# MissionSite top unreached locations

Rutherfordton Parmele Love Valley Cullowhee Forest Spencer Mountain Cary Arapah Multiply St. Stephens Spruce Pine Newton GrongEGION: Region 8: Catawba Swecenegational Standar Shannon Granite Falls COUNTY: Davie Dobson Morehead City Kure Beach Ashley Heights In partnership with the: East Plat Rock Ossipee Tabor City Oxford Hoffman Intercultural Institute Rae for Contextual Ministry Plymouth Elk Pan

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#### ADVANCE, NC

**CENSUS TRACT: 37059080400** SITESCAPE: Townscape **DENSITY PATTERN:** Arboro

> North Carolina Baptists Caring. Sharing. Daring.

Stokesd **Dobbins Heights** Valdese

nionville Old Fort Seaboard

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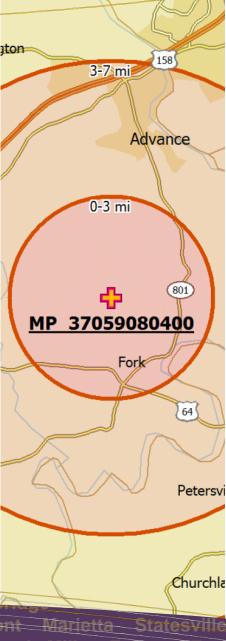
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#### Site Location Summary

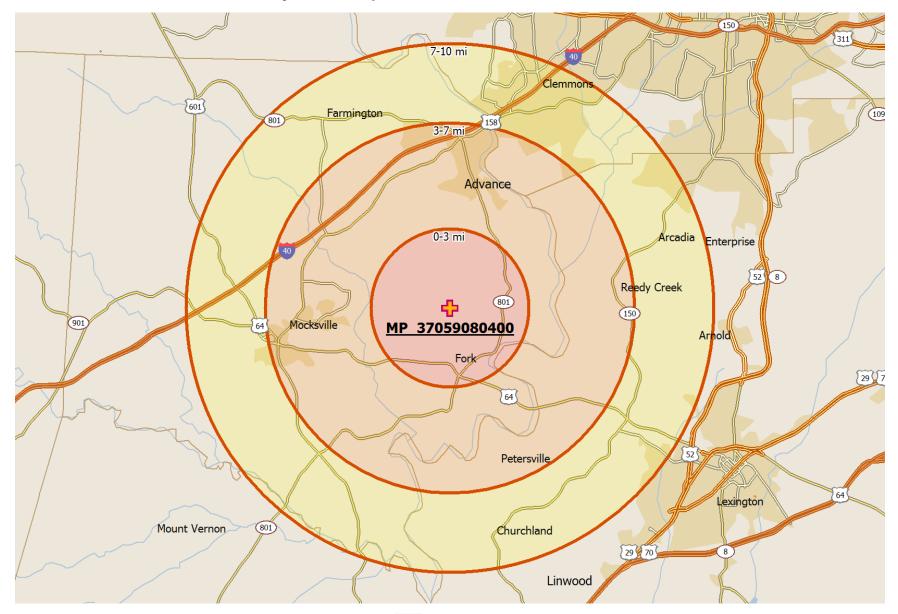
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	3708	Region 8: Catawba
3	County Location	37059	Davie
4	Zipcode	27006	Davie
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	А	10000-50000-50000



Catawba Peachland Hobgood Sedalia Brogden Mint Hill Knightdale Belmont Marietta Statesville River Road Franklin Plymouth Rocky Mount Ahoskie Polkville Montree Intercultural Institute Spring Lake Havelock Wallace Mount Holly Albemarle Turkey McLer Intercultural Institute Gorman Column Copyright 2011, Intercultural Institute for Contextual Ministry

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



Holly Black Mountain Fair Bluff Pinetops Earl Sandy Creek Mount Pleasant Monroe Moravian Falls Leve Sea Breeze Harmony Sneads Ferry Alliance Lenoir Conetoe Bailey Intercultural Institute andis Forest City Ivanhoe Seven Devils St. Pauls Biltmore Forest Wins for Contextual Ministry Mooresboro for Contextual Ministry Department of Contextual Ministry Lake Park Westport Middleburg Seaboard Hillsbord

#### 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	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric 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	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

estown Winton Pine Level Ellenboro Varnamtown Montreat Burgaw Millers Creek Ansonville Gorman Sekingham Graham Long View Rolesville Stantonsburg Middleburg Contextual Institute Pantego Fuquay-Varina Lake Norman of Catawba Peachland Mills River Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	3,884	26,548	43,405
2010 Households	1,475	10,167	16,421
2010 Group Quarters Population	0	330	334

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	13	25	35
Language Diversity National Index	18	27	26
Foreign Born Diversity National Index	60	31	47
Ancestry Diversity National Index	78	71	73
Racial Diversity National Index	17	29	25

Delway Ocracoke Ayden Eureka Sharpsburg Harrellsville Sandyfield Graham Red Cross Thomasville Belville Boiling Spring Lakes Five Points Midland Kitty Hawk Fuquation Intercultural Institute Thite Lake Pleasant Garden South Rosemary Lake Lure Rockwell Brevary Gontextual 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	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

awba Foxfire <u>Kenansville</u> Lewisville Richlands Patterson Springs Midway Bowmore Silver City Warsaw will Aulander Newport Chimney Rock Village Rocky Mount Hays New <u>Intercultural Institute</u> Sett Myrtle Grove Sugar Mountain Cove City Norman Saratoga Middlese *Locatestual Ministry* Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	214	14.51%
Mainstay Communities	Established, Diverse Households	466	31.59%
Working Communities	Blue-collar, Working Families	551	37.36%
Country Communities	Rural, Agri. & Mining Families	120	8.14%
Aspiring Communities	Young Singles / Aspiring-Multihousing	124	8.41%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%

ot Mountain Jamesville Proctorville Haw River Highlands Stoneville Knightdale Bald Head Island Middles Heron Dillsboro Vass Rockingham Sylva Pollocksville James City Grand Intercultural Institute Torehead City West Jefferson Candor Creswell Rhodhiss Wentworth Sport Intercultural Institute roy Shallotte Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Broadway Marsball Benson Bolivia Elizabeth City Sand

# 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.

A Rock Village Micro Castalia Whispering Pines Vander Havesville Minnesott Beach Eureka Rockingham Murphy Norlina Siler City Edenton Southport St. Stephens Raemon Intercultural Institute Bowmore Sandy Creek Myrtle Grove Gastonia Oakboro Hamilton Sea Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

#### Issues for Your Consideration - continued

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

Dakboro Lincolnton Raeford Foxfire Dover Mineral Springs Castalia Spiveys Corner Etrod Lawndale P Howah Fairview Cramerton Aberdeen Clinton Rennert Kernersville Martin Tar Heel Myrtle Grove no Star China Grove Grandfather Carthage Avery Creek Concord Charles (al Ministry) wiston Woodville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute 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	10,281	986	9.59%
Unreached %	64.67%	66.83%	103.33
Religious But NOT Evangelical HH	2,327	225	9.66%
Religious But NOT Evangelical %	14.64%	15.25%	104.14
Spiritual But NOT Relig or Evang HH	1,688	174	10.33%
Spiritual But NOT Relig or Evang %	10.62%	11.82%	111.34
Not Evangelical, Not Interested HH	6,278	586	9.34%
Not Evangelical, Not Interested %	39.49%	39.76%	100.67



V London Kingstown Bostic Whiteville Garysburg Columbia Bolivia Oxford Emerald Isle Cerro Gordo Hudson Huntersville Love Valley Snow Hill Dallas Manteo Youngsville Cerro Hol Aboskie Broadway Val ewiston Woodville Linden Midland Sylva Prospect Grandfather Watha Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

## **Spirituality Indicators - Churchscape**

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCNC Churches	22	1	4.55%
Active BCNC Attenders	2,267	74	3.26%
Active Evangelical Households	1,936	169	8.71%
Active Evangelical Percent	12.18%	11.44%	93.9
Inactive Evangelical Households	3,679	321	8.71%
Inactive Evangelical Percent	23.14%	21.73%	93.9
# New Churches Needed	0	0	0%





#### Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR			CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Advance First Baptist	2.39 mi	74	Growing	-	16	Greater Mount Moriah Msnry	8.26 mi	0	Insufficient Data
2	Turrentine - Mocksville	4.34 mi	104	Declining		17	Churchland - Lexington	8.48 mi	225	Declining
3	Hillsdale - Advance	5.71 mi	181	Plateauing		18	Reedš - Lexington	8.49 mi	41	Plateauing
4	Mocksville First - Mocksville	5.79 mi	277	Plateauing		19	Cooleemee First - Cooleemee	8.61 mi	57	Plateauing
5	Rock Hill - Advance	6.30 mi	11	Insufficient Data		20	Community - Cooleemee	8.91 mi	0	Insufficient Data
6	Eagle Heights - Mocksville	6.63 mi	0	Insufficient Data		21	Eatons - Mocksville	9.01 mi	85	Growing
7	Fork - Mocksville	6.63 mi	222	Growing		22	Union Hill - Clemmons	9.09 mi	65	Plateauing
8	Bread of Life - Mocksville	6.63 mi	54	Plateauing		23	Life Quest - Clemmons	9.70 mi	55	Insufficient Data
9	Green Meadows - Mocksville	6.63 mi	258	Declining		24	Center Grove - Clemmons	9.77 mi	583	Plateauing
10	Refuge Community Church	6.63 mi	0	Insufficient Data		25	ljames - Mocksville	10.49 mi	95	Growing
11	Edgewood - Coole	6.63 mi	118	Declining		26	Friends - Clemmons	10.99 mi	63	Declining
12	Jerusalem - Mocksville	6.63 mi	115	Declining		27	Welcome First - Welcome	11.05 mi	342	Plateauing
13	Blaise - Mocksville	7.68 mi	325	Declining		28	Smith Grove - Linwood	11.32 mi	108	Growing
14	Clemmons First - Clemmons	7.99 mi	269	Plateauing		29	The River Church	11.34 mi	136	Insufficient Data
15	Farmington - Mocksville	8.20 mi	113	Plateauing		30	North Lexington - Lexington	11.68 mi	169	Plateauing

