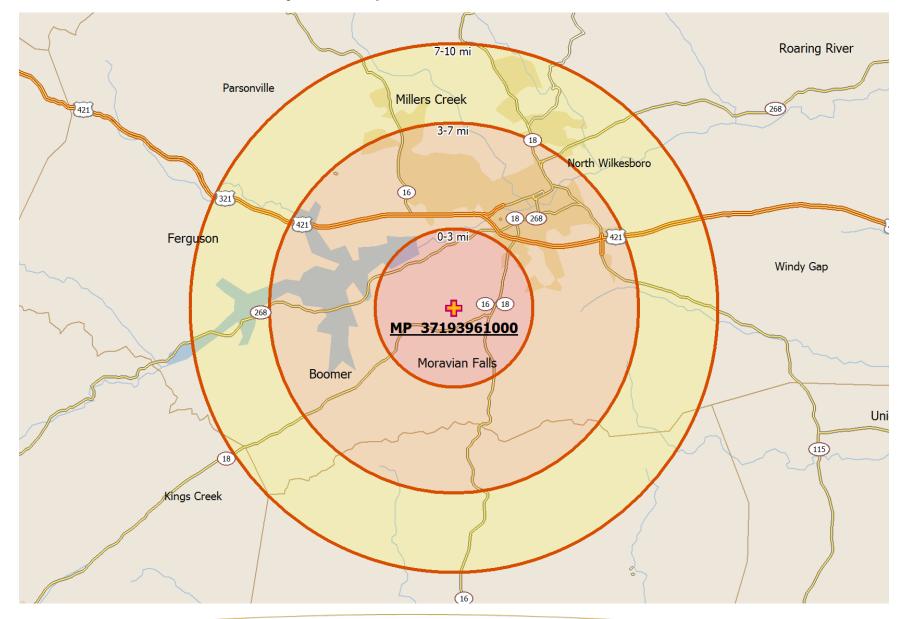
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	3707	Region 7: Northwest
3	County Location	37193	Wilkes
4	Zipcode	28654	Wilkes
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



on Myrtle Grove Scotland Neck Centerville Bonnetsville Powellsville Four Oaks Brices Creek Marshville Duck Magnolia Murfreesboro Flat Rock Lewiston Woodville Mount <u>Intercultural Institute</u> Bolton Vass Kings Grant Nags Head Wagram Blowing Rock Middlese Viccopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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



Cary Powellsville River Road Flat Rock Maysville Butner West Jefferson McDonald Seven Devils Dow Fairmont Tabor City Wendell Caswell Beach Butters Greenevers Long Intercultural Institute Chocowinity Emerald Isle Kernersville Raeford Unionville Walnut Cove (ontertual Ministry Chocopyright 2011, Intercultural Institute for Contextual Ministry Buccopyright 2011, Intercultural Institute for Contextual Ministry Seven Beach Hullsborough Vanceboro Spring Lake Holly Springs Belword

#### Site Location Summary - Urbanicity

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

	RURAL / URBAN	COD E	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	70	Micropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	5	Micropolitan high commuting: primary flow 30% or more to a large urban cluster
8	Percent Commuting to Metro	4	Percent commuting from non metro to metro areas

Five Points Sharpsburg Cape Carteret Newland Monroe Pineville Whispering Pines Biltmore Forest S Boone Candor Conover Wrightsboro Wesley Chapel Waco Hertford Intercultural Institute Creek Grantsboro Harrisburg Hillsborough Oriental Sandyfield Hickor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry States with Contextual Ministry Glen Alpine Northlakes Erwin Whitsett Cornelius Wat

#### 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	3,153	18,985	19,734
2010 Households	1,273	7,733	7,981
2010 Group Quarters Population	6	632	237

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	16	22	24
Language Diversity National Index	51	27	24
Foreign Born Diversity National Index	43	3	4
Ancestry Diversity National Index	62	58	60
Racial Diversity National Index	32	34	25

Roanoke Rapids Whiteville Magnolia Mount Olive Richlands Robbinsville Kannapolis Burlington Harrel Hor Colerain Roseboro Rutherfordton Lumberton Conway Cofield Carteville Intercultural Institute ittsboro Randleman Creswell Nags Head Bald Head Island Candor White Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### Site Location Summary - 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

Ogden Southern Pines Turkey Kill Devil Hills Shallotte Cherryville Welcome Kelly Ashley Heights Ramseur East Rockingham Smithfield Woodfin Salemburg Hayesville Intercultural Institute Newton Grove Cedar Rock Belhaven Wesley Chapel China Grove But For Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	349	27.42%
Mainstay Communities	Established, Diverse Households	177	13.9%
Working Communities	Blue-collar, Working Families	234	18.38%
Country Communities	Rural, Agri. & Mining Families	387	30.4%
Aspiring Communities	Young Singles / Aspiring-Multihousing	52	4.08%
Urban Communities	High Density, Inner-city Neighborhoods	75	5.89%

Marshville Vanceboro Pinebluff Catawba Spring Lake Ramseur Pinetops Walnut Cove Fairview Gate Kton Mountain Home Navassa Elizabethtown Princeton Marietta New Chapel Hill Mar Sherrills Ford River Bend Lucama Roanoke Rapids Stallings Macon Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Panda Eastavor Mount Olive Belwood Groupsborg

# Using the Site Location Summary

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

#### Issues for Your Consideration

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



# Using the Site Location Summary

#### Issues for Your Consideration - continued

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

Debson Minnesott Beach Belhaven Claremont Wesley Chapel Greenville Love Valley Troutman Ossip Eureka Conetoe Badin Havelock Valley Hill Pumpkin Center Autryville Intercultural Institute Aurora West Canton Pinetops Randleman Montreat Pinehurst Woodla for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# 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	16,244	801	4.93%
Unreached %	59.91%	62.94%	105.06
Religious But NOT Evangelical HH	3,318	179	5.4%
Religious But NOT Evangelical %	12.24%	14.07%	114.92
Spiritual But NOT Relig or Evang HH	2,477	128	5.19%
Spiritual But NOT Relig or Evang %	9.14%	10.09%	110.45
Not Evangelical, Not Interested HH	10,452	495	4.74%
Not Evangelical, Not Interested %	38.55%	38.88%	100.85



Columbus Stovall Lansing Tobaccoville Catawba Icard Wake Forest Nags Head Franklinville Entre Resolution Forest Oaks Pinehurst Seven Lakes Wilmington Wath Contextual Institute ookerton Wallburg Fairmont Morven Gamewell Yadkinville Cornelius Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Barker Ten Mile East Bend, Cricket, Franklin, Creswell

### **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	81	3	3.7%
Active BCNC Attenders	9,855	276	2.8%
Active Evangelical Households	5,111	222	4.35%
Active Evangelical Percent	18.85%	17.46%	92.63
Inactive Evangelical Households	5,758	250	4.35%
Inactive Evangelical Percent	21.24%	19.66%	92.57
# New Churches Needed	0	0	0%



e Zebulon Belwood Horven Williamston Locust Kelly Long View Pinehurst Centerville River Bend Atkinson Hot Springs Ahoskie Bald Head Island Southern Shores East Portuge Intercultural Institute Smithfield Flat Rock Macclesfield Midland Maysville Boiling Spring Lak Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### 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	Iglesia Bautista LaRoca	0.48 mi	40	Growing	16	New Hope - Moravian Falls	5.74 mi	48	Plateauing
2	Moravian Falls	1.67 mi	111	Plateauing	17	Community	5.87 mi	46	Plateauing
3	Cub Creek	2.70 mi	125	Plateauing	18	Lebanon - Taylorsville	5.97 mi	114	Growing
4	Liberty - Moravian Falls	3.15 mi	35	Plateauing	19	Celebration	6.07 mi	325	Insufficient Data
5	Walnut Grove	3.15 mi	66	Growing	20	Edgewood	6.17 mi	117	Growing
6	Bethany	3.15 mi	90	Plateauing	21	Bethel - Taylorsville	6.19 mi	0	Plateauing
7	Zion Hill - Boomer	3.32 mi	97	Growing	22	Pilgrim	6.22 mi	194	Plateauing
8	Fishing Creek	4.56 mi	115	Plateauing	23	Davis Memorial	6.24 mi	65	Declining
9	Goshen	4.56 mi	107	Plateauing	24	Calvary - Mil	6.37 mi	0	Insufficient Data
10	Mount Pleasant	4.56 mi	319	Plateauing	25	Welcome Home	6.42 mi	162	Plateauing
11	Pleasant Grove	4.56 mi	130	Plateauing	26	Livingston Memorial - Boomer	6.44 mi	53	Declining
12	Antioch - Wilkesboro	4.56 mi	102	Growing	27	Little Rock	6.44 mi	81	Declining
13	Fishing Creek Arbor - Wilkesboro	4.56 mi	239	Plateauing	28	Greater Vision	6.68 mi	167	Growing
14	Oakwoods	4.58 mi	300	Growing	29	Pleasant Hill - Taylorsville	6.74 mi	155	Plateauing
15	Wilkesboro	5.36 mi	434	Plateauing	30	Hinshaw Street	6.82 mi	95	Insufficient Data

Wilson Winston-Salem Kings Mountain Scotland Neck Edenton Washington Pleasant Garden Candon Harmony Waxhaw Hillsborough Hamlet Jackson Sherrills Ford Bosting Intercultural Institute Columbia Bald Head Island Ramseur Fairview Old Fort Altamahaw Jos Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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# Using the Spirituality Indicators

