MissionSite top unreached locations

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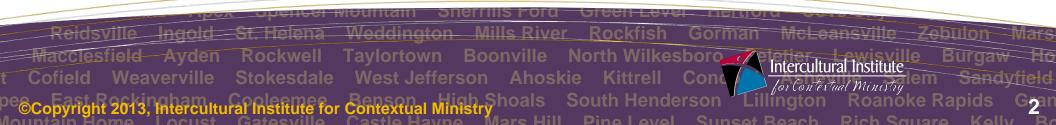
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Enton Grove Fallston Andrews Manteo Kings Grant Stoneville As MURFREESBORO, NC

CENSUS TRACT: 37091950100 REGION: Region 1: Northeast Coast COUNTY: Hertford DESITY PATTERN: 13 Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

MissionSite (TM) Table of Contents

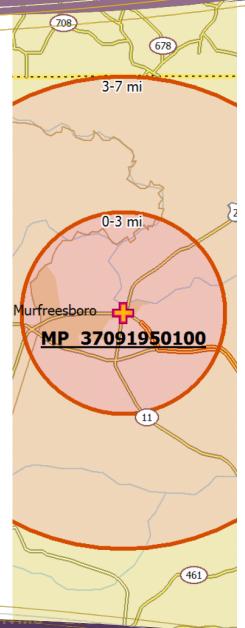
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Site Location Summary

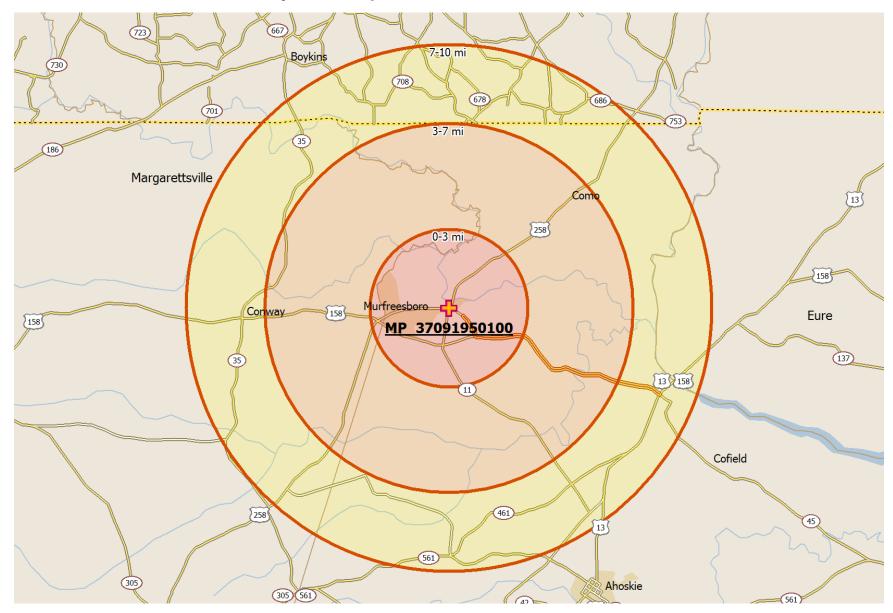
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	3701	Region 1: Northeast Coast
3	County Location	37091	Hertford
4	Zipcode	27855	Hertford
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.13	Small towns adjacent to a small town
8	Sitescape Density Pattern	13	10000-10000-10000





Site Location Summary - Map of the Site Location



Balfour Havelock Four Oaks Rockwell Stony Point Murphy Rennert Tarboro New London Ashebore Lewisville Reidsville Forest City Neuse Forest Garland Haw River Elling Intercultural Institute Everetts Boiling Spring Lakes East Flat Rock Randleman Raynham Bel Contextual Ministry a Grange Holly Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	COD E	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	11	Noncore not adjacent to a metro/micro area and contains a town of 2,500 or more residents
3	Rural / Urban Continuum	7	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
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	49	Small town core commuting: No additional code
7	ERS RUCA Commuting Value	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small urban cluster)
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

odland Trent Woods Sherrills Ford Calypso Jacksonville Davidson Pine Level Cove City Stokesdale Ma Nags Head Stony Point Simpson Four Oaks Blowing Rock Lincolnton Intercultural Institute Stoneville Woodlawn Cajah's Mountain Albemarle Franklinville Grand Intercultural Ministry Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	4,979	3,342	7,242
2010 Households	2,015	1,311	2,780
2010 Group Quarters Population	169	129	437

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	16	5	11
Language Diversity National Index	9	10	7
Foreign Born Diversity National Index	18	15	26
Ancestry Diversity National Index	6	5	4
Racial Diversity National Index	62	61	65

ton Harrisburg Falcon Randleman Pine Knoll Shores New London Newland Garner Mount Gilead Eller Danbury Forest Hills Ivanhoe Catawba Elkin Bethel Durham States Intercultural Institute K Hill Varnamtown Neuse Forest Altamahaw Princeton Lasker Saratog for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	1	True
Low-education County	1	True
Low-employment County	1	True
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	0	False
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	1	True

moor Fallston Durham Lake Waccamaw Troutman King Raleigh Brookford Apex Oxford Clyde Bor Setingsville Marshville Love Valley Castle Hayne Whispering Pines Bolton Intercultural Institute the Norman of Catawba Kirkland Elm City White Lake Whitsett Lumber Brive For Confextual Ministry Confextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	0	0%
Mainstay Communities	Established, Diverse Households	3	0.15%
Working Communities	Blue-collar, Working Families	0	0%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,121	55.63%
Urban Communities	High Density, Inner-city Neighborhoods	891	44.22%

dway Jackson Danbury Pumpkin Center Hickory Fletcher Barker Ten Mile Maxton Neuse Forest Beech The Oriental Prospect Waco Summerfield Ossipee Greenevers Mocks II <u>Intercultural Institute</u> on Alpine Fremont Garner Kings Mountain Lincolnton Kelford Peachlan (Confectual Ministry Confectual Ministry Laurel Park White Plains Sherrills Ford Clyde Cree 8

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.