Pineville Eastover Norman Hays Princeton Balfour Calabash Lawndale Taylorsville Mountain Home Valdese Northwest Flat Rock Siler City Beulaville Cooleemee Laurie Intercultural Institute Lansing Rennert Columbia Hot Springs Wrightsville Beach Conway ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Spirituality Indicators

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

#### Issues for Your Consideration

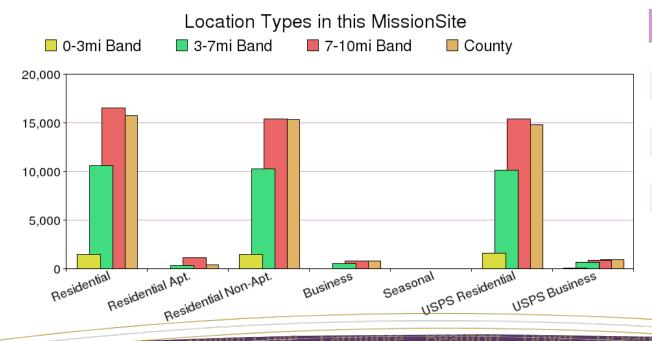
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	27,859	2,579	9.26%
2000 Population	34,835	3,358	9.64%
2010 Population	41,872	3,884	9.28%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	10,786	997	9.24%
2000 Households	13,750	1,319	9.59%
2010 Households	15,896	1,475	9.28%

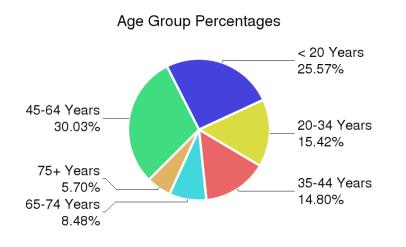


Location Type	0-3mi Band
Residential	1,498
Residential Apt.	0
Residential Non-Apt.	1,498
Business	23
Seasonal	0
USPS Residential	1,631
USPS Business	34

Heel River Road Sylva Cleveland Wallburg Bonnetsville Troy Mooresboro Snow Hill Halifax Five Point Weaverville Mooresville Varnamtown Jackson McDonald White Oak Intercultural Institute Mar-Mac Teachey Hamlet Stedman Swannanoa Forest Hills Micro Jor Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry St. Stephens Pinebluff Firey Cooleemee Bolton Arc 15

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

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

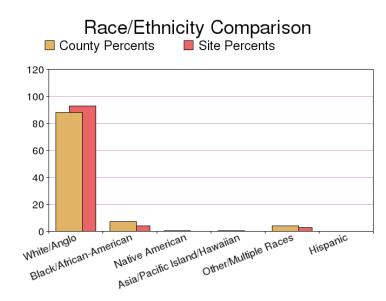


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.88%	4.92%	100.82
4-5 Years	2.49%	1.93%	77.51
6-8 Years	3.76%	3.19%	84.84
9-11 Years	3.96%	3.78%	95.45
12-13 Years	2.75%	3.22%	117.09
14-17 Years	5.36%	5.54%	103.36
18-19 Years	2.65%	2.96%	111.7
0-5 Years	7.37%	6.85%	92.94
6-12 Years	9.09%	8.57%	94.28
13-19 Years	9.39%	10.12%	107.77
< 20 Years	25.85%	25.54%	98.8
20-34 Years	15.03%	15.4%	102.46
35-44 Years	13.51%	14.78%	109.4
45-64 Years	29.15%	29.99%	102.88
65-74 Years	9.17%	8.47%	92.37
75+ Years	7.29%	5.69%	78.05
Median Age	42	42	99.98
Median Age (Male)	41	41	101.08
Median Age (Female)	43	43	98.61

Clayton Oak Island Varnamtown Sharpsburg Light Oak Castle Hayne Haw River Littington Boardman Rockwell Stoneville Shannon Lenoir Fairview West Marion Garland Intercultural Institute Ink Hill Morrisville Trinity Dillsboro King Franklinton Jamesville Confectual 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	88.16%	92.69%	105.13
Black, African-American	7.02%	4.09%	58.34
Native American	0.26%	0.18%	69.87
Asian	0.46%	0.15%	33.51
Pacific Island, Hawaiian	0.02%	0%	0
Other/Multiple Races	4.09%	2.88%	70.57
Hispanic	0%	3.24%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	28,736	2,651	
Less than 9th Grade	4.97%	3.85%	129.25
No High School Diploma	9.72%	8.86%	109.64
High School Graduate	31.98%	35.87%	89.15
Some College, no degree	22.85%	22.29%	102.48
Associate Degree	7.73%	8.41%	91.84
College Degree	16.04%	15.73%	101.94
Graduate/Prof. degree	6.72%	4.98%	134.96

Airy Barker Ten Mile Goldston Spiveys Corner Wagram Clemmons Bald Head Island Fuquey-Varina Ga whee Mars Hill Cramerton Farmville Halifax Surf City Spindale Saxapelo Intercultural Institute lacksonville Dunn Clarkton Stony Point Manteo Henderson Grifton Eagle (ontextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Hill Dunn Clarkton Stony Point Manteo Henderson Grifton Eagle (on Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Hill Dunn Clarkton Stony Point Manteo Henderson Grifton Eagle (on Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Hill Dunt Clarkton Stony Point Baach Output Glead Depton Bear Grass Lake Park Ocracoke Pi

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	4.64%	4.2%	127.03
\$10,000 to \$19,999	9.74%	9.83%	100.88
\$20,000 to \$29,999	10.23%	11.19%	109.36
\$30,000 to \$49,999	24.49%	27.73%	113.22
\$50,000 to \$59,999	7.57%	7.93%	104.81
\$60,000 to \$69,999	7.54%	7.59%	100.67
\$70,000 to \$79,999	6.85%	6.64%	96.98
\$80,000 to \$89,999	5.84%	5.49%	93.96
\$90,000 to \$99,999	4.08%	3.86%	94.8
\$100,000 to \$124,999	8%	8.81%	110.14
\$125,000 to \$149,999	4.21%	1.9%	45.04
\$150,000 to \$199,999	4.74%	3.93%	83.01
\$200,000 to \$249,999	1.08%	0.54%	50.42
\$250,000 or more	0.99%	0.41%	41.19
Median Household	50,994	48,930	95.95
Average Household	70,661	64,796	91.7
Per Capita Household	27,009	24,607	91.11
Family/Non-Family Household			
Income			
Median Family Income	62,932	57,804	91.85
Average Family Income	80,888	73,662	91.07
Median Non-Family Income	29,580	32,336	109.32
Average Non-Family Income	40,388	33,953	84.07

Brunswick La Grange Shannon Taylortown Watha Murraysville Southern Shores Misenheimer Brogde and Hills Youngsville Cramerton Biscoe Brookford Castalia Barker Heiger Intercultural Institute arle Creedmoor River Road Asheboro Boiling Spring Lakes Edenton Have Jor Contextual Ministry 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	74.75%	77.22%	103.31
Families with Children	35.06%	35.53%	101.33
Families without Children	39.69%	41.69%	105.05
Non-Family Households			
% Non-Family Households	25.25%	22.78%	90.21
Non-Families with Children	0.84	0.54	64.82
Non-Families without Children	24.41	22.24	91.08
Housing Units			Index
Total Housing Units	17,958	1,621	
Vacant percent	11.48%	9.01%	78.44
Owned percent	74.91%	81.25%	108.46%
Rented Percent	13.61%	9.75%	71.62
Households by Size			Index
Avg household size	2.61	2.63	100.77
Avg family hh size	3.12	3.08	98.72
Avg non-family hh size	1.12	1.11	99.11
Households By Count of Persons			Percent
One	3,597	306	8.51%
Two	5,421	508	9.37%
Three or Four	5,442	530	9.74%
Five+	1,436	130	9.05%

r Rock East Laurinburg Godwin Cedar Point Maggie Valley Hays Ranlo Wallburg Mayodan Richlands Creek Wadesboro Castalia Toast Earl Boone Fairmont Bridgeton Intercultural Institute Seven Lakes Bayboro Carthage Pineville Patterson Springs Woodfin Confectual Ministry Concord Chinese Confectual Ministry Confectual Chinese Confectual Ministry

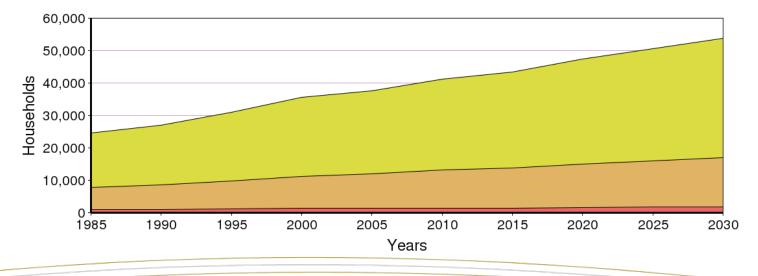
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	27,859	2,579	9.26%
2000 Population	34,835	3,358	9.64%
2010 Population	41,872	3,884	9.28%
2015 Population	44,127	3,952	8.96%