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

#### Issues for Your Consideration

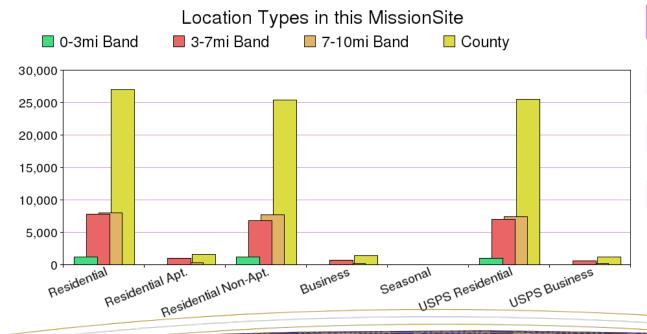
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	59,393	2,886	4.86%
2000 Population	65,632	3,073	4.68%
2010 Population	66,502	3,153	4.74%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	23,021	1,133	4.92%
2000 Households	26,650	1,245	4.67%
2010 Households	27,113	1,273	4.7%

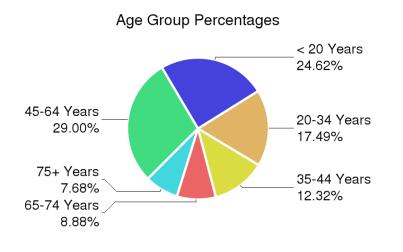


Location Type	0-3mi Band
Residential	1,215
Residential Apt.	46
Residential Non-Apt.	1,169
Business	21
Seasonal	0
USPS Residential	1,000
USPS Business	16

Ogden Cullowhee Earl Whispering Pines Dundarrach Raleigh Marshall Cameron Vass Wilson's Mile Cape Carteret James City Bent Creek Bunn Statesville Ashley Heights Institute Marsaw Zebu shington Park Piney Green Belville Elm City Ahoskie Bessemer City Confectual Ministry Kland Castonia OCopyright 2011, Intercultural Institute for Contextual Ministry

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

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

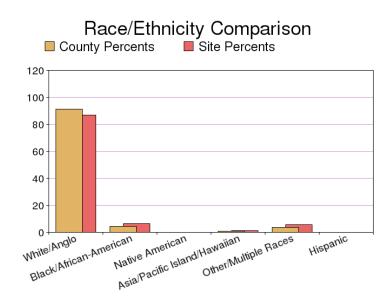


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.64%	5.55%	119.61
4-5 Years	2.45%	2.28%	93.06
6-8 Years	3.72%	3.71%	99.73
9-11 Years	3.76%	3.46%	92.02
12-13 Years	2.52%	2.38%	94.44
14-17 Years	4.83%	4.57%	94.62
18-19 Years	2.36%	2.66%	112.71
0-5 Years	7.09%	7.83%	110.44
6-12 Years	8.74%	8.34%	95.42
13-19 Years	8.46%	8.44%	99.76
< 20 Years	24.29%	24.61%	101.32
20-34 Years	16.64%	17.48%	105.05
35-44 Years	12.74%	12.31%	96.62
45-64 Years	28.35%	28.99%	102.26
65-74 Years	10.02%	8.88%	88.62
75+ Years	7.95%	7.68%	96.6
Median Age	42	39	91.87
Median Age (Male)	41	38	94.08
Median Age (Female)	44	40	91.62

Jefferson White Plains Gibson Lumber Bridge Glen Raven Silver Lake Graham Edenton Spencer Not Brunswick Kernersville Brevard Hobgood Mountain View Myrtle Grove Intercultural Institute Boardman Coats Farmville Stantonsburg Westport Pink Hill Concord for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 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	91.31%	86.87%	95.14
Black, African-American	4.24%	6.57%	154.88
Native American	0.18%	0.1%	52.29
Asian	0.77%	1.08%	140.89
Pacific Island, Hawaiian	0.05%	0%	0
Other/Multiple Races	3.45%	5.42%	157.15
Hispanic	0%	8.5%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	46,785	2,173	
Less than 9th Grade	11.14%	8.24%	135.21
No High School Diploma	17.75%	15.88%	111.77
High School Graduate	33.52%	31.06%	107.91
Some College, no degree	17.66%	20.11%	87.8
Associate Degree	9.07%	11%	82.5
College Degree	8.26%	9.2%	89.73

2.61%

4.51%

57.77

Burlington Garland Neuse Forest Wake Forest Angier Red Cross South Weldon Winton Nashville D Hentreat Webster Shannon Pilot Mountain Hot Springs Stem Sunset Intercultural Institute Dillsboro Aberdeen Hobgood Lewisville Lawndale Severn Cameron Jor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry OCopyright 2011, Intercultural Institute for Contextual Ministry

Graduate/Prof. degree

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX	
ESTIMATES				
Household Income				
< \$10,000	11.47%	10.13%	100.35	
\$10,000 to \$19,999	16.84%	14.53%	86.28	
\$20,000 to \$29,999	16.84%	17.91%	106.35	
\$30,000 to \$49,999	19.84%	16.97%	85.54	
\$50,000 to \$59,999	8.52%	9.03%	106.03	
\$60,000 to \$69,999	6.71%	6.6%	98.35	
\$70,000 to \$79,999	5.46%	5.34%	97.86	
\$80,000 to \$89,999	4.06%	4.48%	110.36	
\$90,000 to \$99,999	2.47%	3.22%	130.53	
\$100,000 to \$124,999	4.35%	6.05%	138.98	
\$125,000 to \$149,999	1.39%	1.96%	140.86	
\$150,000 to \$199,999	0.99%	2.04%	206.63	
\$200,000 to \$249,999	0.28%	0.71%	255.58	
\$250,000 or more	0.79%	1.1%	139.34	
Median Household	33,372	40,076	120.09	
Average Household	47,462	55,165	116.23	
Per Capita Household	19,590	22,277	113.72	
Family/Non-Family Household				
Income				
Median Family Income	45,878	52,963	115.44	
Average Family Income	55,866	66,407	118.87	
Median Non-Family Income	19,372	20,026	103.38	
Average Non-Family Income	27,245	24,229	88.93	

st Oaks Belville Tarboro Spring Hope Cornelius Mocksville Dillsboro Farrield Harbour Bear Gri and Peletier Seagrove Wentworth Waynesville Eden Eureka Hertford Intercultural Institute ett Pilot Mountain Cerro Gordo Bermuda Run Spiveys Corner Wesley Charles Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	70.64%	71.56%	101.31
Families with Children	28.58%	29.69%	103.9
Families without Children	42.06%	41.87%	99.55
Non-Family Households			
% Non-Family Households	29.36%	28.44%	96.85
Non-Families with Children	0.87	0.55	63.17
Non-Families without Children	28.49	27.89	97.88
Housing Units			Index
Total Housing Units	31,227	1,451	
Vacant percent	13.17%	12.2%	92.59
Owned percent	65.45%	64.16%	98.04%
Rented Percent	21.38%	23.57%	110.25
Households by Size			Index
Avg household size	2.42	2.47	102.07
Avg family hh size	2.94	2.95	100.34
Avg non-family hh size	1.16	1.26	108.62
Households By Count of Persons			Percent
One	6,733	291	4.32%
Two	9,879	490	4.96%
Three or Four	8,879	408	4.6%
Five+	1,622	85	5.24%

Plymouth Lewiston Woodville Manteo Vandemere China Grove Gastonia Macon Balley Sawmills Bridge The Belwood Warsaw Pink Hill Autryville Murphy North Topsail Beach Intercultural Institute Bend Marion Princeville Lowell Jamestown Elizabeth City Kelford Bir Gontextual Ministry Prince Prince Marietta Ministry Prince Prince Prince Marietta Ministry Prince Prince

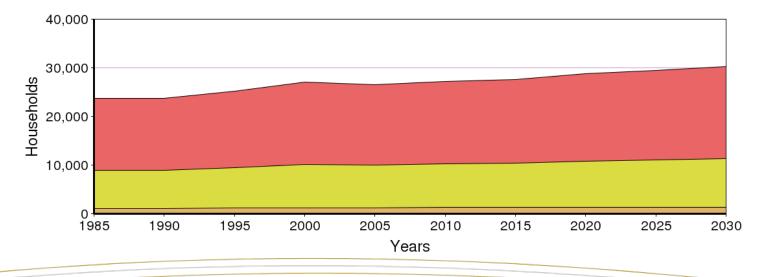
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	59,393	2,886	4.86%
2000 Population	65,632	3,073	4.68%
2010 Population	66,502	3,153	4.74%
2015 Population	66,230	3,147	4.75%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 🔲 0-7mi Ring

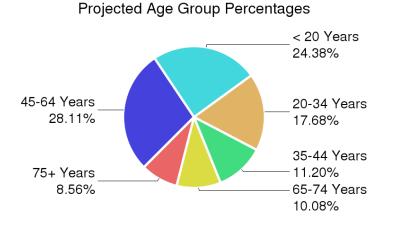
📕 0-10mi Ring



Orrum Bostic Elk Park Belmont Buies Creek Mint Hill Beulaville Laurinburg Spiveys Corner Ranio Bookerton Elizabethtown Carthage Fairview Sawmills Garner Cary West Intercultural Institute Mewell Polkville Mocksville Swansboro Northlakes Garland Pinebluff Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Brupswight 2011, Intercultural Institute for Contextual Ministry