Statesville Valdese Jonesville Bath Bethlehem Seaboard Murfreesboro Ahoskie Morganton Conse Seven Lakes Walkertown Magnolia Hays Ashley Heights Vandemere Ministry Intercultural Institute Apex Weddington Bald Head Island Knightdale Bessemer City Boardman Autroville South Weldon 98 Stocopyright 2013, Intercultural Institute for Contextual Ministry Burge Elizabeth City Aurora Autroville South Weldon 98 ake Park

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?

rospect Burnsville Marietta St. James Barker Heights Laurinburg Cherryville Milton Castalia Smithfield Hountain Conetoe Murfreesboro Shelby Northlakes Minnesott Beach Intercultural Institute Polkville Gamewell Long View Graham East Laurinburg Star Prince Intercultural Institute Confectual Ministry Confectual Ministry Compyright 2013, Intercultural Institute for Contextual Ministry Barker Heights Laurinburg Star Beach Confectual Ministry Compyright 2013, Intercultural Institute for Contextual Ministry Confectual 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	6,250	1,441	23.05%
Unreached %	70.82%	71.5%	100.97
Religious But NOT Evangelical HH	2,547	590	23.17%
Religious But NOT Evangelical %	28.86%	29.28%	101.47
Spiritual But NOT Relig or Evang HH	323	83	25.67%
Spiritual But NOT Relig or Evang %	3.66%	4.12%	112.44
Not Evangelical, Not Interested HH	3,596	806	22.43%
Not Evangelical, Not Interested %	40.75%	40.02%	98.22



Sherrills Ford Delway Mount Pleasant Wallburg Fearrington Smithfield Carolina Shores Rolesville S Hinterville Elk Park Trent Woods South Weldon Glen Alpine Walston Intercultural Institute Franklinville Peachland Beech Mountain Gamewell Yanceyville Mountain for Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCNC Churches	16	2	12.5%
Active BCNC Attenders	1,227	271	22.09%
Active Evangelical Households	1,696	378	22.3%
Active Evangelical Percent	19.21%	18.76%	97.65
Inactive Evangelical Households	880	196	22.3%
Inactive Evangelical Percent	9.97%	9.74%	97.65
# 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	Murfreesboro	1.22 mi	138	Plateauing	16	Saint Johns	11.10 mi	58	Declining
2	Meherrin	1.24 mi	133	Declining	17	Union	11.10 mi	87	Growing
3	Ashley's Grove	5.56 mi	61	Plateauing	18	Mount Tabor	11.10 mi	53	Declining
4	Buckhorn	6.37 mi	71	Growing	19	Brantleys Grove	11.38 mi	35	Declining
5	Roberts Chapel	6.43 mi	40	Declining	20	Creeksville	12.27 mi	67	Plateauing
6	Severn	7.16 mi	46	Declining	21	Creech Memorial	12.69 mi	43	Plateauing
7	Conway	7.65 mi	133	Plateauing	22	Margarettsville	12.79 mi	20	Declining
8	Winton	9.59 mi	86	Plateauing	23	Eure - Eure	13.02 mi	67	Declining
9	Woodland	10.34 mi	47	Declining	24	Cool Spring - Eure	13.09 mi	61	Declining
10	Potecasi	10.35 mi	51	Declining	25	Lasker	13.43 mi	25	Plateauing
11	Menola	10.35 mi	19	Declining	26	Aulander	14.73 mi	59	Plateauing
12	Bethlehem	11.10 mi	3	Declining	27	Holly Springs	15.34 mi	40	Growing
13	Center Grove	11.10 mi	110	Growing	28	Hortons	16.14 mi	10	Plateauing
14	Earlys	11.10 mi	52	Declining	29	Pleasant Grove	16.14 mi	25	Declining
15	Ahoskie First - Ahoskie	11.10 mi	225	Plateauing	30	Oak Grove	16.14 mi	63	Declining

n Maysville Waco Kittrell Bolivia Long View Columbus Ellenboro Holly Ridge Jefferson Ellerbe Coo orth Wilkesboro McAdenville Tabor City Rennert East Rockingham Mulbert Intercultural Institute Elk Park Gibson Greensboro Keener Balfour Granite Falls Royal Pine for Contextual Ministry Copyright 2013, 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

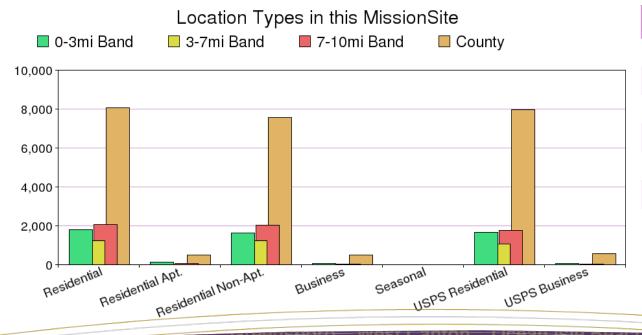
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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.

East Bend Laurel Park Ogden Coats Oakboro St. James Lewiston Woodville Harkers Island Black Creek Farmville Cape Carteret Troutman Winton Fairfield Harbour Midway (Intercultural Institute Fountain Beaufort Kill Devil Hills Valley Hill Elizabeth City Badin Ray (Intercultural Institute Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Report Response Clayton Dillsboro Fearrington Pembert

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	22,521	5,729	25.44%
2000 Population	22,601	5,161	22.84%
2010 Population	23,285	4,979	21.38%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	8,148	1,921	23.58%
2000 Households	8,953	2,055	22.95%
2010 Households	8,825	2,015	22.83%

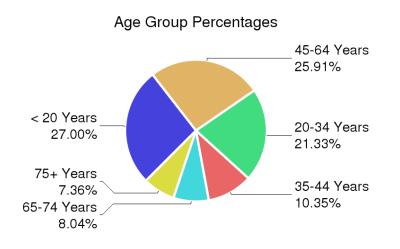


Location Type	0-3mi Band
Residential	1,784
Residential Apt.	150
Residential Non-Apt.	1,634
Business	76
Seasonal	0
USPS Residential	1,679
USPS Business	71

Elizabeth City Burlington Lake Santeetlah Pembroke Benson Wendell Glen Raven Ronda Bolling Spring Hiesic Aberdeen Prospect Etowah Jamesville Como Siler City Asker Intercultural Institute enevers Highlands Rutherford College Dallas Bald Head Island Kirkland (), Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