Household Change from 1985 to 2030

📕 0-3mi Ring 👘 🔲 0-7mi Ring

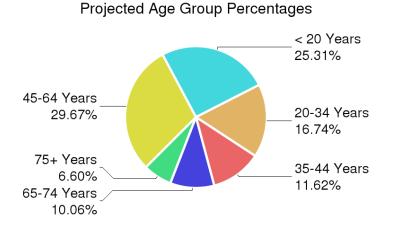
📃 0-10mi Ring



Eden Red Cross Vanceboro Biltmore Forest Mooresville Stoneville Grantsboro Hamilton Lewisville Shallotte Liberty Pilot Mountain Newland Maiden Danbury Lattimore Intercultural Institute Mount Pleasant Garysburg Coats Statesville Bogue High Shoals Lowell Bermuda Rup for Contextual Ministry Copyright 2017, Intercultural Institute for Contextual Ministry Copyright 2017, Intercultural Institute for Contextual Ministry

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

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

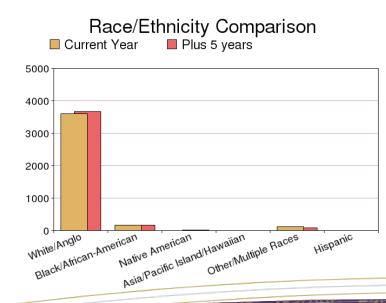


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.92%	5.57%	113.21
4-5 Years	1.93%	2.1%	108.81
6-8 Years	3.19%	2.99%	93.73
9-11 Years	3.78%	3.49%	92.33
12-13 Years	3.22%	2.66%	82.61
14-17 Years	5.54%	5.52%	99.64
18-19 Years	2.96%	2.99%	101.01
0-5 Years	6.85%	7.67%	111.97
6-12 Years	8.57%	7.79%	90.9
13-19 Years	10.12%	9.84%	97.23
< 20 Years	25.54%	25.3%	99.06
20-34 Years	15.4%	16.73%	108.64
35-44 Years	14.78%	11.61%	78.55
45-64 Years	29.99%	29.66%	98.9
65-74 Years	8.47%	10.05%	118.65
75+ Years	5.69%	6.6%	115.99
Median Age	42	43	101.81
Median Age (Male)	41	42	102.51
Median Age (Female)	43	44	101.66

Ogden Dobbins Heights Faith Altamahaw Rockingham Northwest Seven Springs Lucama River Bend Apex McDonald Huntersville Castalia Half Moon Roper Cofield Intercultural Institute Aboro Glen Raven Hoffman Randleman Bermuda Run Valley Hill Richfield For Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Carland Cameron Clinton Falcon Rutherfordton Wagram Hudson Seaboard Lowesville Long View

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	92.69%	92.89%	100.22
Black, African-American	4.09%	4.43%	108.17
Native American	0.18%	0.23%	126.36
Asian	0.15%	0.15%	98.28
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	2.88%	2.28%	78.97
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,651	2,670	
Less than 9th Grade	3.85%	3.07%	79.82
No High School Diploma	8.86%	7.3%	82.39
High School Graduate	35.87%	34.08%	95.01
Some College, no degree	22.29%	23.93%	107.35
Associate Degree	8.41%	8.91%	105.97
College Degree	15.73%	17.08%	108.57
Graduate/Prof. degree	4.98%	5.62%	112.83

James City Selma Kenansville Elizabethtown JAARS East Rockingham Monroe Savmills Hays Low Spring Lake Fletcher Wilmington Wingate Stallings Lumber Bridge Intercultural Institute Bayshore Bear Grass Beech Mountain Granite Falls Kings Grant Boy Gontextual Ministry Compright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	4.2%	3.55%	84.45
\$10,000 to \$19,999	9.83%	8.98%	91.3
\$20,000 to \$29,999	11.19%	9.71%	86.82
\$30,000 to \$49,999	27.73%	26.59%	95.9
\$50,000 to \$59,999	7.93%	7.37%	92.88
\$60,000 to \$69,999	7.59%	8.17%	107.62
\$70,000 to \$79,999	6.64%	7.3%	102.83
\$80,000 to \$89,999	5.49%	6.16%	108.55
\$90,000 to \$99,999	3.86%	3.88%	100.53
\$100,000 to \$249,999	8.81%	10.45%	118.55
\$125,000 to \$149,999	1.9%	1.94%	102.32
\$150,000 to \$199,999	3.93%	4.89%	124.34
\$200,000 to \$249,999	0.54%	0.6%	111.14
\$250,000 or more	0.41%	0.33%	82.33
Median Household	48,930	52,544	107.39
Average Household	64,796	72,254	111.51
Per Capita Household	24,607	27,296	110.93
Family/Non-Family Household			
Income			
Median Family Income	57,804	62,660	108.4
Average Family Income	73,662	82,572	112.1
Median Non-Family Income	32,336	34,509	106.72
Average Non-Family Income	33,953	35,738	105.26

kington Fairfield Harbour Micro Star Everetts Piney Green Mills River Raemon Locust Varnamtown Er Lewisville Vann Crossroads Troy Parkton Winton Wilmington Monter Intercultural Institute Harrisburg Jamesville Ossipee Rutherford College Teachey Williamst for Contextual Ministry Copyright 2011, Intercultural Institute for 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	77.22%	77.23%	100.01
Families with Children	35.53	35.5	99.93
Families without Children	41.69	42.13	101.04
Non-Family Households			
% Non-Family Households	22.78%	22.77%	99.97
Non-Families with Children	0.54	0.4	99.97
Non-Families without	22.24	22.37	100.6
Children			
Housing Units			
Total Housing Units	1,621	1,641	101.23%
Vacant percent	9.01%	9.02%	100.13
Owned percent	81.25%	81.29%	100.06
Rented Percent	9.75%	9.69%	99.41
Households by Size			
Avg household size	2.63	2.65	100.76%
Avg family hh size	3.08	3.10	100.65%
Avg non-family hh size	1.11	1.09	98.2%
Households By Count of			
Persons			
One	306	307	100.33%
Тwo	508	510	100.39%
Three or Four	530	540	101.89%
Five+	130	136	104.62%

owell Carolina Beach Avery Creek Red Springs Crossnore Waco Elizabeth City Goldsboro Belhaven sburg Lake Norman of Catawba Cherryville Stantonsburg Kitty Hawk Europhine Contextual Institute bran Concord Woodlawn Red Oak Pembroke Nags Head White Lake Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# **Ethnographic Summary**

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

BORN IN:	0-3	3-7	7-10		BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	0	981	1,239	E	astern Africa	astern Africa 0	astern Africa 0 0
Northern Europe	0	57	77	Mid	Idle Africa	Idle Africa 0	Idle Africa 0 0
Western Europe	0	65	49	Norther	n Africa	n Africa 0	n Africa 0 16
Southern Europe	0	7	83	Southern /	Africa	Africa 0	Africa 0 25
Eastern Europe	0	57	38	Western Af	rica	rica 0	rica 0 6
Other Europe	0	0	0	Other Africa		0	0 10
Eastern Asia	0	1	34	Oceania		0	0 4
So. Central Asia	0	58	155	Caribbean		0	0 24
SE Asia	0	29	99	Central Amer.		0	0 535
Western Asia	0	10	19	South America		0	0 54
Other Asia	0	0	0	North America		0	0 23
				Born at sea		0	0 0



# Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	0	24,063	35,894	Other Indo-Euro	0	26	9
Spanish	0	1,112	1,040	Asian/PI languages	0	0	0
Other Indo-Euro	0	263	601	Chinese	0	0	25
language	0	200	001	Japanese	0	0	14
French (incl. Patois,	0	64	121	Korean	0	0	1
Cajun)	Ũ	01	121	Mon-Khmer,	0	0	7
French Creole	0	0	7	Cambodian	U U	Ū	
Italian	0	25	28	Miao, Hmong	0	0	0
Portuguese	0	14	9	Thai	0	0	0
German	0	67	94	Laotian	0	0	1
Yiddish	0	0	1	Vietnamese	0	13	63
Other West Germanic	0	2	4	Other Asian	0	30	8
A Scandinavian	0	8	13	Tagalog	0	0	43
Language				Other Pacific Is	0	0	0
Greek	0	0	148	Other languages	0	39	29
Russian	0	14	88	Navajo	0	0	0
Polish	0	15	2	Other Native N.	0	0	0
Serbo-Croatian	0	2	6	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	25	13
Persian	0	19	18	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	14	0
Hindi	0	0	2	Other unspecified	0	0	16
Urdu	0	7	51				

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# **Ancestry Summary**

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	0	17,750	27,148	Irish	Irish 0	Irish 0 1,322
Arab	0	43	75	Italian	Italian 0	Italian 0 430
Armenian	0	10	7	Lithuanian	Lithuanian 0	Lithuanian 0 10
Austrian	0	44	27	Norwegian	Norwegian 0	Norwegian 0 76
British	0	66	139	Polish	Polish 0	Polish 0 209
Canadian	0	8	68	Portuguese	Portuguese 0	Portuguese 0 16
Croatian	0	17	3	Romanian	Romanian 0	Romanian 0 11
Czech	0	24	14	Russian	Russian 0	Russian 0 84
Czechoslovak	0	38	20	Scandinavian	Scandinavian 0	Scandinavian 0 10
Danish	0	15	24	Scotch-Irish	Scotch-Irish 0	Scotch-Irish 0 621
Dutch	0	386	423	Scottish	Scottish 0	Scottish 0 324
English	0	2,238	3,510	Slovak	Slovak 0	Slovak 0 37
European	0	180	304	Subsaharan African	Subsaharan African 0	Subsaharan African 0 39
Finnish	0	4	30	Swedish	Swedish 0	Swedish 0 65
French (not Basque)	0	285	432	Swiss	Swiss 0	Swiss 0 26
French Canadian	0	20	43	Ukrainian	Ukrainian 0	Ukrainian 0 36
German	0	3,005	4,696	US/American	US/American 0	US/American 0 4,814
Greek	0	22	149	Welsh	Welsh 0	Welsh 0 47
Hungarian	0	41	32	West Indian	West Indian 0	West Indian 0 2
Iranian	0	13	21	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 0	Other 0 3,112