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

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

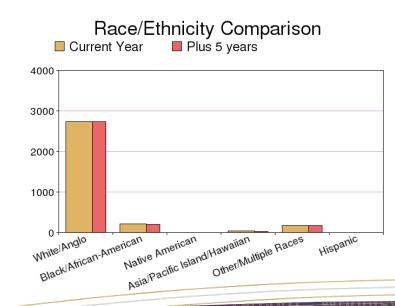


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.55%	5.08%	91.53
4-5 Years	2.28%	2.13%	93.42
6-8 Years	3.71%	3.88%	104.58
9-11 Years	3.46%	3.46%	100
12-13 Years	2.38%	2.48%	104.2
14-17 Years	4.57%	4.67%	102.19
18-19 Years	2.66%	2.67%	100.38
0-5 Years	7.83%	7.21%	92.08
6-12 Years	8.34%	8.61%	103.24
13-19 Years	8.44%	8.55%	101.3
< 20 Years	24.61%	24.37%	99.02
20-34 Years	17.48%	17.67%	101.09
35-44 Years	12.31%	11.19%	90.9
45-64 Years	28.99%	28.09%	96.9
65-74 Years	8.88%	10.07%	113.4
75+ Years	7.68%	8.55%	111.33
Median Age	42	40	93.72
Median Age (Male)	41	39	96
Median Age (Female)	44	41	93.88

Grange Pembroke East Laurinburg Henderson Murfreesboro Bermuda Run Rural Hall Rennert Emerald Greek Hudson Raeford Lake Junaluska Half Moon Carolina Shores Are Intercultural Institute Belwood Pinetops Eureka Siler City Granite Quarry Stoneville Faison Confectual Ministry <sup>n</sup> Copyright 2011, 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	86.87%	86.72%	99.82
Black, African-American	6.57%	6.42%	97.77
Native American	0.1%	0.13%	133.59
Asian	1.08%	1.05%	97.24
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	5.42%	5.66%	104.29
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,173	2,155	
Less than 9th Grade	8.24%	7.33%	89.01
No High School Diploma	15.88%	14.71%	92.65
High School Graduate	31.06%	32.02%	103.08
Some College, no degree	20.11%	19.63%	97.6
Associate Degree	11%	12.95%	117.71
College Degree	9.2%	9.61%	104.36
Graduate/Prof. degree	4.51%	3.76%	83.34

Arker Ten Mile Morven Wadesboro Waxhaw St. Stephens Northlakes Cajah's Mountain Kingstown Cape Nags Head Swepsonville Emerald Isle Clarkton Kelly Cedar Point Intercultural Institute Vander JAARS Roper Lake Santeetlah Weddington South Rosemary Jos Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	10.13%	9.38%	92.56
\$10,000 to \$19,999	14.53%	15.04%	103.48
\$20,000 to \$29,999	17.91%	17.91%	99.98
\$30,000 to \$49,999	16.97%	14.65%	86.35
\$50,000 to \$59,999	9.03%	8.76%	96.97
\$60,000 to \$69,999	6.6%	6.98%	105.73
\$70,000 to \$79,999	5.34%	5.66%	104.49
\$80,000 to \$89,999	4.48%	4.96%	102.14
\$90,000 to \$99,999	3.22%	3.26%	101.09
\$100,000 to \$249,999	6.05%	7.05%	116.62
\$125,000 to \$149,999	1.96%	2.09%	106.58
\$150,000 to \$199,999	2.04%	2.25%	110.07
\$200,000 to \$249,999	0.71%	0.62%	87.72
\$250,000 or more	1.1%	1.01%	91.63
Median Household	40,076	42,045	104.91
Average Household	55,165	55,491	100.59
Per Capita Household	22,277	22,751	102.13
Family/Non-Family Household			
Income			
Median Family Income	52,963	57,054	107.72
Average Family Income	66,407	66,757	100.53
Median Non-Family Income	20,026	20,685	103.29
Average Non-Family Income	24,229	25,472	105.13

Wilmington <u>Kelford Wagram Concord Lake Junaluska</u> Wentworth Speed Brookford Marshville Pink Deresville Cherryville Hamilton Lewisville Fairview Franklinville Hamlet <u>Intercultural Institute</u> sville Cajah's Mountain Claremont Murphy Mar-Mac Rocky Mount Smit for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	71.56%	70.78%	98.9
Families with Children	29.69	28.06	94.51
Families without Children	41.87	41.47	99.05
Non-Family Households			
% Non-Family Households	28.44%	29.22%	102.77
Non-Families with Children	0.55	0.47	102.77
Non-Families without	27.89	28.76	103.13
Children			
Housing Units			
Total Housing Units	1,451	1,476	101.72%
Vacant percent	12.2%	12.6%	103.3
Owned percent	64.16%	63.89%	99.57
Rented Percent	23.57%	23.51%	99.74
Households by Size			
Avg household size	2.47	2.43	98.38%
Avg family hh size	2.95	2.94	99.66%
Avg non-family hh size	1.26	1.20	95.24%
Households By Count of			
Persons			
One	291	296	101.72%
Тwo	490	507	103.47%
Three or Four	408	408	100%
Five+	85	80	94.12%

Iley Hill Wade Love Valley Severn Wilson South Henderson Stonewall Princeton Selma Troy Tryon Sunset Beach Stedman Graham Faison Henderson Lansing Nash in <u>Intercultural Institute</u> nite Oak Siler City Bryson City West Jefferson Alliance Marion Mount How Governant Ministry Coversignt 2011, Intercultural Institute for Contextual Ministry Coversignt 2011, Intercultural Institute for Contextual Ministry

# **Ethnographic Summary**

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

BORN IN:	0-3	3-7	7-10	BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	47	977	572	Eastern Africa	Eastern Africa 2	Eastern Africa 2 18
Northern Europe	2	16	21	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	2	28	5	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	0	5	0	Southern Africa	Southern Africa 3	Southern Africa 3 28
Eastern Europe	0	0	1	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	0	10	4	Oceania	Oceania 0	Oceania 0 0
So. Central Asia	8	123	55	Caribbean	Caribbean 2	Caribbean 2 15
SE Asia	2	22	16	Central Amer.	Central Amer. 20	Central Amer. 20 648
Western Asia	0	0	0	South America	South America 4	South America 4 45
Other Asia	0	0	0	North America	North America 2	North America 2 19
				Born at sea	Born at sea 0	Born at sea 0 0

rail Chadbourn Misenheimer McLeansville Webster Middleburg Caswell Beach Hays McAdenville Ogde Satisbury Richfield Mount Gilead Red Cross St. Helena Kelford Walser Intercultural Institute t Airy Atkinson Mar-Mac Skippers Corner Boardman Spring Lake Milto For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	2,149	17,375	16,038	Other Indo-Euro	0	0	0
Spanish	102	745	908	Asian/PI languages	0	0	0
Other Indo-Euro	6	294	46	Chinese	0	0	0
language				Japanese	0	9	0
French (incl. Patois,	0	26	9	Korean	0	0	1
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	11	0	Miao, Hmong	0	0	0
Portuguese	0	0	8	Thai	0	6	0
German	2	67	21	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	30	0
Other West Germanic	1	23	0	Other Asian	0	15	38
A Scandinavian	0	0	0	Tagalog	0	1	18
Language				Other Pacific Is	0	0	11
Greek	0	5	1	Other languages	0	57	0
Russian	0	0	2	Navajo	0	0	0
Polish	0	9	0	Other Native N.	0	9	0
Serbo-Croatian	1	25	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	2	90	0	African languages	0	0	0
Hindi	0	38	5	Other unspecified	0	48	0
Urdu	0	0	0				

Vann Crossroads Mount Pleasant Stem Dunn Grandfather JAARS Richands Melcome Selma Bes Buck Vanceboro Mills River Randleman Hertford Minnesott Beach Intercultural Institute Fairplains Ruth ear Grass Old Fort Montreat Washington Park Scotland Neck Stokesdal Onfectual Ministry Hocopyright 2011, Intercultural Institute for Contextual Ministry

# **Ancestry Summary**

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	
Reporting ancestry	1,705	12,968	11,158	Irish		
Arab	0	3	5	Italian	Italian 16	Italian 16 147
Armenian	0	0	0	Lithuanian	Lithuanian 3	Lithuanian 3 7
Austrian	3	6	0	Norwegian	Norwegian 11	Norwegian 11 62
British	12	44	16	Polish	Polish 20	Polish 20 99
Canadian	0	0	1	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	3	6	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	1	12	Russian	Russian 11	Russian 11 36
Czechoslovak	0	2	6	Scandinavian	Scandinavian 3	Scandinavian 3 11
Danish	2	15	8	Scotch-Irish	Scotch-Irish 59	Scotch-Irish 59 540
Dutch	19	146	158	Scottish	Scottish 29	Scottish 29 291
English	312	2,216	1,626	Slovak	Slovak 0	Slovak 0 5
European	36	171	95	Subsaharan African	Subsaharan African 8	Subsaharan African 8 60
Finnish	0	0	7	Swedish	Swedish 11	Swedish 11 70
French (not Basque)	14	127	113	Swiss	Swiss 13	Swiss 13 40
French Canadian	3	8	2	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	131	994	1,103	US/American	US/American 549	US/American 549 4,255
Greek	0	12	10	Welsh	Welsh 3	Welsh 3 13
Hungarian	5	16	5	West Indian	West Indian 0	West Indian 0 0
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 9
				Other	-	-