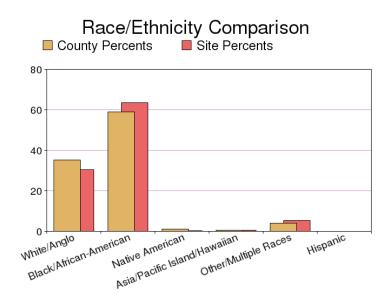


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.12%	5.94%	116.02
4-5 Years	2.48%	2.43%	97.98
6-8 Years	3.68%	3.92%	106.52
9-11 Years	3.39%	3.51%	103.54
12-13 Years	2.15%	2.37%	110.23
14-17 Years	5.27%	5.54%	105.12
18-19 Years	2.89%	3.29%	113.84
0-5 Years	7.6%	8.38%	110.26
6-12 Years	8.14%	8.68%	106.63
13-19 Years	9.24%	9.96%	107.79
< 20 Years	24.98%	27.02%	108.17
20-34 Years	20.31%	21.35%	105.12
35-44 Years	10.83%	10.36%	95.66
45-64 Years	27.45%	25.93%	94.46
65-74 Years	8.83%	8.05%	91.17
75+ Years	7.59%	7.37%	97.1
Median Age	40	38	95.93
Median Age (Male)	36	36	101.32
Median Age (Female)	43	42	97

n Archdale South Rosemary Parmele Waynesville Garysburg Harrisburg Flat Rock Havelock Fallston Heldon Pikeville Alamance Millers Creek Bolton Bethel Knightdale Intercultural Institute Patterson Sprit Bayboro Gaston Wanchese Black Mountain Casar Chapel Hill Dur for Confectual Ministry Confectual Ministry Stony Point 16

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	35.29%	30.33%	85.93
Black, African-American	58.98%	63.45%	107.57
Native American	1.18%	0.36%	30.72
Asian	0.52%	0.36%	69
Pacific Island, Hawaiian	0.02%	0.14%	654.73
Other/Multiple Races	4%	5.38%	134.48
Hispanic	0%	3.41%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	15,591	3,237	
Less than 9th Grade	9.51%	7.94%	119.72
No High School Diploma	14.24%	11.37%	125.25
High School Graduate	33.52%	32.99%	101.59
Some College, no degree	18.77%	20.61%	91.11
Associate Degree	8.23%	7.54%	109.17
High School Graduate Some College, no degree	33.52% 18.77%	32.99% 20.61%	101.59 91.11

10.89%

4.84%

98.2

57.21

11.09%

8.46%

South Weldon Weddington Momeyer Fallston Elizabeth City Burgaw Fuquay-Varina Glen Alpine Glen Ra it more Forest Vandemere Orrum Vass Walkertown Vander Ellenboro Intercultural Institute Mount Airy Mountain Home Badin Keener Millers Creek Severn Hills Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

College Degree

Graduate/Prof. degree

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	16.85%	17.52%	106.18
\$10,000 to \$19,999	19%	16.63%	87.49
\$20,000 to \$29,999	15.98%	14.54%	91.01
\$30,000 to \$49,999	16.34%	15.68%	95.98
\$50,000 to \$59,999	8.79%	9.13%	103.85
\$60,000 to \$69,999	4.76%	4.42%	92.81
\$70,000 to \$79,999	4.96%	6.35%	127.99
\$80,000 to \$89,999	4.16%	5.96%	143.2
\$90,000 to \$99,999	2.45%	2.83%	115.57
\$100,000 to \$124,999	4.88%	5.21%	106.7
\$125,000 to \$149,999	0.77%	0.74%	96.61
\$150,000 to \$199,999	0.66%	0.74%	113.27
\$200,000 to \$249,999	0.14%	0.2%	145.99
\$250,000 or more	0.26%	0.15%	57.13
Median Household	28,758	33,515	116.54
Average Household	41,737	43,672	104.64
Per Capita Household	17,349	17,775	102.46
Family/Non-Family Household			
Income			
Median Family Income	44,397	52,817	118.97
Average Family Income	52,931	57,381	108.41
Median Non-Family Income	18,446	18,883	102.37
Average Non-Family Income	25,383	25,397	100.06

e Eden Salem Royal Pines Baid Head Island Roper Earl Nashville Pineville Sneads Ferry Casar B Aberdeen Gibsonville Weldon Mint Hill Grover Gorman Rex Forest Melly Runday Boiling Spr Rockwell Lake Waccamaw Belmont Stony Point Pinetops Chocowinity Concentrated Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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	59.37%	57.97%	97.64
Families with Children	31.13%	32.46%	104.27
Families without Children	28.24%	25.51%	90.33
Non-Family Households			
% Non-Family Households	40.63%	42.03%	103.45
Non-Families with Children	0	0	0
Non-Families without Children	40.63	42.03	103.45
Housing Units			Index
Total Housing Units	10,133	2,316	
Vacant percent	12.91%	13%	100.68
Owned percent	57.09%	58.33%	102.18%
Rented Percent	30%	28.67%	95.56
Households by Size			Index
Avg household size	2.37	2.39	100.84
Avg family hh size	3.22	3.27	101.55
Avg non-family hh size	1.12	1.17	104.46
Households By Count of Persons			Percent
One	3,175	751	23.65%
Two	2,396	512	21.37%
Three or Four	2,511	575	22.9%
Five+	743	178	23.96%

Ightsboro Eureka Cary Balfour Reidsville Shannon Bethlehem Mountain View Pine Knoll Shores Kure E Hat Rock Apex Clayton Cricket Claremont Albemarle Marion Store Intercultural Institute Millers Creek Maysville Hemby Bridge Pumpkin Center Enfield Waco Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Statesville Bonnetsville Taylortown Montreat Roberson

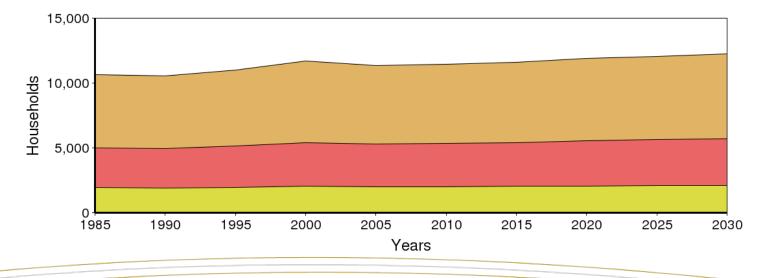
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	22,521	5,729	25.44%
2000 Population	22,601	5,161	22.84%
2010 Population	23,285	4,979	21.38%
2015 Population	23,289	4,953	21.27%

Household Change from 1985 to 2030

🗖 0-3mi Ring 👘 🗖 0-7mi Ring

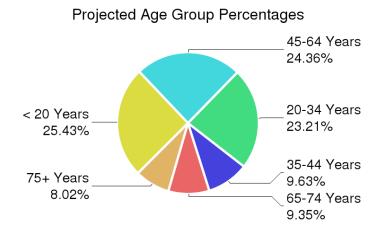
g 🛛 🔲 0-10mi Ring



West Jefferson Danbury Wontworth Burgaw Yanceyville Lake Norman of Catawba Princeton Halifax will Sea Breeze Mills River Enochville Ahoskie Windsor Spencer Every Pollocksville Seven Lakes sail Beach Chimney Rock Village Murphy Eden Harrellsville Half Moon Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Ministry Statesville Mount Holly Warsaw Holden Beach Bear Gr 20 Statesville Mount Falls Mineral Springs Forest City Poletier