Ayden wrightspord St. Stephens Layloitown m

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Reanoke Rapids Stony Point Gatesville Oriental Cedar Rock Lincolnton North Wilkesboro Moravian Frankfinton Selma Mesic Weaverville Etowah Wagram Sugar Mountain Intercultural Institute ta Creswell Belhaven Mooresville Graham Harrisburg Norwood Wash for Confectual Ministry Sedalia Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Demographic Indicators

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

#### Issues for Your Consideration

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

oro Midway Lawndale Wake Forest Dundarrach Elroy Bonnetsville Neuse Forest Dunn Stem Graham ecust Tobaccoville King Sedalia Wilkesboro East Laurinburg Mesic Martin Intercultural Institute veretts Holly Springs Burgaw Old Fort Catawba Bath Ahoskie Angier for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Ossipee Candor Concord Lake Norman of Catawba Sims Altamabaw Spring Hope Spring Lake Red Spring

# Using the Demographic Indicators

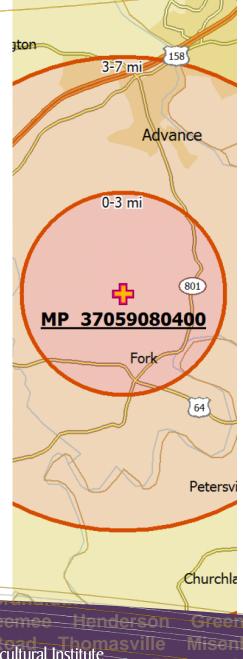
#### Issues for Your Consideration - continued

- 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?

Wilson Bowmere Silver City Bryson City Leggett Maxton Castalia Granite Quarry Severn Elk Park B Leksville Northlakes Columbus Ossipee North Wilkesboro Tryon Simper Intercultural Institute McFarlan Aberdeen Morehead City Chapel Hill Lenoir Manteo Fair Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Conversion Cullowhee Wadesboro Sandyfield Sawmills De29

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.



Onten Belwood Hamilton Hickory Cajah's Mountain Robbinsville Sims Coolectnee Henderson Green Harvin Ellenboro Sunset Beach Kernersville Burlington Youngsville <u>Intercultural Institute</u> Hisering Norwood Stanley Leggett Jamesville Cedar Rock Lake Santeetlah Coopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,475	100%	989	100%
AFFLUENT SUBURBIA	70	4.75%	49	4.95%
America's Wealthiest	0	0%	0	0%
Dream Weavers	26	1.76%	19	1.92%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	44	2.98%	30	3.03%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	144	9.76%	97	9.81%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	141	9.56%	95	9.61%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	3	0.2%	2	0.2%
SM TWN SUCCESS	465	31.53%	301	30.43%
Successful Urban Sprawl	0	0%	2	0.2%
2nd City Homebodies	162	10.98%	0	0%
Prime Middle America	0	0%	106	10.72%
Urban Optimists	303	20.54%	0	0%
Family Convenience	0	0%	193	19.51%
Mid-Market Enterprise	0	0%	0	0%

Lumberton Barker Heights Leggett Lewiston Woodville Angier Holly Ridge Hobgood East Arcadia Error Burnsville Rowland Boiling Springs Salem Bethel Varnamtown Gard Intercultural Institute King Seaboard Catawba Hope Mills Tryon Fuquay-Varina Saluda Coats Pinetops (or Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,475	100%	989	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	1	0.07%	1	0.1%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	1	0.07%	1	0.1%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	551	37.36%	378	38.22%
Steadfast Conservative	551	37.36%	378	38.22%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

ed Springs Orrum Kannapolis Saxapahaw Flat Rock South Weldon Cofield Winston-Salem Wrightsboro Cedar Rock Cullowhee East Arcadia Calabash Hobgood Gorman Intercultural Institute Cer Sandy Creek High Shoals Lake Lure Etowah Gatesville Love Valley 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	1,475	100%	989	100%
REMOTE AMERICA	120	8.14%	71	7.18%
Hardy Rural Fam.	23	1.56%	14	1.42%
Rural Southern Living	97	6.58%	57	5.76%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	124	8.41%	92	9.3%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	124	8.41%	92	9.3%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

ad City North Wilkesboro Rutherford College Jackson Ahoskie Butner Jamestown Carrboro Mount Olive Free Rosman Edenton Bessemer City East Arcadia Indian Trail Boiling Intercultural Institute Free Jefferson Hope Mills Woodland Harrellsville Linden Statesville <sup>C</sup>Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Minis

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,475	100%	989	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Garner Four Oaks Racford Lenoir Ahoskie Leggett Toast Bostic Elk Park Mount Airy White Plains Pilot Mountain Boonville Durham Grifton Lucama Lumberton Northway <u>Broadway</u> Southern Pines Ranlo Marion Fairfield Harbour Westport South Weldon Dobbins Here *Intercultural Institute [or Contextual Ministry*] ©Copyright 2011, Intercultural Institute for Contextual Ministry Second States and States a

# 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?

hlehem Vander Pilot Hountain Roseboro Misenheimer New Bern Greenevers Trinity Cherryville Como pers Corner Highlands Marietta Belwood Glen Raven Spruce Pine Person Southern Pines Wade Sa Chocowinity Wanchese Yanceyville Bath Sims Sugar Mountain House Contextual Ministry Contextual Ministry Beach Bethel Surf City Elrod Grantsboro Faison 35 Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

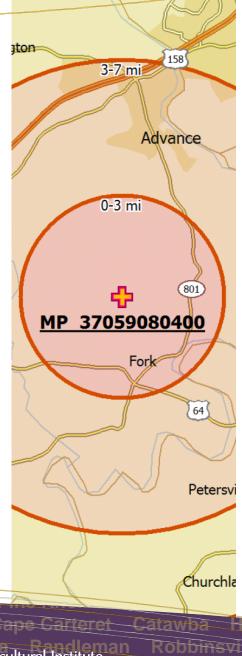
#### **Potential Cultural Bridges**

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).



Cleveland Silver City Peachland Rockwell Edenton Hemby Bridge Cleveland Silver City Peachland Rockwell Edenton Hemby Bridge of Apex Charlotte Sugar Mountain Maysville Lake Norman of Catawba Copyright 2011, Intercultural Institute for Contextual Ministry 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	82%	82%	82%
Use Comp. for Internet/E-mail	66%	65%	66%
Internet Use: E-Mail	53%	54%	55%
Use Comp. for Comp. Games	44%	42%	43%
Use Comp. for Word Processing	43%	44%	44%
Use Comp. for Shopping	39%	39%	40%
Use Comp. for Digital Camera	36%	36%	36%
Photo Editing			
Use Comp. for Banking	35%	35%	36%
Use Comp. for Education	35%	34%	35%
Internet Use: News/ Weather	30%	31%	31%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	29%	30%	30%
Internet Use: Banking	28%	29%	29%
Use Comp. for News/Info./Data	24%	25%	25%
Service			
PC-Network-HH Has One	19%	20%	21%
Use Comp. for Accounting	16%	17%	17%
Use Comp. for Personal Financial	14%	16%	16%
Mngmnt			
Internet Use: Shopping: Gathered	13%	14%	14%
Info. for Shopping			
Use Comp. for Filing/DB Mngmnt	13%	14%	14%
Internet Use: Shopping: Made A	12%	13%	14%
Purchase			
Internet Use: Research/ Education	11%	12%	12%



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	68%	68%	68%
Dining Out (Not Fast Food)	60%	61%	62%
Reading Books	53%	54%	55%
Card Games	44%	44%	43%
Gardening	38%	38%	38%
Go To A Beach/Lake	38%	39%	40%
Board Games	36%	35%	35%
Cooking for Fun	36%	36%	36%
Visit Zoo	21%	21%	22%
Going To	20%	19%	20%
Bars/Nightclubs/Dancing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	69%	69%	69%
Gen./Fam. Practitioner	44%	43%	43%
Dentist	28%	30%	30%
Backache	23%	22%	22%
Eye Dr.	21%	22%	22%
None Of These	20%	20%	20%
Hypertension/High Blood	19%	19%	19%
Pressure			
High Cholesterol	18%	18%	18%
Overweight (30 Pounds Or	16%	15%	15%
More)			
Any Arthritis	16%	16%	16%

tesville Bunn Kelford Butters Drexel Flat Rock Rosman Lucama Vass Saluda Bermuda Run Mantee White Plains Whitsett White Lake Northwest Sanford Havelock West Change Charlotte Stoneville untain Polkton Simpson Mooresville Webster Kure Beach Lattimore Government Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	26.69%	28.12%	29.18%
Live Theater	19.55%	21.88%	22.37%
Live Theater Most Often	16.31%	17.89%	18.25%
Rock/Pop Concerts Most	14.23%	14.48%	15.41%
Often			
Comedy Club	9.37%	9.14%	9.28%
Country Concerts Most	7.64%	6.88%	6.88%
Often			
Movies: Comedy	40.66%	40.18%	40.47%
Movies: Action/Adventure	38.8%	38.11%	38.36%
Movies: Fam.	20.35%	20.22%	20.15%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	19.56%	20.25%	20.52%
Movies: Drama	18.17%	20.05%	20.29%
Movies: Mystery	15.55%	16.55%	16.5%
MLB Baseball Reg. Season	8.47%	8.77%	9.13%
NFL Football Reg. Season	7.32%	7.61%	7.81%
College Football Reg.	6.6%	7.72%	8%
Season			
College Basketball Reg.	4.44%	5.08%	5.33%
Season			
Auto Racing Events	3.62%	3.45%	3.46%
NBA Basketball Reg.	3.61%	3.61%	3.72%
Season			