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### Using the Demographic Indicators

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

#### Issues for Your Consideration

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

ast Reckingham New Bern Asheville Buies Creek Flat Rock Atkinson Cullowhee Gamewell Hightsville Reckwell Unionville Navassa Bridgeton Indian Beach Southern Pines Intercultural Institute Bayboro Green Level Nags Head Lake Santeetlah Brogden Winfall Ori (or Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Midland Harmony Europe

# Using the Demographic Indicators

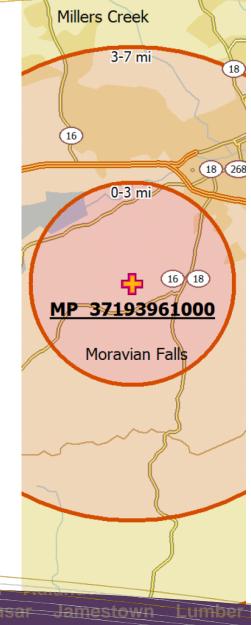
#### Issues for Your Consideration - continued

- 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?

r Mountain Mount Pleasant Sharpsburg Reidsville Bogue Boardman Winterville Cedar Rock Vander Le Fremont Wingate Walkertown Walnut Cove White Plains Leggett False Intercultural Institute Frices Creek Red Oak Midway Tarboro Fuquay-Varina Saratoga Eureka for Confectual Ministry Confectual Ministry Old Fort Bolton Pinetops Half Moon Elrod Cramer 29

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.



Bethania Gasten Danbury Haw River Pantego Halifax Rutherford College Casar Jamestown Lumber B The Misenheimer Rich Square Maxton Spring Lake Cricket Davidson Intercultural Institute The Contextual Ministry of Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,273	100%	802	100%
AFFLUENT SUBURBIA	221	17.36%	159	19.83%
America's Wealthiest	47	3.69%	38	4.74%
Dream Weavers	10	0.79%	7	0.87%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	164	12.88%	114	14.21%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	128	10.05%	86	10.72%
Status Conscious Consumers	2	0.16%	1	0.12%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	126	9.9%	85	10.6%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	175	13.75%	112	13.97%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	18	1.41%	0	0%
Prime Middle America	0	0%	12	1.5%
Urban Optimists	157	12.33%	0	0%
Family Convenience	0	0%	100	12.47%
Mid-Market Enterprise	0	0%	0	0%

Intain View Thomasville Taylortown Pineville Greenville Lasker Marshall Alamance Williamston Bowine Boone Southport Northwest Yanceyville Bessemer City Hays Poweller Intercultural Institute Pine Neuse Forest Landis Mesic Lake Santeetlah Autryville Calabash To Contextual Ministry Stem River Roa Copyright 2011, Intercultural Institute for Contextual Ministry Correct Henderson Newton Change Hill Greensboro Cedar Point Ronda Fountain Holly Springs Harkers

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	1,273	100%	802	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	2	0.16%	1	0.12%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	2	0.16%	1	0.12%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	234	18.38%	160	19.95%
Steadfast Conservative	213	16.73%	146	18.2%
Moderate Conventionalists	21	1.65%	14	1.75%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Fallston Saxapahaw Tarboro Midway Everetts Raemon Morven Calypso Bath Granite Quarry Rich S Polkville Badin Lewisville Banner Elk Stony Point Pembroke Snow Pro Intercultural Institute coe Erwin Bent Creek Bethel Smithfield Myrtle Grove Vandemere We for Contextual Ministry for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

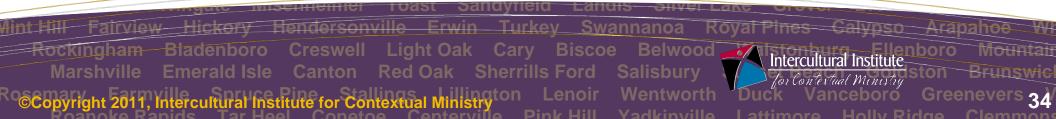
The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,273	100%	802	100%
REMOTE AMERICA	122	9.58%	72	8.98%
Hardy Rural Fam.	17	1.34%	10	1.25%
Rural Southern Living	105	8.25%	62	7.73%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	52	4.08%	38	4.74%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	49	3.85%	36	4.49%
Stable Careers	3	0.24%	2	0.25%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	265	20.82%	128	15.96%
Aspiring Hispania	39	3.06%	0	0%
Industrious Country Living	0	0%	27	3.37%
America's Farmland	37	2.91%	0	0%
Comfy Country Living	1	0.08%	23	2.87%
Small Town Connections	188	14.77%	1	0.12%
Hinterland Fam.	0	0%	77	9.6%

Forest Unionville Kirkland Myrtle Grove Fallston East Bend Sylva Enfield Williamston Poletier Red G of Chimney Rock Village Ingold Hillsborough Fayetteville Raynham Baron Intercultural Institute by Green Salemburg Mars Hill Hickory Davidson Roxobel Holly Ridge for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Clayton Prospect Polkton Castle Havne Borgue Jac

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	
1,273	100%	802	100%
72	5.66%	44	5.49%
51	4.01%	30	3.74%
0	0%	0	0%
21	1.65%	14	1.75%
0	0%	0	0%
0	0%	0	0%
3	0.24%	2	0.25%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
3	0.24%	2	0.25%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
	1,273 72 51 0 21 0 21 0 0 3 3 0 0 0 3 3 0 0 3 0 0 3 0 0 0 0	1,273100%725.66%514.01%00%211.65%00%00%30.24%00%00%00%10.24%00%	1,273100%802725.66%44514.01%3000%0211.65%1400%000%000%030.24%200%000%000%030.24%200%000%000%000%000%000%000%000%000%000%000%000%000%000%000%000%000%000%0



# 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?

in Woodfin Mar-Mac Oakboro Skippers Corner Tryon Washington Park St. James Williamston Vancebo E-haven Oriental Coats Clemmons Elroy Salisbury Swepsonville India Intercultural Institute Pinebluff Bath Franklinville Hillsborough Princeton Tobaccoville West For Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

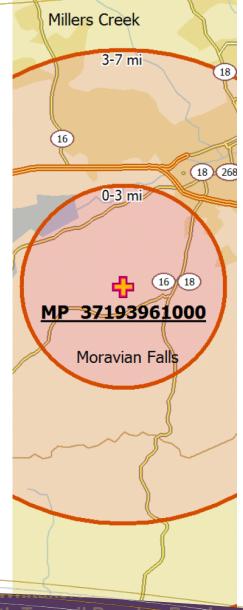
#### **Potential Cultural Bridges**

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

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

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

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



Accresville Delway Centerville Parmele Newton Grove Bryson City Landis North Topsail Beach Rowland HicAdenville Murraysville Taylorsville Staley Lansing East Arcadia Correction Intercultural Institute enboro Valdese Benson Kittrell Warrenton Askewville Clarkton Burns Intercultural Institute for Contextual Ministry Correction Cove City Icard Broadway Robbinsville 36 Copyright 2011, Intercultural Institute for Contextual Ministry

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-3 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	80%	77%	76%
Use Comp. for Internet/E-mail	64%	59%	57%
Internet Use: E-Mail	52%	51%	48%
Use Comp. for Comp. Games	43%	40%	39%
Use Comp. for Word Processing	42%	39%	37%
Use Comp. for Shopping	40%	36%	35%
Use Comp. for Digital Camera	35%	32%	31%
Photo Editing			
Use Comp. for Banking	35%	30%	29%
Use Comp. for Education	34%	32%	30%
HH Owns DVD Player	30%	28%	27%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	29%	27%	26%
Internet Use: Banking	29%	25%	25%
Use Comp. for News/Info./Data	24%	22%	21%
Service			
PC-Network-HH Has One	21%	19%	19%
Use Comp. for Accounting	17%	15%	14%
Use Comp. for Filing/DB Mngmnt	15%	13%	13%
Use Comp. for Personal Financial	14%	13%	12%
Mngmnt			
Internet Use: Shopping: Gathered	14%	12%	12%
Info. for Shopping			
Internet Use: Shopping: Made A	13%	12%	11%
Purchase			
Internet Use: Research/ Education	11%	12%	11%



The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-3 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	69%	68%	67%
Dining Out (Not Fast	61%	59%	57%
Food)			
Reading Books	54%	54%	52%
Card Games	43%	43%	43%
Gardening	40%	38%	38%
Go To A Beach/Lake	39%	36%	35%
Cooking for Fun	36%	36%	34%
Board Games	36%	34%	34%
Photography	21%	20%	19%
Visit Zoo	20%	18%	18%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	68%	68%	68%
Gen./Fam. Practitioner	42%	42%	42%
Dentist	28%	27%	26%
Backache	22%	23%	23%
Eye Dr.	21%	22%	21%
None Of These	21%	20%	20%
Hypertension/High Blood	19%	19%	20%
Pressure			
High Cholesterol	18%	18%	18%
Any Arthritis	16%	17%	17%
Overweight (30 Pounds Or	14%	15%	16%
More)			