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

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

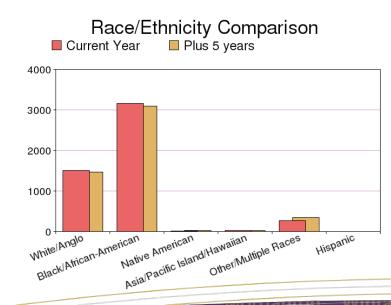


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.94%	5.57%	93.77
4-5 Years	2.43%	2.44%	100.41
6-8 Years	3.92%	4.26%	108.67
9-11 Years	3.51%	4.06%	115.67
12-13 Years	2.37%	2.91%	122.78
14-17 Years	5.54%	4.32%	77.98
18-19 Years	3.29%	1.88%	57.14
0-5 Years	8.38%	8.02%	95.7
6-12 Years	8.68%	9.79%	112.79
13-19 Years	9.96%	7.63%	76.61
< 20 Years	27.02%	25.44%	94.15
20-34 Years	21.35%	23.22%	108.76
35-44 Years	10.36%	9.63%	92.95
45-64 Years	25.93%	24.37%	93.98
65-74 Years	8.05%	9.35%	116.15
75+ Years	7.37%	8.02%	108.82
Median Age	40	39	99.39
Median Age (Male)	36	36	99.92
Median Age (Female)	43	43	99.61

The La Grange Danbury Harrells Enfield Graham Calabash Sawmills Swannanoa Weddington Aurora Gaw Barker Heights East Laurinburg Lake Lure Reidsville Dobson Easter Intercultural Institute Farmville White Oak Lilesville Ranlo Old Fort Zebulon Dundarrach Boot for Contextual Ministry ar Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Mini

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	30.33%	29.52%	97.33
Black, African-American	63.45%	62.47%	98.46
Native American	0.36%	0.44%	122.86
Asian	0.36%	0.36%	100.52
Pacific Island, Hawaiian	0.14%	0.1%	71.8
Other/Multiple Races	5.38%	7.11%	132.03
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,237	3,347	
Less than 9th Grade	7.94%	6.66%	83.92
No High School Diploma	11.37%	9.23%	81.21
High School Graduate	32.99%	33.4%	101.24
Some College, no degree	20.61%	20.91%	101.5
Associate Degree	7.54%	8.07%	107.02
College Degree	11.09%	12.37%	111.53
Graduate/Prof. degree	8.46%	9.35%	110.48

Carolina Beach Stonewall Salem Sparta Lake Park Enfield Garland Troutman Speed Everetts Brown and Contextual Section Cary Harol Confectual Institute Contextual Ministry Confectual Minist

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	17.52%	16.78%	95.79
\$10,000 to \$19,999	16.63%	15.85%	95.34
\$20,000 to \$29,999	14.54%	13.89%	95.55
\$30,000 to \$49,999	15.68%	14.43%	92.03
\$50,000 to \$59,999	9.13%	10.08%	110.37
\$60,000 to \$69,999	4.42%	4.21%	95.26
\$70,000 to \$79,999	6.35%	6.9%	100.12
\$80,000 to \$89,999	5.96%	6.6%	103.51
\$90,000 to \$99,999	2.83%	3.13%	110.69
\$100,000 to \$249,999	5.21%	6.31%	121.11
\$125,000 to \$149,999	0.74%	0.73%	98.58
\$150,000 to \$199,999	0.74%	0.73%	98.58
\$200,000 to \$249,999	0.2%	0.05%	24.65
\$250,000 or more	0.15%	0.05%	32.86
Median Household	33,515	37,331	111.39
Average Household	43,672	45,178	103.45
Per Capita Household	17,775	18,766	105.58
Family/Non-Family Household			
Income			
Median Family Income	52,817	58,073	109.95
Average Family Income	57,381	63,050	109.88
Median Non-Family Income	18,883	20,159	106.76
Average Non-Family Income	25,397	26,006	102.4

Lawndale Chimney Rock Village Old Fort Monroe Leland Gaston Walnut Creek Bessemer City Holf extire Edenton Mount Olive Rockfish Huntersville Balfour Biltmore Fore Biscop Dobbins Heights Tre Elm City Wentworth Forest Hills Spring Hope Mar-Mac McAdenville Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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	57.97%	53.13%	91.66
Families with Children	32.46	30.33	93.46
Families without Children	25.51	21.14	82.85
Non-Family Households			
% Non-Family Households	42.03%	46.87%	111.5
Non-Families with Children	0	0.05	111.5
Non-Families without	42.03	46.82	111.38
Children			
Housing Units			
Total Housing Units	2,316	2,349	101.42%
Vacant percent	13%	13.03%	100.23
Owned percent	58.33%	58.45%	100.2
Rented Percent	28.67%	28.57%	99.63
Households by Size			
Avg household size	2.39	2.33	97.49%
Avg family hh size	3.27	3.41	104.28%
Avg non-family hh size	1.17	1.11	94.87%
Households By Count of			
Persons			
One	751	840	111.85%
Two	512	470	91.8%
Three or Four	575	559	97.22%
Five+	178	173	97.19%

orest Hills Grandtather Wendell Raeford Sunset Beach Fearrington Flat Rock River Road Holly Springs Inclus Leland Icard Swepsonville Lake Waccamaw Midland Lasker With Equipain Wanchese With Kelford Pink Hill Conetoe Enochville Granite Quarry Seaboard Ru (or Contextual Ministry) In Liberty Sa Copyright 2013, Intercultural Institute for Contextual Ministry Elroy Kelly Boone Washington Boonville Chocowinity L24

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	
	MILES	MILES	MILES		MILES	
Foreign Born Pop	111	16	37	Eastern Africa	0	
Northern Europe	7	1	2	Middle Africa	0	
Western Europe	0	0	3	Northern Africa	0	
Southern Europe	2	0	1	Southern Africa	0	
Eastern Europe	0	0	0	Western Africa	0	
Other Europe	0	0	0	Other Africa	0	
Eastern Asia	23	3	0	Oceania	0	
So. Central Asia	2	1	2	Caribbean	3	
SE Asia	0	0	15	Central Amer.	69	
Western Asia	0	0	0	South America	0	
Other Asia	0	0	0	North America	5	
				Born at sea	0	



Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	3,785	3,485	6,335	Other Indo-Euro	0	0	0
Spanish	86	58	124	Asian/PI languages	0	0	0
Other Indo-Euro	22	29	21	Chinese	24	2	0
language				Japanese	3	0	2
French (incl. Patois,	12	15	12	Korean	0	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	1	1	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	1
German	9	7	3	Laotian	0	0	2
Yiddish	0	0	0	Vietnamese	0	0	14
Other West Germanic	0	0	3	Other Asian	6	1	0
A Scandinavian	0	0	0	Tagalog	0	0	0
Language				Other Pacific Is	0	0	5
Greek	1	1	0	Other languages	0	0	3
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	3
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	5	2	Other unspecified	0	0	0
Urdu	0	0	0				

Spindale Everetts Westport Mayodan Boone Stovall Unionville Bayboro Landis Ellenboro Rolesville Chocowinity Wadesboro Kitty Hawk Burnsville Elon Elroy Centerville Intercultural Institute Indsor Kernersville Old Fort Gorman Lilesville Nashville East Arcadia Confectual Ministry Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Confectual Ministry

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTR	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	3,512	2,906	5,100	Irish	Irish 68	Irish 68 70
Arab	0	0	0	Italian	Italian 4	Italian 4 8
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	0	0	Norwegian	Norwegian 4	Norwegian 4 4
British	1	4	9	Polish	Polish 5	Polish 5 5
Canadian	6	4	2	Portugues	Portuguese 0	Portuguese 0 0
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	0	0	Russian	Russian 0	Russian 0 0
Czechoslovak	0	1	4	Scandinav	Scandinavian 6	Scandinavian 6 5
Danish	0	0	0	Scotch-Iris	Scotch-Irish 27	Scotch-Irish 27 23
Dutch	1	9	26	Scottish	Scottish 25	Scottish 25 20
English	279	263	539	Slovak	Slovak 0	Slovak 0 0
European	20	16	30	Subsahara	Subsaharan African 0	Subsaharan African 0 3
Finnish	0	0	0	Swedish	Swedish 0	Swedish 0 0
French (not Basque)	11	14	37	Swiss	Swiss 0	Swiss 0 5
French Canadian	4	3	1	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	45	47	144	US/Americ	US/American 395	US/American 395 354
Greek	31	20	0	Welsh	Welsh 15	Welsh 15 10
Hungarian	0	0	0	West India	West Indian 1	West Indian 1 2
Iranian	0	0	0	Yugoslavia	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 2,564	Other 2,564 2,016

Hege Mocksville Lincolnton Ansonville Eden Flat Rock Forest City Canton Belwood Wallace Lillington Ivanhoe Lowell Delway Goldston

Rock Village Fairview Valley Hill Lumberton Burnsville Neuse For Confectual Institute for Confectual Ministry vright 2013, Intercultural Institute for Contextual Ministry

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Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

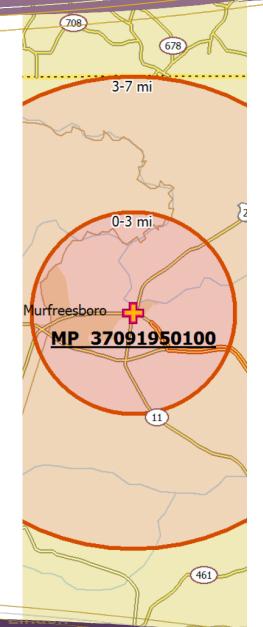
Issues for Your Consideration - continued

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

Kenly Cullowhee Kernersville Sherrills Ford Watha Marshall Hendersonville Benson East Laurinburg Castle Hayne Magnolia Selma Lawndale Northwest Cove City Hoffman Intercultural Institute Bethlehem Archdale Elizabeth City Sparta Blowing Rock Saratoga Hover Gover Brogden 29 ©Copyright 2013, Intercultural Institute for Contextual Ministry High Point Eavetteville White Oak Mills River

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.



oad Roper Staley Pilot Mountain Pembroke Wanchese Hillsborough Bogue James City Laurel Park B Walkertown Garland Welcome Flat Rock Calabash Leggett Saluda Intercultural Institute Bayboro Wallace Holden Beach Fairview Concord Neuse Forest Cool Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,015	100%	1,441	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

ithfield Coats Rex South Weldon Lumberton Webster Pine Knoll Shores Asheboro East Rockingham B burg Ramseur Marshall Godwin River Bend Lillington Magnolia Midway Minterville Taylortown Fair Kittrell Walkertown Buies Creek Morven Whiteville Midland Seven De Confectual Institute dell Greeneve Confectual Ministry and Confectual Ministry and Corrboro Hickory Oak Island Mesic Troy Wars 31

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,015	100%	1,441	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	3	0.15%	2	0.14%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	3	0.15%	2	0.14%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	0	0%	0	0%
Steadfast Conservative	0	0%	0	0%
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%

ock Momeyer <u>Cove City Mars Hill Bogue Highlands</u> Falkland Carolina Beach Edenton Mineral Springs and Run Seven Lakes Burnsville Erwin Ashley Heights Granite Quarry Intercultural Institute s Surf City Summerfield Cajah's Mountain Southern Pines Prospect W for Contextual Ministry Contextual Ministry Knightdale Murfreesboro Kelford Ocracoke Marvin 32 Recepting 2013, Intercultural Institute for Contextual Ministry Recepting 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,015	100%	1,441	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,121	55.63%	830	57.6%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	1,121	55.63%	830	57.6%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	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%

Bayshore Rockingham Dillsboro Winton Canton Fremont Salisbury Creswell Mountain Home Firoy Hot Springs Cooleemee Oak City Pittsboro Smithfield Harrells Sherry Intercultural Institute Idland Gatesville Gorman Morehead City Newland Sunset Beach Mint Jor Confectual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,015	100%	1,441	100%
STRUGGLING SOCIETIES	690	34.24%	468	32.48%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	690	34.24%	468	32.48%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	201	9.98%	141	9.78%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	201	9.98%	141	9.78%
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%

Ayden Morehead City White Lake Woodfin Stedman Gorman Princeville Havelock Icard Carthage Buther Reidsville Marion Kirkland Conway Gastonia Spring Hope Intercultural Institute Intercultural Institute of Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

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?