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Walking for Exercise	41.01%	41.91%	42.05%
Swimming	36.03%	36.32%	36.84%
Bowling	23.25%	22.59%	22.76%
Freshwater Fishing	21.74%	20.52%	20.3%
Billiards/Pool	20.47%	19.33%	19.46%
Camping Trips	18.5%	17.27%	17.39%
Weight Training	16.82%	16.4%	16.66%
Basketball	15.13%	14.7%	14.58%
Golf	14.57%	15.61%	15.82%
Jogging/Running	14.31%	14.21%	14.38%
Using Cardio Machine	14.09%	14.17%	14.51%
Mountain/Road Biking	13.5%	13.68%	13.97%
Hunting	12.53%	11.05%	10.96%
Stationary Cycling	11.38%	12.12%	12.41%

Catawba Ingold Spruce Pine Coats Falkland Roxboro Windsor Mineral Springs Old Fort Boiling Spring tan Falls Wake Forest Kill Devil Hills Waxhaw Eastover Eureka Clemmon Intercultural Institute Kannapolis Mooresboro Fairmont Saratoga Mount Airy Cedar Point For Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

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

BRIDGES	0-3	3-7	7-10	E	BRIDGES
	MILES	MILES	MILES		
Yoga	6.32%	6.36%	6.55%	Racquetbal	I
Archery	5.91%	5.17%	5.11%	Hockey	
Roller Skating	5.36%	4.89%	4.92%	Rock Climbing	
ce Skating	5%	4.93%	4.96%	Snowboarding	
Downhill & X-Country	4.56%	4.38%	4.45%	Auto Racing	
Skiing				Skateboarding	
Snorkeling	4.55%	4.49%	4.59%	Martial Arts	
Fly Fishing	4.45%	4.43%	4.5%	Sailing	
Water Skiing	4.39%	4.23%	4.34%	Rowing	
Jet Skiing	4.29%	4.29%	4.45%	Surfing & Windsu	rfing
Snowmobiling	4.11%	3.59%	3.61%		

S Winfall Marietta East Laurinburg Bakersville Butner Tabor City Icard Patterson Springs White Oak Hurphy Seven Lakes High Point Star Andrews Richfield Hickory Early the Bladenboro Magge Val sville Kings Grant Lilesville Greenville Concord Fearrington Boardman for Contextual Ministry a Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### Potential Cultural Barriers -- Introduction (part 1)

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

#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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

Dundarrach

Sharpsburg

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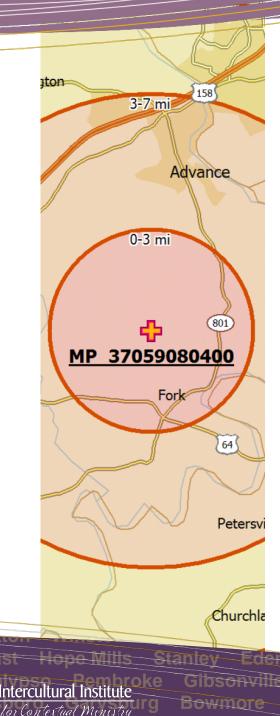
Cricket

China Grove

Fairview

**Favetteville** 

River Road



#### 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.

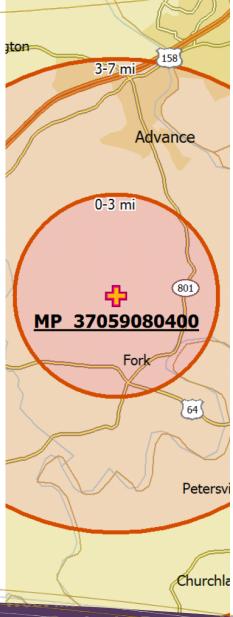
CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Mebane Belville Pikeville Seagrove Black Creek Broadway Henderson Warsaw Sanford Bogue Mu Hamilton Eastover Atkinson Weaverville Aulander Hamlet James City for Contextual Institute Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

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

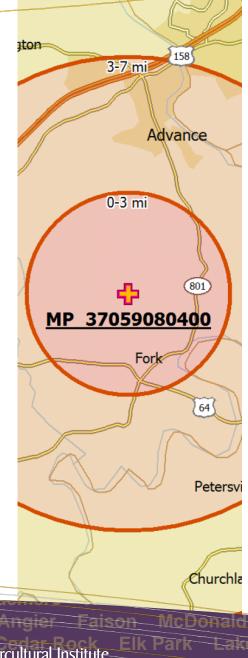
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning	49%	49%	49%	Like to Stand Out In A Crowd	21%	20%	20%
New Things		,.		Marijuana Should Be Legalized		19%	19%
Find It Difficult To Say No To My Kids	41%	41%	40%	Rarely Sit Down to a Meal Together At Home	18%	17%	17%
Woman's Place Is In The Home	36%	35%	35%	I Am A Workaholic	16%	16%	15%
Speak My Mind Even If It Upsets People	35%	34%	34%	Like To Pursue Challenge/Novelty/Change	16%	16%	17%
Like Control Over People And Resources	32%	32%	32%	Only Work Current Job for The Money	13%	13%	13%
Prefer To Have Few Possessions As Possible	32%	34%	35%	We Should Strive for Equality for All	12%	12%	12%
Like To Do Unconventional Things	32%	31%	31%	Happy With My Standard Of Living	10%	11%	11%
If Won Lottery Would Never Work Again	27%	28%	28%	On Whole People Get What They Deserve	9%	9%	9%
Don't Judge People/Way They Live Life	27%	27%	27%	Indulge My Kids With The Little Extras	9%	9%	9%
Money Is Best Measure Of Success	26%	26%	26%	Little I Can Do To Change My Life	8%	8%	8%
Friends More Important Than My Fam.	24%	25%	25%	I Am A Perfectionist	5%	5%	5%
Too Much Sponsorship In Arts/Sports	22%	22%	21%				

Swansboro Trey Dobson Arapahoe Badin Bailey Youngsville Conetoe Wesley Chapel Fairview Belin Fountain Walstonburg Pembroke Castle Hayne White Lake Sedalia Intercultural Institute or Falkland Sandyfield Murraysville Waynesville Beaufort Highlands Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Themes**

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

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



Halifax Weldon Crossnore Coats Davidson Misenheimer Badin Ivanhoe Angier Faison McDonald Ferton Wace Staley Rocky Mount Bessemer City China Grove Jackson Intercultural Institute Oxford Barker Heights Trinity Clemmons Kitty Hawk Winton Winston Vinston Intercultural Institute (or Contextual Ministry) South Contextual Ministry

## **Potential Cultural Themes:**

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

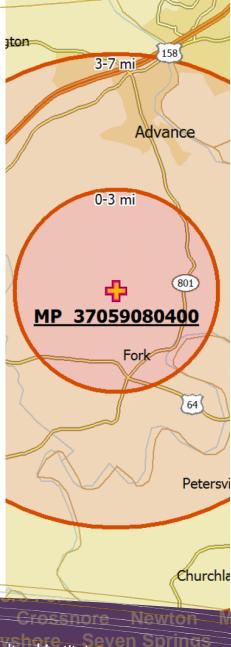
THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMI	ES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	66%	66%	67%	Consid Arts	ler Myself Interested In The	18%	18%	18%
You Should Seize Opportunities In Life	57%	57%	57%	Looking Home	g for New Ideas To Improve	16%	16%	15%
Like To Understand About Nature	37%	38%	38%		mportant Part Of Who I Am len Don't Cry	16% 15%	16% 16%	16% 16%
Prefer Work Part Of Team Than Alone	34%	33%	33%		t To Worry About The	13%	13%	13%
Important Feel Respected By My Peers	32%	32%	32%	Enjoy S Fam.	Spending Time With My	13%	12%	12%
Prefer To Have Few Possessions As Possible	32%	34%	35%	Provide Extras	e My Kids With The Little	11%	10%	9%
Important To Juggle Various Tasks	29%	29%	28%	Like Sp Fam.	pending Most Time With	6%	5%	5%
Good At Fixing Things Have Keen Sense Of Adventure	26% 26%	26% 26%	26% 26%		en Should Be Allowed To ss Themselves	6%	5%	5%
People Have To Take Me As They Find Me	24%	24%	24%	Feel Ve	ery Alone In The World Particular Interest To Me	5% 4%	5% 4%	5% 3%
Like To Just Enjoy Life Worried About Pollution Caused	21% 19%	22% 19%	22% 19%	Would Busine	Like To Set Up Own ess	3%	3%	3%
By Cars								

ouispurg North Wilkespord Mi

Burlington Vanceyville Knodhiss Kinston Stonewall Knightdale Topsar Beach McDonald Lifesville Darbury JAARS Wallburg Rich Square Flat Rock Green Level Staley Intercultural Institute Pikeville Elkin Littleton Welcome Boardman Oak Island Patterson Spron (onfectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Siler City Belmont Webster Dover Forest Hills Swans

#### **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.



Ellerbe Stem Roxobel Morven Kannapolis Kinston Magnolia Hemby Bridge Crossnore Newton Mit and emain Forest City Fayetteville Bolivia Roanoke Rapids Tarboro Mary Bayshore Seven Springs B felwood Candor Red Oak East Flat Rock Sparta Gastonia Conover So Intercultural Institute for Contextual Ministry Franklin Centerville Lincolnton Sherrills Ford Ple Copyright 2011, Intercultural Institute for Contextual Ministry