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	28.05%	26.02%	24.66%
Live Theater	20.28%	19.85%	18.39%
Live Theater Most Often	17.05%	16.4%	15.11%
Rock/Pop Concerts Most	15.28%	13.79%	13.06%
Often			
Comedy Club	7.58%	7.21%	6.99%
Country Concerts Most	7.35%	6.88%	6.78%
Often			
Movies: Comedy	39.16%	38.57%	37.68%
Movies: Action/Adventure	37.9%	37.36%	36.26%
Movies: Romantic Comedy	19.64%	19.57%	18.8%

olia Raeford Washington Park Badin Rex Ogden Hamlet Marietta Rocky Mount Bunn Laurel Park Re ast Spencer Elon Dallas Cooleemee Gibson Franklinton Centerville Provide Intercultural Institute ville Castalia Dobson Raleigh Bear Grass Harrellsville Whispering Pines for Contextual Ministry Point Trinity Coopyright 2011, Intercultural Institute for Contextual Ministry Liberty Wade Northlakes Lowesville Spring Lake 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	40.84%	40.22%	39.25%	Target Shooting	Target Shooting 11.86%	Target Shooting 11.86% 10.79%
Swimming	37.08%	34.4%	33.91%	Baseball	Baseball 11.08%	Baseball 11.08% 9.93%
Freshwater Fishing	23.71%	21.84%	23.05%	Backpacking/Hiking	Backpacking/Hiking 11.04%	Backpacking/Hiking 11.04% 10.63%
Bowling	22.9%	22%	21.89%	Football	Football 9.82%	Football 9.82% 8.64%
Camping Trips	20.27%	19.08%	19.84%	Power Boating	Power Boating 9.43%	Power Boating 9.43% 8.84%
Billiards/Pool	19.48%	17.9%	17.96%	Aerobics	Aerobics 9.19%	Aerobics 9.19% 9.18%
Weight Training	16.91%	14.95%	14.48%	Volleyball	Volleyball 8.57%	Volleyball 8.57% 8.38%
Basketball	15.44%	14.68%	15.05%	Saltwater Fishing	Saltwater Fishing 8.41%	Saltwater Fishing 8.41% 8.32%
Golf	14.88%	14.38%	13.7%	Canoeing/Kayaking	Canoeing/Kayaking 7.83%	Canoeing/Kayaking 7.83% 7.13%
Hunting	14.69%	14.04%	15.1%	Softball	Softball 7.37%	Softball 7.37% 7.03%
Jogging/Running	14.35%	12.95%	12.6%	Tennis	Tennis 7.16%	Tennis 7.16% 6.63%
Mountain/Road Biking	14.1%	13.03%	12.72%	Horseback Riding	Horseback Riding 6.97%	Horseback Riding 6.97% 6.86%
Using Cardio Machine	13.94%	12.68%	11.99%	Motorcycling	Motorcycling 6.87%	Motorcycling 6.87% 6.27%
Stationary Cycling	12.27%	11.24%	10.97%	Archery	Archery 6.45%	Archery 6.45% 5.67%

Allburg Wallace Winfall Thomasville Pinetops Falcon Rich Square Southern Pines Raeford Richfield File Winton Kill Devil Hills Peachland Clyde Cashiers Trent Woods Intercultural Institute Misenheimer Winston-Salem Carrboro Shelby Oriental Rose Hill Smith Government Monistry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Bethania Raynham Seaboard Elat Rock Elizabeth City

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		BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Yoga	6.41%	6.24%	5.92%		Martial Arts	Martial Arts 3.53%	Martial Arts 3.53% 3.2%
Soccer	6.39%	6.15%	6.21%		Skateboarding	Skateboarding 3.42%	Skateboarding 3.42% 3.36%
Fly Fishing	5.44%	4.92%	5.18%	R	acquetball	acquetball 3.41%	acquetball 3.41% 3.21%
Downhill & X-Country	5.27%	4.4%	4.31%	S	Sailing	ailing 3.38%	ailing 3.38% 2.95%
Skiing				:	Snowboarding	Snowboarding 3.26%	Snowboarding 3.26% 3%
Roller Skating	5.22%	4.54%	4.69%		Rock Climbing	Rock Climbing 3.25%	Rock Climbing 3.25% 3.41%
Snorkeling	5.2%	4.57%	4.71%	A	uto Racing	uto Racing 3.22%	uto Racing 3.22% 4.08%
Water Skiing	5.06%	4.58%	4.63%	Ho	ockey	ockey 3.11%	ockey 3.11% 3.22%
Jet Skiing	4.95%	4.37%	4.52%	R	Rowing	Rowing 2.76%	Rowing 2.76% 2.47%
Ice Skating	4.68%	4.76%	4.64%		Surfing & Windsurf	Surfing & Windsurfing 2.58%	Surfing & Windsurfing 2.58% 2.24%
Snowmobiling	4.08%	3.63%	3.8%				

eland Salemburg Hobgood Whitsett Cornelius Belhaven Bolivia Rhodhiss Fearrington Yadkinville Cal Lewiston Woodville Catawba Bath Albemarle Oriental Old Fort Mar-Mar Grandfather Pilot Mountain Patterson Springs Newton Grove Stedman Black Creek JAARS Hudson for Contextual Ministry of Grandfather Ar Copyright 2011, Intercultural Institute for Contextual Ministry Matthews Minnesott Beach Westport Jamestown Gog1

#### 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.

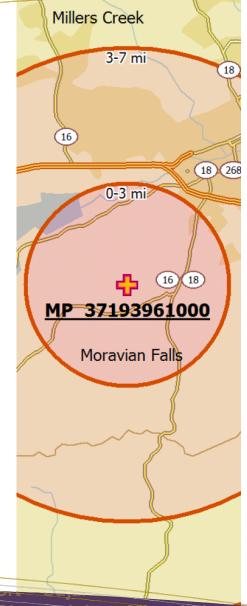
#### **BIBLICAL BARRIERS**

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.



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#### 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.

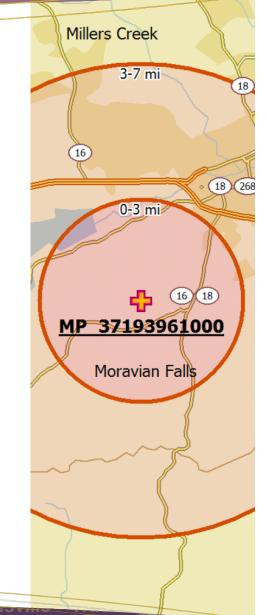
CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



ier Pineville Hamilton McDonald Cullowhee Lumber Bridge Unionville Ivanhoe Plain View Hillsborough Rowland Plymouth Murraysville Boonville Spring Hope Cornelius Contentiation Sanford Staley Cleveland Cricket Keener Godwin Leland Windsor Rich Square Simpson for Contential Institute of Roanoke Ra Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

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

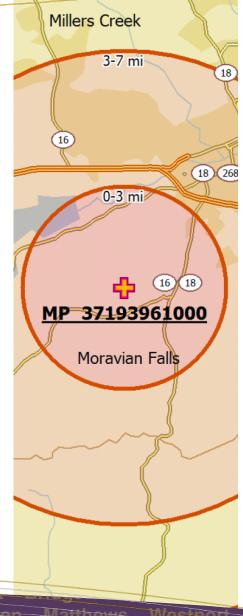
BARRIERS	0-3	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILE
Important Continue Learning	50%	51%	51%	Like to Stand Out In A Crowd	21%	22%	22%
New Things				Marijuana Should Be Legalized	18%	19%	19%
Find It Difficult To Say No To My Kids	42%	40%	41%	Rarely Sit Down to a Meal Together At Home	18%	18%	18%
Woman's Place Is In The Home	36%	36%	36%	Like To Pursue	16%	17%	17%
Speak My Mind Even If It Upsets	34%	35%	35%	Challenge/Novelty/Change			
People				I Am A Workaholic	15%	16%	16%
Like Control Over People And Resources	32%	33%	33%	Only Work Current Job for The Money	14%	14%	15%
Prefer To Have Few Possessions As Possible	31%	32%	31%	We Should Strive for Equality for All	11%	11%	12%
Like To Do Unconventional Things	30%	31%	31%	Happy With My Standard Of Living	11%	12%	11%
If Won Lottery Would Never Work Again	27%	25%	25%	On Whole People Get What They Deserve	9%	9%	10%
Don't Judge People/Way They Live Life	27%	28%	28%	Indulge My Kids With The Little Extras	8%	8%	8%
Money Is Best Measure Of Success	26%	27%	27%	Little I Can Do To Change My Life	7%	8%	8%
Friends More Important Than My Fam.	23%	24%	24%	Willing To Give Up Time With Fam. To Advance	5%	5%	5%
Too Much Sponsorship In Arts/Sports	21%	22%	23%				

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#### **Potential Cultural Themes**

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

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



Aville Jonesville Wentworth Loard Vanceboro Casar Half Moon Linden Littleton Matthews Westport For ander Sandy Creek Unionville Biltmore Forest Canton Proctorville Alares Intercultural Institute oro Bostic Pine Knoll Shores Sanford Spruce Pine Sunset Beach Chine Intercultural Institute for Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