Tarboro Shallotte Nags Head Pollocksville Sunset Beach Burgaw Hillsborough Lansing Wade Kernersville G Tarboro Shallotte Nags Head Pollocksville Sunset Beach Burgaw Intercultural Institute Kinston Pinetops Hope Mills Sawmills Rich Square Cedar Point Norm Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

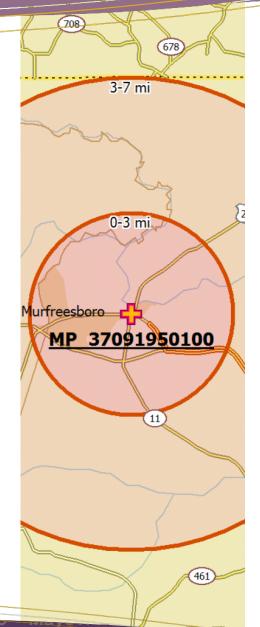
Potential Cultural Bridges

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

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

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

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



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	66%	67%	67%
Use Comp. for Internet/E-mail	42%	43%	43%
Internet Use: E-Mail	35%	36%	36%
Use Comp. for Comp. Games	33%	32%	33%
Use Comp. for Education	28%	27%	28%
HH Owns DVD Player	25%	25%	25%
Use Comp. for Word Processing	22%	24%	23%
Use Comp. for Shopping	21%	21%	21%
Internet Use: News/ Weather	19%	20%	20%
Use Comp. for Digital Camera Photo Editing	19%	19%	19%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Use Comp. for Banking	18%	19%	19%
Internet Use: Banking	18%	19%	18%
PC-Network-HH Has One	17%	17%	17%
Use Comp. for News/Info./Data	14%	15%	14%
Service			
Use Comp. for Filing/DB Mngmnt	9%	10%	10%
Internet Use: Research/ Education	9%	10%	10%
Use Comp. for Personal Financial	9%	9%	9%
Mngmnt			
Internet Use: Read Magazines/	8%	8%	8%
Newspapers			
HH Owns Video/Webcam	8%	8%	8%
Internet Use: Shopping: Gathered	8%	8%	8%
Info. for Shopping			

mberton Star Grover Gatesville Westport Plain View Pantego South Henderson Brices Creek Valdese Atown Wanchese Garland Ramseur Broadway Coats Elizabethtown Ministry Intercultural Institute Outman Buies Creek Columbus Henderson Whitakers Hendersonville Double To Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Elkin Concord Mount Airy Hays Dupp Calvoso Boile

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	65%	66%	65%
Reading Books	50%	51%	50%
Dining Out (Not Fast Food)	43%	44%	43%
Card Games	37%	38%	37%
Cooking for Fun	33%	34%	33%
Board Games	26%	27%	27%
Go To A Beach/Lake	26%	26%	26%
Gardening	23%	23%	23%
Visit Museum	15%	16%	15%
Going To	15%	15%	15%
Bars/Nightclubs/Dancing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	69%	69%	69%
Gen./Fam. Practitioner	32%	33%	32%
Hypertension/High Blood	24%	24%	24%
Pressure			
Backache	24%	24%	24%
Dentist	22%	23%	23%
Eye Dr.	21%	21%	21%
High Cholesterol	20%	20%	20%
None Of These	17%	17%	17%
Acid Reflux Disease (GERD)	17%	17%	17%
Any Arthritis	16%	16%	16%

Dundarrach Cajak's Mountain Concord Huntersville Conetoe Troutman Spring Lake Raleigh Mount and Sherrills Ford River Road Kenly Walstonburg Salemburg Vander Chinercultural Institute of Point Stedman Tobaccoville Dover Grover Dallas Powellsville Arch Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to 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	24.41%	24.84%	24.24%
Live Theater	17.07%	17.89%	16.97%
Rock/Pop Concerts Most	13.76%	14%	13.66%
Often			
Live Theater Most Often	13.5%	14.19%	13.51%
Dance Performance	10.28%	10.23%	10.02%
Comedy Club	9.58%	9.68%	9.48%
Movies: Comedy	41.39%	40.71%	40.93%
Movies: Action/Adventure	38.56%	38.31%	38.31%
Movies: Drama	25.32%	24.56%	24.73%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	23.89%	23.53%	23.46%
Movies: Romantic Comedy	21.11%	20.93%	20.61%
Movies: Mystery	19.01%	18.6%	18.82%
College Football Reg.	4.42%	4.61%	4.53%
Season			
NFL Football Reg. Season	4.24%	4.55%	4.33%
College Basketball Reg.	3.6%	3.61%	3.63%
Season			
NBA Basketball Reg.	3.09%	3.24%	3.11%
Season			
MLB Baseball Reg. Season	2.97%	3.19%	3.04%
Tennis Matches	1.93%	1.87%	1.86%

Polkville Edenton Lowesville Rockingham Stallings Claremont Columbia Piney Green Statesville ance Morven Shallotte Eureka Peachland Forest Oaks Old Fort Mante for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	36.15%	37.05%	36.4%	Golf	Golf 8.39%	Golf 8.39% 8.98%
Swimming	21.62%	22.4%	22.2%	Mountain/Road Biking	Mountain/Road Biking 7.42%	Mountain/Road Biking 7.42% 7.8%
Basketball	19.58%	19.85%	19.53%	Softball	Softball 7.23%	Softball 7.23% 7.58%
Bowling	19.45%	20.31%	19.49%	Soccer	Soccer 6.88%	Soccer 6.88% 7.39%
Jogging/Running	16.33%	16.63%	16.26%	Tennis	Tennis 6.47%	Tennis 6.47% 6.76%
Billiards/Pool	16.01%	15.91%	16.02%	Yoga	Yoga 6.32%	Yoga 6.32% 6.44%
Football	14.18%	14.22%	14%	Roller Skating	Roller Skating 6.22%	Roller Skating 6.22% 6.34%
Weight Training	12.7%	13.08%	12.75%	Ice Skating	Ice Skating 5.91%	Ice Skating 5.91% 5.87%
Freshwater Fishing	12.1%	12.59%	12.58%	Saltwater Fishing	Saltwater Fishing 5.75%	Saltwater Fishing 5.75% 6.18%
Aerobics	12%	12.4%	11.9%	Backpacking/Hiking	Backpacking/Hiking 4.62%	Backpacking/Hiking 4.62% 5.09%
Baseball	10.88%	11.27%	10.99%	Camping Trips	Camping Trips 4.6%	Camping Trips 4.6% 4.93%
Stationary Cycling	10.06%	10.26%	10.15%	Hunting	Hunting 4.53%	Hunting 4.53% 4.79%
Using Cardio Machine	9.39%	10%	9.61%	Racquetball	Racquetball 4.23%	Racquetball 4.23% 4.48%
Volleyball	8.42%	8.53%	8.49%	Hockey	Hockey 4.05%	Hockey 4.05% 4.29%
	0	0.0070	011070			

wham Shannon Landis Woodland Lowell Morganton Carrboro Sedalia Alliance Cajah's Mountain New Beach Catawba Rex Wallburg Marshville White Lake Polkton Sims For Shake Norwood Walnut Con etts Granite Quarry Bailey Salisbury West Marion Ivanhoe Atlantic Beach Confectual Ministry Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Laurel Park Mount Gilead 40