### **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	88.1%	86.84%	86.62%
Restaurant-Visit Any			
Fam. Restaurants/Steak	85.69%	85.51%	85.65%
Houses-Visit Any			
McDonald's	60.24%	58.91%	58.48%
Burger King	39.06%	37.61%	37.23%
Subway	33.47%	32.29%	32.15%
Applebee's	33.24%	32.53%	32.73%
Wendy's	32.01%	31.42%	31.42%
Taco Bell	31.47%	29.74%	29.54%
Kentucky Fried Chicken (KFC)	29.44%	27.7%	27.4%
Arby's	27.51%	25.08%	25.09%
Pizza Hut	23.77%	22.28%	21.92%
Olive Garden	21.19%	21.88%	22.08%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Dairy Queen	20.27%	19.18%	18.89%
Cracker Barrel	17.64%	17.55%	17.67%
Red Lobster	17.03%	16.86%	16.71%
Chick-Fil-A	15.38%	15.31%	14.97%
Outback Steakhouse	14.23%	15.46%	15.81%
Sonic	14.18%	14.37%	14.24%
IHOP (International House Of	13.51%	13.97%	13.95%
Pancakes)			
Domino's Pizza	13.35%	12.94%	12.77%
Golden Corral	12.84%	11.54%	11.04%
Chili's Grill and Bar	12.82%	13.45%	13.74%
Hardee's	12.1%	11.45%	11.26%
Denny's	12.09%	11.76%	11.59%

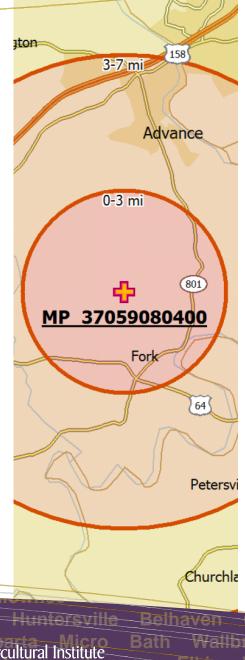
Mountain Home Pollocksville Kelford Vann Crossroads Maiden Pumpkin Center Casvell Beach Spring Clayton Magnolia Youngsville Bayboro Mount Holly Brogden Stone <u>Intercultural Institute</u> a Erwin Pantego Boiling Spring Lakes Pleasant Garden Fairplains Have for Confectual Ministry Buccopyright 2011, Intercultural Institute for Contextual Ministry Buccopyright 2011, Intercultural Institute for Contextual Ministry

#### **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!



Oak City Nashville Biltmore Forest Clyde Raynham Royal Pines Lilesville Huntersville Belhaven & Point Five Points Murraysville Northwest Ivanhoe Shannon Lenoir <u>Intercultural Institute</u> Bath Wallburg Speed Sawmills Chadbourn Carolina Beach Rutherfordton Delway Beach for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Shared Projects**

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	51.3%	49.99%	50.16%
Recycled products	38.14%	37.71%	38.05%
Worked as volunteer (non political)	18.35%	18.23%	18.61%
Engaged in fund raising	11.94%	11.6%	11.76%
Religious club member	7.98%	7.82%	7.87%
Wrote to elected offcl about publ bus	6.67%	6.66%	6.72%

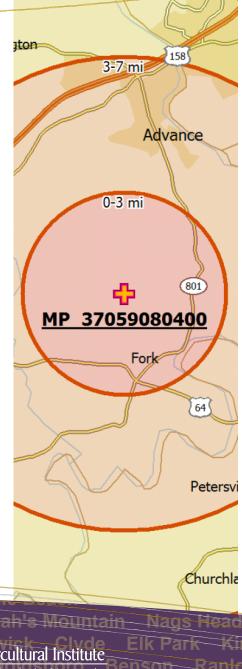
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Union member	6.17%	5.61%	5.66%
Wrote to editor of mag or	6.09%	6.02%	6.07%
newspaper			
Charitable Organization	6.02%	5.93%	5.97%
Took active part in local civic	5.27%	5.16%	5.23%
issue			
Church Board	5.27%	5.02%	4.97%
Fraternal order member	5.2%	4.82%	4.88%

Carthage Clen Raven Skippers Corner Surf City Jamestown Bayshore North Wilkesboro Mountain View Halifax Jacksonville Granite Falls Boone Laurinburg Mills River Contextual Institute nity Carrboro Goldston Butner China Grove Middleburg Rocky Mount Contextual Ministry Ranlo Kin50 Scopyright 2011, Intercultural Institute for Contextual Ministry

#### **Communication Media Content**

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

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



 Ont
 Saxapahaw
 Sandy Greek
 Creedmoor
 Badin
 Greensboro
 Stantonsburg
 Cajah's Mountain
 Nags Head

 Steals
 Catawba
 Lewisville
 Holden Beach
 Forest Hills
 Weldon
 Kinston
 Intercultural Institute

 Moravian Falls
 Seven Springs
 Bent Creek
 Skippers Corner
 Fairfield Hai
 Intercultural Institute

 ©Copyright 2011, Intercultural Institute for Contextual Ministry
 Sea Breeze
 Castle Hayne
 Mountain Home
 Fletcher
 Mo

## **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	16.77%	17.54%	17.9%
Children's Books	13.16%	13.41%	13.61%
Mystery	11.71%	12.44%	12.68%
Cookbooks	10.96%	10.83%	11.07%
Religious (not Bibles)	9.49%	9.18%	9.03%
History	7.06%	7.55%	7.57%
Personal/Business	6.97%	6.96%	7.15%
Self-help			
Romance	6.87%	7.01%	7.11%
Biography	6.24%	6.64%	6.75%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	71.19%	69.35%	69.29%
Gen. Editorial	45.87%	45.94%	45.72%
Womens	41.87%	40.93%	40.68%
Service	37.09%	37.46%	37.61%
Mens	18.46%	18.14%	18.18%
<b>Business/Finance</b>	17.1%	17.85%	17.93%
Sports	14.82%	15.1%	15.22%
Automotive	14.53%	14.23%	14.2%
Fishing/Hunting	14.45%	13.78%	13.63%

Boone Pinetops Sawmills Waco High Shoals Mulberry Liberty Highlands McDonald Hamlet Ivanhoe Creek Shallotte Oriental Franklinton Minnesott Beach Fair Bluff North Southport Hot Springs C Five Points Hildebran Watha Ocean Isle Beach Mineral Springs Wagr for Confectual Ministry g Rock Wanch Copyright 2011, Intercultural Institute for Contextual Ministry Mills River Robbinsville Autryville Plain View Calyps 52

### 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	57.67%	57.42%	58.03%
Classified	35.43%	33.87%	34.02%
Sport	34.5%	34.02%	34.1%
Editorial Page	33.05%	32.62%	32.98%
Business/Finance	30.25%	30.73%	31.03%
Comics	29.08%	28.57%	28.86%
Movie Listings & Reviews	26.7%	26%	26.15%
Food/Cooking	26.18%	26.28%	26.72%
TV/Radio Listings	25.74%	25.18%	25.25%
Home/Gardening	24.07%	23.3%	23.51%
Travel	20.73%	20.69%	20.91%
Science/Technology	18.73%	18.24%	18.59%
Fashion	14.14%	14.42%	14.53%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	26.25%	25.09%	25.1%
Adult Contemporary	18.94%	19.09%	19.37%
CHR Contemp Hit Radio	17.52%	17.39%	17.61%
Rock	14.75%	13.44%	13.53%
News/Talk	12.81%	12.68%	13.19%
Oldies	11.79%	11.61%	11.76%
Urban Contemporary	11.34%	10.72%	9.69%
Classic Rock	10.66%	10.61%	11.03%
Alternative	9.71%	9.94%	10.31%
Variety	7.27%	7.32%	7.47%
Soft Contemporary	7.04%	6.92%	7.08%
Religious	6.78%	6.81%	6.75%
All News	4.95%	5.56%	5.6%
Classic Hits	4.93%	4.61%	4.68%
Jazz	4.8%	4.42%	4.1%
Sports	3.85%	4.07%	4.3%
All Talk	3.84%	4.66%	4.39%
Classical	3.3%	3.39%	3.58%

Wade Robbinsville Hendersonville White Lake Jackson Mayodan East Spencer Colerain Connelly Spectra Kingstown Seagrove Icard Calypso Nashville Badin Pembroke Store Intercultural Institute Ronda High Shoals Aberdeen Locust Clinton Calabash Beulaville Don Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Part Halifax Bryson City Jamesville Eairview Midland River

### **Potential Multimedia Content:**

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

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	66.14%	66%	65.9%
Satellite Dish	56.38%	57.33%	58.17%
Soapnet	50.64%	51.59%	52.09%
Other Video-On-Demand	42.01%	42.86%	42.33%
Sci-Fi Channel	38.65%	37.52%	37.38%
Adult Pay Per View TV	35.81%	36.99%	36.65%
MSNBC	35.25%	34.44%	34.43%
Nickelodeon	31.64%	30.26%	30.17%
Adult Swim	30.18%	29.51%	29.99%
Subscribe Digital Cable	29.89%	30.02%	30.16%
Comedy Central	29.22%	32.23%	33.19%
TV Info From Sunday TV	29.07%	30.61%	30.87%
Magazine			

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Nick At Nite	27.44%	25.94%	25.82%
TV Info From Newspapers	27.43%	27.38%	27.51%
Hallmark Channel	26%	26.97%	27.21%
USA Network	24.94%	25.91%	26.22%
TCM (Turner Classic	24.76%	25.77%	26.19%
Movies)			
TV Info From Monthly Cable	24.3%	24.79%	25.1%
Guide			
The Golf Channel	24.09%	24.64%	24.72%
BET (Black Entertainment	23.99%	24.52%	24.76%
TV)			
ABC Fam.	23.12%	24.31%	24.87%
Lifetime	22.59%	21.96%	21.54%
ESPN2	21.73%	22.97%	23.45%
Video-On-Demand Movies	21.49%	22.12%	22.48%

am Maxton Elkin Stanfield Red Springs Bent Creek Badin Morganton Montreat Ingold Marvin Prospect Arapahoe Forest Hills Lake Norman of Catawba Jefferson Matthews St. Schers Belhaven Ayden Griffer stport Rutherfordton Kinston Lake Park Bowmore St. Pauls Burnsville for Confectual Ministry CieCopyright 2011, Intercultural Institute for Contextual Ministry Balisbury Hold Park Bowmore Lawisville Pine Knoll Shores Castonia Barker Ten Mile