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

THEMES	0-3	3-7	7-10	THEMES	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	66%	63%	62%	Consider Myself Interested In The Arts	17%	18%	18%
You Should Seize Opportunities	55%	56%	56%	Is An Important Part Of Who I Am	17%	16%	17%
In Life				Real Men Don't Cry	16%	16%	16%
Like To Understand About Nature	35%	37%	36%	Looking for New Ideas To Improve Home	15%	16%	16%
Prefer Work Part Of Team Than Alone	34%	34%	34%	Enjoy Spending Time With My Fam.	13%	13%	14%
Important Feel Respected By My Peers	32%	34%	33%	Try Not To Worry About The Future	12%	12%	12%
Prefer To Have Few Possessions As Possible	31%	32%	31%	Provide My Kids With The Little Extras	11%	11%	12%
Important To Juggle Various Tasks	28%	30%	31%	Children Should Be Allowed To Express Themselves	5%	5%	6%
Have Keen Sense Of Adventure	26%	26%	26%	Like Spending Most Time With	5%	5%	5%
Good At Fixing Things	25%	27%	27%	Fam.			
People Have To Take Me As	22%	22%	22%	Feel Very Alone In The World	5%	5%	5%
They Find Me				Would Like To Set Up Own	4%	4%	4%
Like To Just Enjoy Life	21%	22%	21%	Business			
Worried About Pollution Caused By Cars	19%	18%	18%	Decor Particular Interest To Me	3%	3%	3%

Javidson Hildebran Wanteo w

Ellerbe Albemarie Legen Indian Beach White Oak Emerald Isle Havelock Union Interville Beach Biscoe Ocea Kosman Warsaw Nashville Rolesville Grifton Flat Rock Newport Intercultural Institute cksville Lake Waccamaw Denton Pinetops Rockingham Forest Oaks Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

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

Rewland Hertford Aniitakers Cricket Conetoe Morrisville Whitsett Parmele Liberty Gaston Warren Carrboro Kelford Stovall Brevard Wendell Northwest Walstonburger Intercultural Institute Varnamtown Marshville Dundarrach Silver Lake Bridgeton Autryville (or Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Millers Creek

3-7 mi

0-3 mi

MP 37193961000

Moravian Falls

(16)(18)

18

18 268

## **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	87.39%	86.75%	87.23%
Restaurant-Visit Any			
Fam. Restaurants/Steak	84.92%	83.65%	83.5%
Houses-Visit Any			
McDonald's	56.69%	56.33%	56.24%
Burger King	38.11%	37.02%	37.99%
Subway	33.35%	31.34%	31.19%
Applebee's	31.21%	28.68%	28.2%
Wendy's	30.72%	30.24%	30.13%
Kentucky Fried Chicken (KFC)	29.71%	29.3%	30.26%
Taco Bell	29.01%	27.66%	27.85%
Arby's	24.78%	24.02%	23.41%
Pizza Hut	22.53%	24.08%	24.24%
Olive Garden	20.98%	19.4%	18.95%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Dairy Queen	20.19%	19.53%	19.38%
Cracker Barrel	18.02%	17.27%	16.99%
Sonic	16.47%	15.88%	16.63%
Red Lobster	15.82%	16.4%	16.12%
Outback Steakhouse	14.32%	13.88%	13.11%
Chick-Fil-A	13.97%	12.12%	12.31%
Hardee's	13.28%	12.62%	13.36%
Domino's Pizza	12.33%	12.55%	12.66%
Chili's Grill and Bar	12.22%	11.84%	10.84%
Starbucks	12%	10.54%	9.7%
Golden Corral	11.63%	11.5%	12.17%
IHOP (International House Of	11.5%	12.12%	11.67%
Pancakes)			

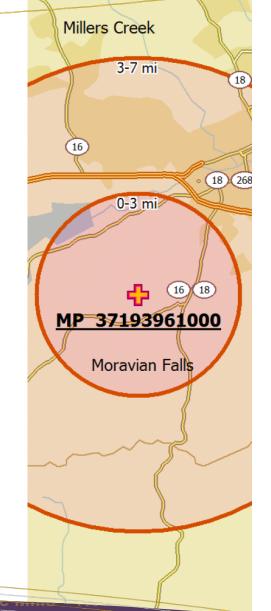


#### **Potential Shared Projects**

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!



Oxford Pikeville Salemburg Autryville Boiling Springs Brookford China Grove Trinity Harrisburg West Frightsbore Davidson Cooleemee Falcon Pilot Mountain Holly Spring China Grove Intercultural Institute Hawk Gamewell Bald Head Island Pollocksville Flat Rock Ingold Cedar Confertual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Shared Projects**

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	48.39%	47.16%	46.02%
Recycled products	35.64%	34.24%	32.55%
Worked as volunteer (non political)	18.39%	17.95%	16.95%
Engaged in fund raising	12.49%	11.93%	11.74%
Religious club member	8.18%	8.3%	8.24%
Wrote to elected offcl about publ bus	6.49%	6.14%	5.93%

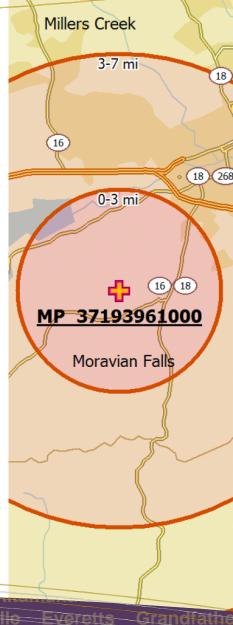
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Charitable Organization	5.93%	5.78%	5.55%
Wrote to editor of mag or	5.7%	5.82%	5.45%
newspaper			
Union member	5.61%	5.46%	5.27%
Addressed a public meeting	5.55%	5.07%	4.93%
Church Board	5.39%	5.58%	5.68%
Took active part in local civic	5.14%	4.9%	4.75%
issue			

Roper Candor Kingstown Charlotte Balfour Benson Mount Airy Harrisburg Everetts Pinehurst Balfour Benson Mount Airy Harrisburg Everetts Pinehurst Balfour Banner Elk Gaston Kenansville Farmville Hamilton Crossnore Jame Ministry (on Confectual Ministry Vest Jeffers) Copyright 2011, Intercultural Institute for Contextual Ministry Grover Salisbury Indian Trail Kure Beach Archdale 50

#### **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.



Brices Creek Milton China Grove Raleigh Fallston Lucama Valdese Powellsville Everetts Grandfather are valley Stokesdale St. Pauls Drexel Dundarrach Vann Crossroads Intercultural Institute an Beach Ellenboro Four Oaks Gaston Rural Hall Mebane Denton Sim For Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry 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	16.97%	16.47%	15.71%
Children's Books	14.11%	13.9%	13.55%
Mystery	12.24%	12.07%	11.48%
Cookbooks	11.19%	10.33%	10.15%
Religious (not Bibles)	9.18%	9.2%	9.39%
Romance	7.53%	7.45%	7.4%
History	6.98%	6.73%	6.47%
Personal/Business	6.88%	6.97%	6.49%
Self-help			
Biography	6.28%	6.33%	6.09%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	66.15%	64.65%	63.39%
Gen. Editorial	45.22%	45.32%	44.6%
Womens	39.69%	40.32%	39.87%
Service	36.71%	36.07%	35.24%
<b>Business/Finance</b>	16.85%	16.52%	15.4%
Mens	16.54%	17.16%	16.87%
Fishing/Hunting	14.99%	14.39%	14.98%
Automotive	13.95%	14.16%	14.53%
Sports	13.94%	13.9%	13.42%

Severn Ruth <u>Dover Conover Staley Gorman Cleveland Roxobel Linden Five Points Boardman Siles Burgaw Weldon</u> Clayton Wilkesboro Ingold Millers Creek Como <u>Intercultural Institute</u> Franklin Oakboro Clarkton Rockfish Avery Creek Edenton Pinehurst <u>Jointertual Ministry</u> Stony Point Vil Copyright 2011, Intercultural Institute for Contextual Ministry Story Scorper Elrod Huntersville Catawba Story

## Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	56.95%	56.85%	55.81%
Classified	35.47%	35.01%	35.47%
Editorial Page	33.16%	32.02%	31.7%
Sport	32.84%	32.14%	31.45%
Business/Finance	28.73%	27.83%	26.17%
Comics	28.31%	28.19%	27.46%
Food/Cooking	25.23%	25.13%	24.18%
Movie Listings & Reviews	24.78%	24.05%	23.16%
TV/Radio Listings	24.13%	23.85%	23.24%
Home/Gardening	22.51%	21.77%	21%
Travel	19.19%	18.65%	17.51%
Science/Technology	17.83%	17.44%	16.39%
Fashion	13.94%	14.1%	13.91%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	28.49%	26.58%	27.86%
Adult Contemporary	17.93%	17.51%	16.86%
CHR Contemp Hit Radio	15.91%	16.76%	16.53%
Rock	12.68%	11.69%	11.25%
News/Talk	12.5%	11.47%	10.31%
Oldies	11.39%	10.9%	10.57%
Classic Rock	11.26%	10.72%	10.26%
Urban Contemporary	9.56%	10.86%	11.55%
Alternative	9.04%	8.44%	7.98%
Religious	7.03%	6.96%	6.93%
Variety	6.86%	6.86%	6.6%
Soft Contemporary	6.46%	5.93%	5.66%
All News	4.82%	4.74%	4.37%
Classic Hits	4.24%	3.86%	3.8%
Sports	4.01%	3.74%	3.39%
All Talk	3.81%	3.83%	3.64%
Jazz	3.77%	4.07%	3.99%
Classical	3.55%	3.25%	2.96%