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Power Boating	4.04%	4.18%	4.24%
Target Shooting	4%	4.34%	4.28%
Snorkeling	4%	3.95%	4.11%
Jet Skiing	3.99%	3.99%	4.05%
Skateboarding	3.95%	4.05%	3.98%
Canoeing/Kayaking	3.8%	4.01%	4.08%
Fly Fishing	3.77%	3.81%	3.88%
Motorcycling	3.6%	3.79%	3.78%
Horseback Riding	3.35%	3.57%	3.64%
Downhill & X-Country	3.32%	3.5%	3.47%
Skiing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Snowmobiling	3.15%	3.15%	3.23%
Water Skiing	3.15%	3.28%	3.27%
Snowboarding	3.1%	3.11%	3.13%
Sailing	2.73%	2.81%	2.82%
Martial Arts	2.54%	2.78%	2.68%
Surfing & Windsurfing	2.42%	2.48%	2.5%
Rock Climbing	2.35%	2.41%	2.39%
Rowing	2.14%	2.33%	2.22%
Archery	2.08%	2.15%	2.2%
Auto Racing	1.72%	1.81%	1.83%

pering Pines Caswell Beach McDonald Whitakers Liberty McLeansville Bayboro Watha Coffeld La Gran En Level Keener Cove City Woodfin Webster Bostic River Bend Oak Line Rutherford College Weaver Nags Head Chadbourn Marietta Duck Wilkesboro Roseboro Clinton Confectual Ministry Discontextual Ministry Trinity Creswell East Flat Rock Spring Lake Ingold 41

Potential Cultural Barriers -- Introduction (part 1)

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

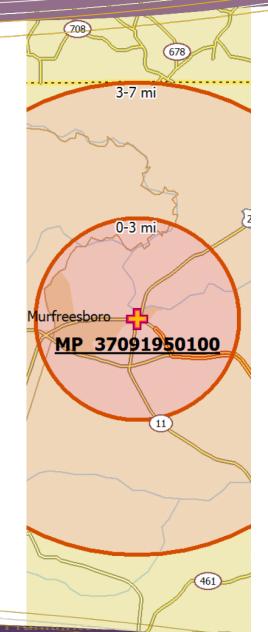
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Farmville Rose Hill River Road Southern Pines Kure Beach Atkinson Cape Carteret Denton Buther R Catawba Clyde Turkey Seven Devils Stedman Wesley Chapel Wilmin Rethel Momeyer Seven Five Points Fremont Badin Clinton Mebane Raeford Pineville Trou (or Contextual Ministry) alson Cove Cit Copyright 2013, Intercultural Institute for Contextual Ministry

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.

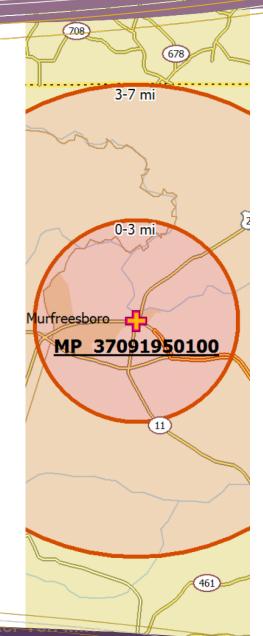
CULTURAL BARRIERS OF ACCEPTANCE

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.



Cooleemee Rutherfordton Ranio Drexel Keener Delway Arapahoe Lasker Northwest Weddington H Kittrell Caswell Beach Kill Devil Hills Atlantic Beach Tabor City Rams And Intercultural Institute sville Blowing Rock Angier Goldston Apex Seven Devils River Road for Contextual Ministry Kings Mountai Coopyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	56%	55%	56%	Like to Stand Out In A Crowd Marijuana Should Be Legalized	23% 21%	23% 21%	23% 21%
Like Control Over People And Resources	43%	43%	43%	We Should Strive for Equality for All	20%	19%	20%
Speak My Mind Even If It Upsets People	43%	43%	43%	Friends More Important Than My Fam.	18%	18%	18%
Find It Difficult To Say No To My Kids	38%	38%	38%	Like To Pursue Challenge/Novelty/Change	17%	17%	18%
Woman's Place Is In The Home	36%	36%	36%	Rarely Sit Down to a Meal	17%	17%	17%
Too Much Sponsorship In Arts/Sports	34%	33%	33%	Together At Home Only Work Current Job for The	17%	17%	17%
Don't Judge People/Way They Live Life	33%	32%	33%	Money Happy With My Standard Of	13%	13%	13%
Like To Do Unconventional	29%	29%	29%	Living			
Things				On Whole People Get What	11%	11%	11%
Am A Workaholic	28%	27%	27%	They Deserve		1.1.0.1	1001
Prefer To Have Few	27%	27%	27%	I Am A Perfectionist	11%	11%	10%
Possessions As Possible				Very Happy With My Life As It Is		10%	10%
lf Won Lottery Would Never Work Again	27%	27%	27%	More Important Do Duty Than Enjoy Life	10%	10%	10%
Money Is Best Measure Of Success	24%	25%	24%				

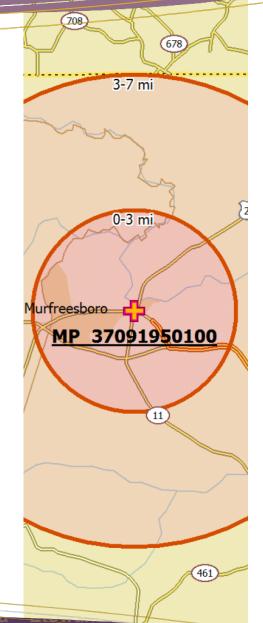
gett Matthews La Grange Whitsett Lexington Vandemere Jefferson Wallace Richlands Oak Island We Fa Gatesville Black Mountain Indian Trail Huntersville Mount Pleasant Intercultural Institute Wilkesboro Shallotte Royal Pines Plymouth Centerville Henderson Intercultural Institute Geopyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

WOINSV

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.