#### **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.

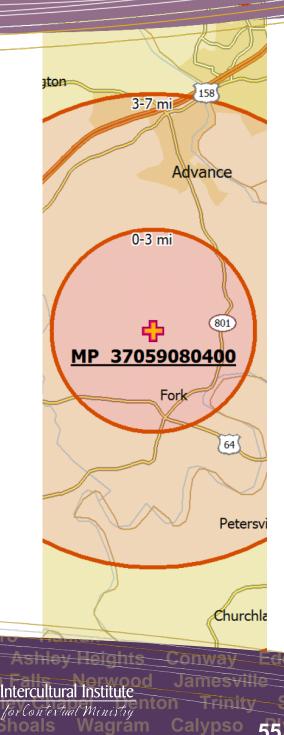
Fairview

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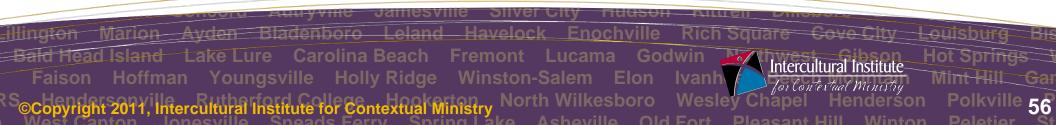


## Potential Print Media Usage:

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+)	19.9%	20.26%	20.69%
Medium Users (4-6)	11%	11.12%	11.18%
Light Users (1-3)	21.17%	20.98%	21.04%
Quintiles (20%)			
Newspaper I (Heavy)	1.47%	1.23%	1.22%
Newspaper II	1.72%	1.56%	1.57%
Newspaper III	2.14%	2.13%	2.15%
Newspaper IV	0.86%	0.69%	0.66%
Newspaper V (Light)	1.12%	1.09%	1.07%

<b>MILES</b>	MILES	MILES
		WILES
9.87%	19.53%	19.3%
9.2%	8.94%	8.79%
9.61%	9.46%	9.49%
1.68%	11.38%	11.03%
).49%	0.41%	0.39%
6.2%	6.29%	6.19%
2.27%	2.34%	2.2%
8.26%	3.13%	3.02%
5.66%	15.84%	15.99%
26.08%	26.2%	26.18%
5.48%	14.98%	14.96%
5.34%	5.65%	5.76%
.43%	4.46%	4.39%
21.95%	21.52%	21.41%
2.83%	2.8%	2.86%
	.2% .61% 1.68% .49% .2% .27% .26% 5.66% 6.08% 5.48% .34% .43% 1.95%	.2%8.94%.61%9.46%1.68%11.38%.49%0.41%.2%6.29%.27%2.34%.26%3.13%5.66%15.84%6.08%26.2%5.48%14.98%.34%5.65%.43%4.46%1.95%21.52%



## 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.

	3-7	7-10
MILES MILES MILES MILES	MILES	MILE
Radio Drive Time Quntiles TV Prime Time Quntiles (fifths /		
(fifths / 20%) 20%)		
Drive Time I & II (Heavy)         3.35%         3.13%         3.11%         Prime Time I & II (Heavy)         3.73%	3.62%	3.65%
Drive Time III (Medium)         0.85%         0.76%         0.67%         Prime Time III (Medium)         2.08%	2.03%	2.07%
Radio IV & V (Light)         2.31%         2.12%         2.04%         Prime Time IV & V (Light)         8.16%	8.23%	8.2%
Radio Media Quntiles (fifths / TV Early/Late Fringe Quntiles		
20%) (fifths / 20%)		
Radio I & II (Heavy)         8.89%         8.92%         8.73%         Fringe I & II (Heavy)         39.81%	40.91%	41.14
Radio III (Medium)         5.52%         5.35%         5.31%         Fringe III (Medium)         53.69%	53.41%	53.64
Radio IV & V (Light)         3.28%         3.14%         2.99%         Fringe IV (Light)         57.36%	56.42%	56.29
Cable TV Quntiles (fifths / TV All Day Quntiles (fifths /		
20%) 20%)		
Cable I & II (Heavy)         13.1%         13.23%         13.6%         All Day I & II (Heavy)         12.07%	12.48%	12.47
Cable III (Medium)         3.93%         4.05%         3.99%         All Day III (Medium)         23.81%	23.97%	23.95
Cable IV & V (Light)         31.7%         32.46%         32.04%         All Day IV (Light)         12.04%	12.24%	12.24



# 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]	12.61%	12.24%	12.35%
6:00am - 10:00am	13.65%	15.1%	15.73%
10:00am - 3:00pm	4.91%	5.75%	5.65%
3:00pm - 7:00pm	13.41%	13.78%	13.76%
7:00pm - Midnight	11.53%	12.73%	13.12%
Midnight - 6:00am	4.48%	5.04%	4.96%
Weekend Radio			
Listeners			
Dayparts [summary]	15.73%	14.96%	15.05%
6:00am - 10:00am	3.59%	3.87%	4.02%
10:00am-3:00pm	4.28%	4.95%	5.11%
3:00pm - 7:00pm	6.95%	6.83%	6.9%
7:00pm - Midnight	9.45%	9.57%	9.47%
Midnight - 6:00am	9.53%	10.48%	10.65%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	8.98%	8.8%	9%
Saturday: 8:00-11:00pm	8.02%	7.88%	8.03%
Sunday: 7:00-11:00pm	10.55%	10.76%	10.82%
9:00am-1:00pm	27.44%	25.94%	25.82%
9:00am-4:00pm	31.43%	29.56%	29.47%
4:00pm-7:00pm	29.63%	29.96%	29.73%
11:00pm-1:00am	43.11%	42.13%	41.84%
AVG Prime time Mon-Sun	2.51%	2.58%	2.5%

Beimont Roxporo white Plains

Biltmore Forest Sparta Autander East Arcadia Fairview Ellerbe Faikland Sanford Randleman Snea Casar Godwin Hillsborough Wallburg Tobaccoville Red Oak Pilot Mount Claveland Landis Royal Pi Bayshore Lake Junaluska Kelly Half Moon Plymouth Belwood Red Cropping Contextual Ministry Scopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Scopyright 2011, Intercultural Institute for Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	<b>TV VIEWERS</b>	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	15.84%	16.62%	17.08%	Sat: 7-10am	Sat: 7-10am 18.55%	Sat: 7-10am 18.55% 19.71%
7-9am	21.73%	22.97%	23.45%	Sat: 10am-1pm	Sat: 10am-1pm 8.02%	Sat: 10am-1pm 8.02% 8.01%
9am-12noon	24.04%	22.06%	21.9%	Sat: 1-4pm	Sat: 1-4pm 25.67%	Sat: 1-4pm 25.67% 26.05%
12noon-4pm	7.39%	7.51%	7.57%	Sat: 4-6pm	Sat: 4-6pm 6.87%	Sat: 4-6pm 6.87% 6.74%
4-6pm	48.37%	49.6%	50.15%	Sat: 6-7pm	Sat: 6-7pm 2.36%	Sat: 6-7pm 2.36% 2.14%
6-7pm	20.97%	19.92%	19.72%	Sat: 7-8pm	Sat: 7-8pm 0.75%	Sat: 7-8pm 0.75% 0.76%
7-7:30pm	1.28%	1.25%	1.27%	Sat: 8-11pm	Sat: 8-11pm 8.02%	Sat: 8-11pm 8.02% 7.88%
7:30-8pm	11.59%	10.59%	10.42%	Sat: 11pm-1am	Sat: 11pm-1am 4.68%	Sat: 11pm-1am 4.68% 4.9%
8-11pm	8.98%	8.8%	9%	Sat: 1am-7pm	Sat: 1am-7pm 24.94%	Sat: 1am-7pm 24.94% 25.91%
11pm-12am	35.25%	34.44%	34.43%	Sun: 7-10am	Sun: 7-10am 2.15%	Sun: 7-10am 2.15% 2.04%
11pm-1am	43.11%	42.13%	41.84%	Sun: 10am-1pm	Sun: 10am-1pm 8%	Sun: 10am-1pm 8% 7.61%
1-6am	30.12%	31.94%	31.89%	Sun: 1-4pm	Sun: 1-4pm 6.49%	Sun: 1-4pm 6.49% 6.99%
				Sun: 4-7pm	Sun: 4-7pm 15.34%	Sun: 4-7pm 15.34% 14.67%
				Sun: 7-11pm	Sun: 7-11pm 10.55%	Sun: 7-11pm 10.55% 10.76%
				Sun: 11pm-1am	Sun: 11pm-1am 5.54%	Sun: 11pm-1am 5.54% 5.14%
				Sun: 1-7am	Sun: 1-7am 23.67%	Sun: 1-7am 23.67% 22.96%

Bakersville Ranlo Lowesville Spindale Roxobel Emerald Isle High Shoals West Canton Randleman Brunswick Lincolnton Plain View Spencer Mountain Moravian Falls Wilper Intercultural Institute Black Mountain Kenly Pilot Mountain Harrellsville Greenevers Bolton for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Boardman Cajah's Mountain Southern Shores Piney C59