Spencer Mountain Ellerbe Wallburg Elizabethtown Grover Whitsett McLeansville Micro Fairplains Starter Percentered Percentered

## **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



Lifetime

20.15%

21.55%

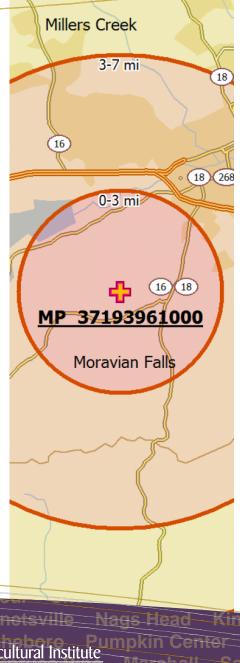
20.21%

#### **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.



Shannon Mesic Sharpsburg Lowesville Half Moon Boonville Proctorville Bonnetsville Nags Head Kin Heantain Middlesex Lake Waccamaw Tabor City Salem Hillsborough arolina Beach Cooleemee Pine Knoll Shores Grover Gibson Navassa Coopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	20.71%	19.3%	18.61%
Medium Users (4-6)	10.68%	10.63%	10.21%
Light Users (1-3)	20.17%	20.8%	20.75%
Quintiles (20%)			
Newspaper I (Heavy)	1.26%	0.98%	1%
Newspaper II	1.23%	1.16%	1.15%
Newspaper III	2.36%	2.46%	2.54%
Newspaper IV	0.45%	0.54%	0.53%
Newspaper V (Light)	1.26%	1.33%	1.28%

0-3	3-7	7-10
MILES	MILES	MILES
18.88%	18.11%	18.28%
8.51%	8.37%	8.69%
10.01%	9.45%	9.56%
10.64%	10.33%	10.48%
0.43%	0.46%	0.4%
5.02%	5.47%	5.4%
2.6%	2.53%	2.58%
2.76%	2.76%	2.77%
16.95%	18.65%	18.78%
25.3%	26.18%	25.92%
14.79%	14.7%	15.01%
5.38%	5.4%	5.28%
4.64%	5%	4.88%
21.72%	23.37%	23.98%
2.69%	3.06%	3.19%
	MILES   18.88%   8.51%   10.01%   10.64%   0.43%   5.02%   2.6%   2.76%   16.95%   25.3%   14.79%   5.38%   4.64%   21.72%	MILES MILES   18.88% 18.11%   8.51% 8.37%   10.01% 9.45%   10.64% 10.33%   0.43% 0.46%   5.02% 5.47%   2.6% 2.53%   16.95% 18.65%   25.3% 26.18%   14.79% 5.4%   4.64% 5%   21.72% 23.37%

Momeyer Franklinville Hookerton Pink Hill Red Cross Conway Siler City Ayden Aberdeen Sims Henderson Fuquay-Varina Forest City Etowah Mebane Richlands Evered Hount Airy Nags Head Ros ian Beach Rowland Greenville Vanceboro Cove City Piney Green Welco Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ental Lead Island South Rosemary Cerro Gordo

## 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	r	MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES			MILES	MILES	MILE
Radio Drive Time Quntiles				٦	TV Prime Time Quntiles (fifths /			
(fifths / 20%)				2	20%)			
Drive Time I & II (Heavy)	3.15%	3%	3.04%	F	Prime Time I & II (Heavy)	3.9%	3.87%	4.11%
Drive Time III (Medium)	0.61%	0.66%	0.74%	F	Prime Time III (Medium)	1.69%	2.05%	1.92%
Radio IV & V (Light)	2.45%	2.24%	2.42%	F	Prime Time IV & V (Light)	7.33%	7%	7.4%
Radio Media Quntiles (fifths /				٦	TV Early/Late Fringe Quntiles			
20%)				(	(fifths / 20%)			
Radio I & II (Heavy)	8.35%	8.28%	8.32%	F	Fringe I & II (Heavy)	40.09%	41.33%	41.52
Radio III (Medium)	4.85%	4.76%	4.69%	F	Fringe III (Medium)	54.53%	57.06%	57.14
Radio IV & V (Light)	3.19%	2.68%	2.72%	F	Fringe IV (Light)	56.31%	57%	57.46
Cable TV Quntiles (fifths /				٦	TV All Day Quntiles (fifths /			
20%)				2	20%)			
Cable I & II (Heavy)	14.32%	12.93%	12.76%	F	All Day I & II (Heavy)	12.19%	13.47%	13.56
Cable III (Medium)	4.77%	5.17%	5.15%	ŀ	All Day III (Medium)	24.98%	25.93%	26.36
Cable IV & V (Light)	30.44%	33.16%	32.68%	F	All Day IV (Light)	11.1%	11.2%	11.08

Raleigh Four Oaks Elon Holly Ridge Nags Head Mount Gilead Maggie Valley Cashiers Cullowhee Greet Greet Charles Compared Charles Charles

# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.55%	11.16%	10.92%
6:00am - 10:00am	13.87%	13.66%	12.41%
10:00am - 3:00pm	4.64%	5.39%	5.26%
3:00pm - 7:00pm	12.98%	13.5%	13.41%
7:00pm - Midnight 12.01% 12.28% 11.18%		11.18%	
Midnight - 6:00am	4.53%	4.54%	4.36%
Weekend Radio			
Listeners			
Dayparts [summary]	14.59%	13.61%	13.19%
6:00am - 10:00am	3.55%	3.3%	2.93%
10:00am-3:00pm	4.4%	4.47%	4.12%
3:00pm - 7:00pm	6.5%	6.44%	6.06%
7:00pm - Midnight	9.09%	8.39%	8.17%
Midnight - 6:00am	9.49%	9.64%	8.95%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	9.29%	7.4%	7.05%
Saturday: 8:00-11:00pm	9%	7.99%	7.66%
Sunday: 7:00-11:00pm	10.52%	9.16%	9.38%
9:00am-1:00pm	26.92%	25.11%	24.78%
9:00am-4:00pm	31.04%	28.78%	28.46%
4:00pm-7:00pm	28.86%	27.57%	27.14%
11:00pm-1:00am	43.62%	40.51%	40.18%
AVG Prime time Mon-Sun	2.43%	2.74%	2.56%

Salemburg Rose Hill Kelford Huntersville Sneads Ferry Lumber Bridge Whitakers Rockingham Lath Gatesville Harrisburg Rolesville Arapahoe South Rosemary Northlaker Intercultural Institute Liberty Sharpsburg Alliance Cedar Point East Rockingham Kenansvil And Confectual Ministry Hamilton G Copyright 2011, Intercultural Institute for Contextual Ministry Ronda Windsor New Bern Knightdale Prospect Pik58

## 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				1	Weekend	Weekend	Weekend
6-7am	15.9%	15.07%	14.26%		Sat: 7-10am	Sat: 7-10am 17.95%	Sat: 7-10am 17.95% 17.73%
7-9am	20.93%	19.17%	18.54%		Sat: 10am-1pm	Sat: 10am-1pm 8.18%	Sat: 10am-1pm 8.18% 7.55%
9am-12noon	22.63%	21.08%	20.45%		Sat: 1-4pm	Sat: 1-4pm 25.48%	Sat: 1-4pm 25.48% 25.31%
12noon-4pm	8.41%	7.7%	8.01%		Sat: 4-6pm	Sat: 4-6pm 6.52%	Sat: 4-6pm 6.52% 7.04%
4-6pm	49.62%	45.95%	44.99%		Sat: 6-7pm	Sat: 6-7pm 2.04%	Sat: 6-7pm 2.04% 1.88%
6-7pm	21.03%	19.65%	20.2%		Sat: 7-8pm	Sat: 7-8pm 1.08%	Sat: 7-8pm 1.08% 0.92%
7-7:30pm	1.51%	1.28%	1.24%		Sat: 8-11pm	Sat: 8-11pm 9%	Sat: 8-11pm 9% 7.99%
7:30-8pm	10.62%	10.44%	10.54%		Sat: 11pm-1am	Sat: 11pm-1am 4.6%	Sat: 11pm-1am 4.6% 4.3%
8-11pm	9.29%	7.4%	7.05%		Sat: 1am-7pm	Sat: 1am-7pm 24.52%	Sat: 1am-7pm 24.52% 25.04%
11pm-12am	36.59%	33.48%	33.4%		Sun: 7-10am	Sun: 7-10am 2.65%	Sun: 7-10am 2.65% 2.34%
11pm-1am	43.62%	40.51%	40.18%		Sun: 10am-1pm	Sun: 10am-1pm 7.95%	Sun: 10am-1pm 7.95% 6.97%
1-6am	28.36%	27.7%	26.71%		Sun: 1-4pm	Sun: 1-4pm 7.1%	Sun: 1-4pm 7.1% 5.98%
					Sun: 4-7pm	Sun: 4-7pm 15.03%	Sun: 4-7pm 15.03% 13.17%
					Sun: 7-11pm	Sun: 7-11pm 10.52%	Sun: 7-11pm 10.52% 9.16%
					Sun: 11pm-1am	Sun: 11pm-1am 4.66%	Sun: 11pm-1am 4.66% 3.8%
					Sun: 1-7am	Sun: 1-7am 23.22%	Sun: 1-7am 23.22% 20.43%

Adale Cameron Kirkland Catawba Wingate Candor Fearrington Balfour Louisburg Bailey Dobbins He Southern Shores Hamilton Albemarle White Plains Love Valley JAAPA Pine Level Belwood Mount is Spencer Bayboro Pembroke Mooresboro Mocksville Mountain View Intercultural Institute for Contextual Ministry Navassa West Jefferson Prospect Dundarrach Washir 59 Copyright 2011, Intercultural Institute for Contextual Ministry Navassa West Jefferson Prospect Dundarrach Washir 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.