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



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

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

#### Issues for Your Consideration

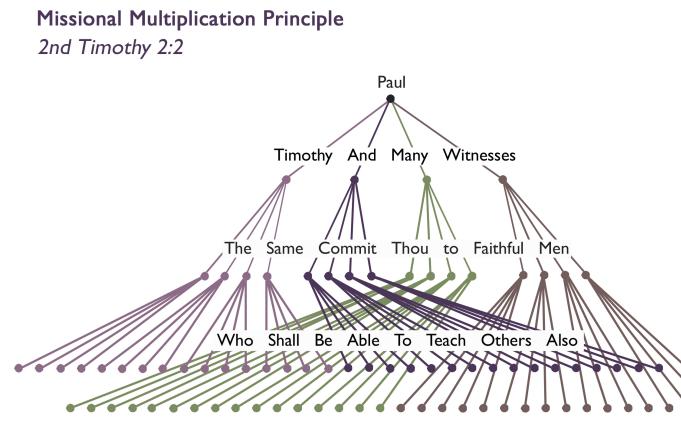
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Chocowinity Columbus Lake Santeetlah Askewville Catawba Trenton Wentworth Bayshore Bladens Thomasville Saluda Weldon Autryville Robbins Lucama River Road ugar Mountain Summerfield Norlina Webster Bethel East Rockingham <sup>f</sup> Copyright 2011, Intercultural Institute for Contextual Ministry <sup>f</sup> Copyright 2011, Intercultural Institute for Contextual Ministry

## **Biblical Missional Multiplication**

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

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



Aunn China Grove Sedalla Mulberry Elizabeth City Swansboro Henderson Robersonville Holly Ridge Wa tount Pleasant Boardman Tar Heel Creedmoor Northwest Autryville Fourier Intercultural Institute Bogue Seaboard Lenoir Yadkinville Williamston Bostic Duck Van Intercultural Institute Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

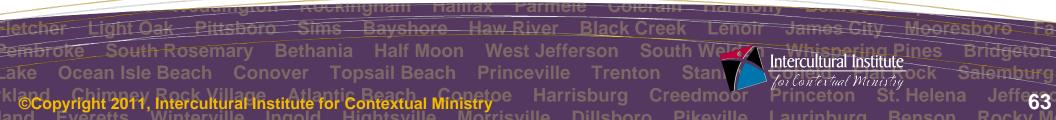
## **Establishing Redemptive Relationships**

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.



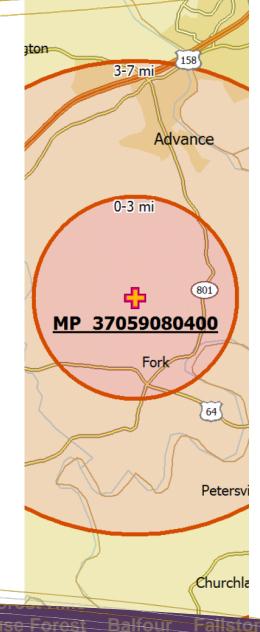


#### Your MissionSite and the Missional Suite

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
- 4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.
- 5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.
- 6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.



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

			DISTANCE		
	CHURCH	ADDRESS		WRSHP AVG	
1	Advance First Baptist	1938 NC Highway 801 S Advance, NC 27006	2.39 mi	74	Growing
2	Turrentine - Mocksville	613 Turrentine Church Rd Mocksville, NC 27028	4.34 mi	104	Declining
3	Hillsdale - Advance	4815 US Highway 158 Advance, NC 27006	5.71 mi	181	Plateauing
4	Mocksville First - Mocksville	390 N Main St Mocksville, NC 27028	5.79 mi	277	Plateauing
5	Rock Hill - Advance	5149 US Highway 158 Advance, NC 27006	6.30 mi	11	Insufficient Data
6	Eagle Heights - Mocksville	852 Hwy 64 W Mocksville, NC 27028	6.63 mi	0	Insufficient Data
7	Fork - Mocksville	3140 US Highway 64 E Mocksville, NC 27028	6.63 mi	222	Growing
8	Bread of Life - Mocksville	4557 NC Highway 801 N Mocksville, NC 27028	6.63 mi	54	Plateauing
9	Green Meadows - Mocksville	1646 NC Highway 801 N Mocksville, NC 27028	6.63 mi	258	Declining
10	Refuge Community Church	Highway 801 Mocksville, NC 27028	6.63 mi	0	Insufficient Data
11	Edgewood - Coole	7483 US Hwy 801 South Mocksville, NC 27028	6.63 mi	118	Declining
12	Jerusalem - Mocksville	3203 US Highway 601 S Mocksville, NC 27028	6.63 mi	115	Declining
13	Blaise - Mocksville	134 Blaise Church Rd Mocksville, NC 27028	7.68 mi	325	Declining
14	Clemmons First - Clemmons	3530 Clemmons Rd Clemmons, NC 27012	7.99 mi	269	Plateauing
15	Farmington - Mocksville	1835 Farmington Rd Mocksville, NC 27028	8.20 mi	113	Plateauing

Il Devil Hills Clemmons Sea Breeze Burlington Half Moon Carrboro East Spencer Atkinson Minnesott Be turg Four Oaks Love Valley Benson Atlantic Beach Charlotte Aberder Minnesott Intercultural Institute Bostic Dundarrach Vass Carolina Shores Elizabethtown Mars Hill Emerge Confertual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Bethlehem Long View Prince Prince

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

			DIOTANOE		
	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Greater Mount Moriah Msnry	2076 US Highway 601 S Mocksville, NC 27028	8.26 mi	0	Insufficient Data
17	Churchland - Lexington	7516 S NC Highway 150 Lexington, NC 27295	8.48 mi	225	Declining
18	Reeds - Lexington	180 Reeds Baptist Church Rd Lexington, NC 27295	8.49 mi	41	Plateauing
19	Cooleemee First - Cooleemee	204 Marginal St Cooleemee, NC 27014	8.61 mi	57	Plateauing
20	Community - Cooleemee	612 Gladstone Rd Cooleemee, NC 27014	8.91 mi	0	Insufficient Data
21	Eatons - Mocksville	430 Eatons Church Rd Mocksville, NC 27028	9.01 mi	85	Growing
22	Union Hill - Clemmons	8494 Lasater Rd Clemmons, NC 27012	9.09 mi	65	Plateauing
23	Life Quest - Clemmons	1150 S Peace Haven Rd Clemmons, NC 27012	9.70 mi	55	Insufficient Data
24	Center Grove - Clemmons	8200 Center Grove Church Rd Clemmons, NC 27012	9.77 mi	583	Plateauing
25	ljames - Mocksville	1038 Ijames Church Rd Mocksville, NC 27028	10.49 mi	95	Growing
26	Friends - Clemmons	1840 Lewisville Clemmons Rd Clemmons, NC 27012	10.99 mi	63	Declining
27	Welcome First - Welcome	404 Welcome Arcadia Rd Welcome, NC 27374	11.05 mi	342	Plateauing
28	Smith Grove - Linwood	3462 Sowers Rd Linwood, NC 27299	11.32 mi	108	Growing
29	The River Church	12394 N NC Hwy 150 Welcome, NC 27374	11.34 mi	136	Insufficient Data
30	North Lexington - Lexington	•	11.68 mi	169	Plateauing

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

	CHURCH	ADDRESS	DISTANC E	WRSHP AVG	IICM CGR
31	Cambodian Mission - Lexington	201 Mize Rd Lexington, NC 27295	11.68 mi	0	Insufficient Data
32	Oakhurst - Lexington	219 Jackson Ave Lexington, NC 27295	11.87 mi	17	Plateauing
33	Calahaln Friendship - Mocksville	470 Calahaln Rd Mocksville, NC 27028	12.07 mi	32	Plateauing
34	Bear Creek - Mocksville	492 Bear Creek Church Rd Mocksville, NC 27028	12.26 mi	96	Plateauing
35	Needmore - Woodleaf	1600 Mount Vernon Rd Woodleaf, NC 27054	12.27 mi	36	Growing
36	Woodleaf - Woodleaf	7790 Woodleaf Rd Woodleaf, NC 27054	12.35 mi	185	Growing
37	Winston-Salem Baptist Church Inc - Lewisv	1020 Cedar Holw Lewisville, NC 27023	12.43 mi	40	Insufficient Data
38	Calvary - Mocksville	2273 Davie Academy Rd Mocksville, NC 27028	12.58 mi	50	Growing
39	Huntsville - Yadkinville	4901 Courtney Huntsville Rd Yadkinville, NC 27055	12.58 mi	35	Insufficient Data
40	Mision Bautista Hispana - Lexington	1306 S Main St Lexington, NC 27292	12.65 mi	57	Insufficient Data
41	Coggins Memorial - Lexington	1306 S Main St Lexington, NC 27292	12.65 mi	200	Plateauing
42	Resurrection Biker Church	401 Magnolia Branch Dr Apt 7 Winston Salem, NC 27104	12.65 mi	0	Insufficient Data
43	Lakeview - Linwood	341 Lakeview Church Rd Linwood, NC 27299	12.68 mi	47	Growing
44	Lexington First - Lexington	201 W 3rd Ave Lexington, NC 27292	12.70 mi	500	Insufficient Data
45	High Rock Community	119 West 3rd Ave Lexington, NC 27292	12.76 mi	0	Insufficient Data

Millers Creek Everetts McLeansville Black Creek Lawndale Lattimore Stony Point Aberdeen Rosman Stem Harkers Island Wilmington Hertford Atkinson Seven Springs Intercultural Institute Son Sanford Eastover Rockingham Marietta Dobbins Heights McDonald Intercultural Institute Lexington V Joi Contextual Ministry Lexington P68 Copyright 2011, Intercultural Institute for Contextual Ministry



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