Pinehurst Murraysville Lumber Bridge Sparta Creswell Autryville Ramseur Hemby Bridge Forest Oaks Bald Head Island Yadkinville Columbus Ayden Elm City Lowell Build Creek Westnert Raemon Che sville Biscoe Spring Hope Flat Rock Kings Grant North Wilkesboro Tob for Contextual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

#### Issues for Your Consideration

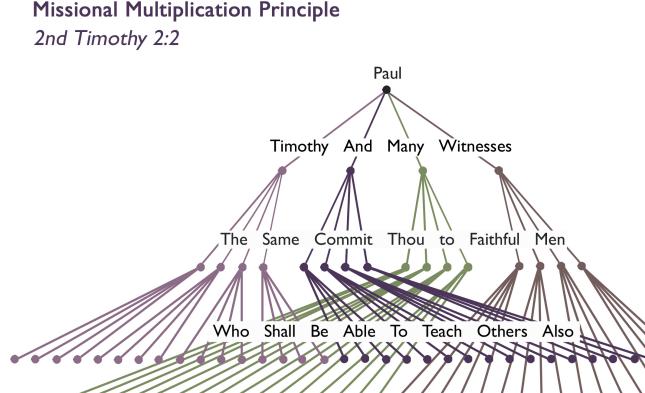
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Lake Santeetlah Varnamtown Teachey Salisbury Marshville Oak City Roper Myrie Grove Surf City Morganton Asheville Williamston Creedmoor Trenton Northlakes Intercultural Institute Illington Archdale Hildebran Pittsboro Seven Lakes Spencer Waco A Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Gamer Baland Laurinburg 61

## **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.



ann Crossroads Flat Rock Marshall Magnolia Askewville Mayodan Carolina Shores Holly Ridge Fallston Pembroke Huntersville Bladenboro Dunn Faith Macclesfield Hickory Intercultural Institute veretts Kittrell Teachey Wendell Marietta Franklin Navassa Arapahoe for Contextual Ministry Coropyright 2011, Intercultural Institute for Contextual Ministry Coropyright 2011, Intercultural Institute for Contextual Ministry

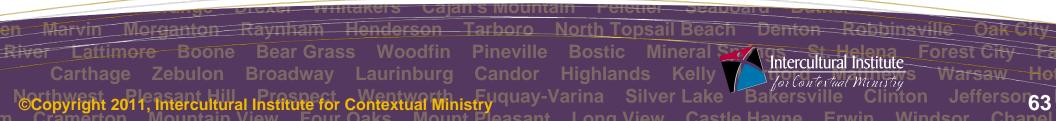
## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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



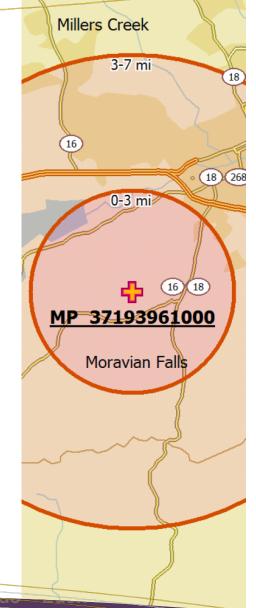


#### Your MissionSite and the Missional Suite

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



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## 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
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- 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.

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Iglesia Bautista LaRoca	509 Moravian Falls Rd Moravian Falls, NC 28654	0.48 mi	40	Growing
2	Moravian Falls	1940 Moravian Falls Rd Moravian Falls, NC 28654	1.67 mi	111	Plateauing
3	Cub Creek	509 Moravian Falls Rd Wilkesboro, NC 28697	2.70 mi	125	Plateauing
4	Liberty - Moravian Falls	145 Trails End Rd Moravian Falls, NC 28654	3.15 mi	35	Plateauing
5	Walnut Grove	6165 NC Highway 16 S Moravian Falls, NC 28654	3.15 mi	66	Growing
6	Bethany	7930 Brushy Mountain Rd Moravian Falls, NC 28654	3.15 mi	90	Plateauing
7	Zion Hill - Boomer	2552 Boomer Rd Boomer, NC 28606	3.32 mi	97	Growing
8	Fishing Creek	2180 Old Hwy 60 Wilkesboro, NC 28697	4.56 mi	115	Plateauing
9	Goshen	6524 W NC Highway 268 Wilkesboro, NC 28697	4.56 mi	107	Plateauing
10	Mount Pleasant	239 Champion Mount Pleasant Rd Wilkesboro, NC 28697	4.56 mi	319	Plateauing
11	Pleasant Grove	260 N NC Highway 16 Wilkesboro, NC 28697	4.56 mi	130	Plateauing
12	Antioch - Wilkesboro	1298 Antioch Church Rd Wilkesboro, NC 28697	4.56 mi	102	Growing
13	Fishing Creek Arbor - Wilkesboro	2446 Fishing Creek Arbor Rd Wilkesboro, NC 28697	4.56 mi	239	Plateauing
14	Oakwoods	2385 Brushy Mountain Rd Wilkesboro, NC 28697	4.58 mi	300	Growing
15	Wilkesboro	300 W Main St/201 Woodland Blvd Wilkesboro, NC 28697	5.36 mi	434	Plateauing

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	New Hope - Moravian Falls	9134 Brushy Mountain Rd Moravian Falls, NC 28654	5.74 mi	48	Plateauing
17	Community	400 Winston St Wilkesboro, NC 28697	5.87 mi	46	Plateauing
18	Lebanon - Taylorsville	167 Lebanon Church Ln Taylorsville, NC 28681	5.97 mi	114	Growing
19	Celebration	164 Union School Dr North Wilkesboro, NC 28659	6.07 mi	325	Insufficient Data
20	Edgewood	2300 Edgewood Rd Wilkesboro, NC 28697	6.17 mi	117	Growing
21	Bethel - Taylorsville	2715 Bethel Church Rd Taylorsville, NC 28681	6.19 mi	0	Plateauing
22	Pilgrim	493 Pilgrim Baptist Church Rd Wilkesboro, NC 28697	6.22 mi	194	Plateauing
23	Davis Memorial	3111 Red Top Rd Wilkesboro, NC 28697	6.24 mi	65	Declining
24	Calvary - Mil	1624 Pads Rd North Wilkesboro, NC 28659	6.37 mi	0	Insufficient Data
25	Welcome Home	132 Welcome Home Ch Rd North Wilkesboro, NC 28659	6.42 mi	162	Plateauing
26	Livingston Memorial - Boomer	4140 Wilkesboro Blvd Boomer, NC 28606	6.44 mi	53	Declining
27	Little Rock	248 Little Rock Church Rd Boomer, NC 28606	6.44 mi	81	Declining
28	Greater Vision	1090 N Minton Rd Millers Creek, NC 28651	6.68 mi	167	Growing
29	Pleasant Hill - Taylorsville	31 Pleasant Hill Church Rd Taylorsville, NC 28681	6.74 mi	155	Plateauing
30	Hinshaw Street	1105 Hinshaw St North Wilkesboro, NC 28659	6.82 mi	95	Insufficient Data

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Little River - Taylorsville	2070 Little River Church Rd Taylorsville, NC 28681	6.91 mi	159	Plateauing
32	Mount Olive - Moravian	210 Mount Olive Church Rd Taylorsville, NC 28681	7.02 mi	64	Plateauing
33	Harmony	3515 Boone Trl Millers Creek, NC 28651	7.19 mi	64	Plateauing
34	Parkway Garden	799 Armory Rd North Wilkesboro, NC 28659	7.35 mi	44	Plateauing
35	Millers Creek	5100 Boone Trl Millers Creek, NC 28651	7.72 mi	500	Plateauing
36	Poplar Springs - Taylorsville	4710 All Healing Springs Rd Taylorsville, NC 28681	7.92 mi	265	Growing
37	Boiling Springs	1390 Boiling Springs Rd Purlear, NC 28665	8.06 mi	68	Growing
38	Oak Grove - Millers Creek	1795 Oak Grove Church Rd Millers Creek, NC 28651	8.21 mi	106	Growing
39	Fairplains - North Wilkesboro	141 Fairplains Church St North Wilkesboro, NC 28659	8.35 mi	145	Declining
40	Beaver Creek	173 Beaver Creek Rd Ferguson, NC 28624	8.54 mi	39	Plateauing
41	Three Forks - Taylorsville	4685 Three Forks Church Rd Taylorsville, NC 28681	8.56 mi	345	Plateauing
42	Peace Haven - North Wilkesboro	737 Byrd Ridge Rd North Wilkesboro, NC 28659	8.64 mi	268	Plateauing
43	Mountain Valley - North Wilkesboro	1264 Mountain Valley Church Rd North Wilkesboro, NC 28659	8.99 mi	102	Plateauing
44	Center	205 Center Baptist Church Rd North Wilkesboro, NC 28659	8.99 mi	83	Plateauing
45	North Wilkesboro First	Sixth St North Wilkesboro, NC 28659	8.99 mi	207	Declining

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