Oak Biscoe Dunn Fairview Zebulon Plymouth Liberty Carolina Beach Murphy Rutherford College Ha Navassa Morehead City Bogue Rose Hill Robersonville Black Creek Intercultural Institute Rutherfordton Salemburg Harkers Island Elrod Falkland Boiling Spine (Softestud Ministry) Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

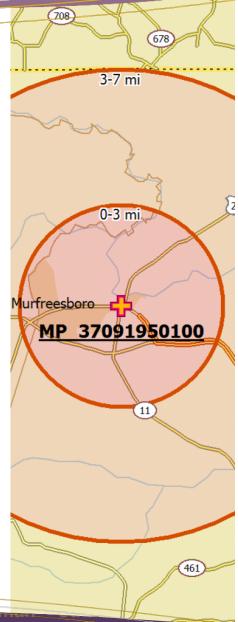
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3	3-7	7-10	THEMES	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILE
You Should Seize Opportunities In Life	59%	58%	58%	Looking for New Ideas To Improve Home	23%	23%	23%
Important To Respect Customs And Beliefs	56%	57%	56%	Try Not To Worry About The Future	19%	18%	18%
Prefer Work Part Of Team Than	42%	42%	41%	Like To Just Enjoy Life	18%	18%	18%
Alone				Real Men Don't Cry	18%	18%	18%
Like To Understand About Nature	39%	38%	38%	Worried About Pollution Caused By Cars	16%	17%	16%
Important To Juggle Various Tasks	37%	37%	37%	Enjoy Spending Time With My Fam.	15%	14%	15%
Important Feel Respected By My Peers	33%	33%	33%	Is An Important Part Of Who I Am Children Should Be Allowed To	13% 9%	13% 9%	13% 9%
Good At Fixing Things	32%	32%	32%	Express Themselves			
Have Keen Sense Of Adventure	30%	29%	29%	Feel Very Alone In The World	6%	6%	6%
Prefer To Have Few Possessions As Possible	27%	27%	27%	Like Spending Most Time With Fam.	6%	6%	6%
Provide My Kids With The Little Extras	26%	26%	26%	Would Like To Set Up Own Business	5%	5%	5%
People Have To Take Me As They Find Me	24%	24%	24%	Decor Particular Interest To Me	3%	3%	3%
Consider Myself Interested In The Arts	23%	23%	23%				

Piney Green Chocowinity Taylortown St. James Coats Micro Brogden Belmont Bessemer City Hills and Claremont Sunset Beach Castle Hayne Skippers Corner Mulberry Intercultural Institute rexel Hillsborough Plymouth White Lake Matthews Belwood Parkton ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Places

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



Mayodan Eastover Durham Myrtle Grove Pikeville Boone Unionville Bermuda Run Bowmore Seagre South Henderson Calabash Winston-Salem Reidsville Hertford Entercultural Institute Matthews Sea Silver Lake Ellenboro Hope Mills Swansboro Sneads Ferry Sims For Confectual Ministry Creek Granite ©Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Places:

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	88.03%	87.78%	88.19%
Restaurant-Visit Any			
Fam. Restaurants/Steak	76.9%	77.83%	77.35%
Houses-Visit Any			
McDonald's	56.39%	56.26%	56.51%
Kentucky Fried Chicken (KFC)	41.69%	40.88%	41.12%
Burger King	40.03%	39.86%	39.88%
Wendy's	35.82%	35.4%	35.27%
Subway	31.68%	31.45%	31.79%
Pizza Hut	27.77%	27.43%	27.64%
Applebee's	27.08%	27.39%	27.24%
Taco Bell	25.8%	25.59%	26.14%
Popeyes	22.03%	21.22%	21.34%
Arby's	21.83%	21.88%	21.88%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Red Lobster	21.34%	21.44%	21.22%
Domino's Pizza	19.95%	19.68%	19.89%
Golden Corral	18.47%	18.37%	18.3%
Olive Garden	18.03%	18.28%	17.97%
Dairy Queen	17.45%	16.99%	17.78%
Chick-Fil-A	17.44%	18.07%	17.35%
IHOP (International House Of	17.26%	17.5%	17.09%
Pancakes)			
Church's Fried Chicken	16.24%	15.6%	15.74%
TGI Friday's	15.44%	15.65%	15.07%
Sonic	14.87%	14.6%	15.22%
Ruby Tuesday	14.07%	14.12%	13.8%
Hardee's	13.98%	13.59%	13.95%

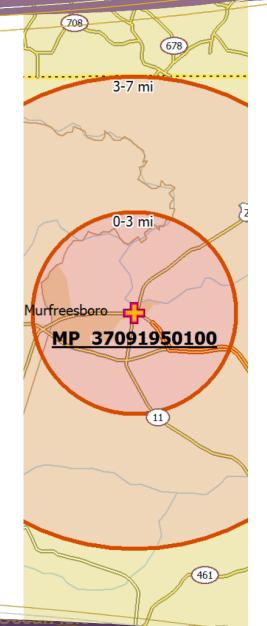
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Potential Shared Projects

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!



Watha East Arcadia Cape Carteret Morven Salisbury Peachland New London Keener St. Stephens D For Mile White Plains Walkertown Vandemere Godwin Wanchese Morven Intercultural Institute Simpson Pollocksville North Wilkesboro Spring Hope Boone Elkin For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	41.54%	42.69%	41.32%
Recycled products	22.99%	24.1%	23.19%
Engaged in fund raising	11.27%	11.68%	11.04%
Worked as volunteer (non political)	10.84%	11.17%	10.97%
Religious club member	8.94%	9.27%	8.93%
Church Board	8.87%	9.26%	8.72%

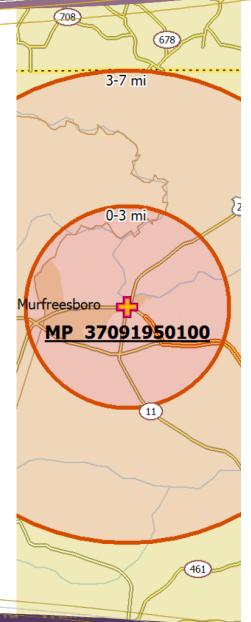
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Union member	5.03%	5.42%	5%
Took active part in local civic	4.63%	4.74%	4.61%
issue			
Wrote to editor of mag or	4.14%	4.19%	4.15%
newspaper			
Charitable Organization	3.87%	4.08%	3.84%
Fraternal order member	3.83%	4.04%	3.8%
Addressed a public meeting	3.71%	3.88%	3.72%

Vilson's Mills Mineral Springs Dobbins Heights Grover Canton Lasker Indian Trail Catawba Hookerton Autham Seven Lakes East Rockingham Badin Barker Heights Wanchese Mount Morven Mount Pleasant Roxboro Spruce Pine Black Creek Zebulon Halifax Minnesott Beach Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Mooresville Lake Norman of Catawba Youngsville Brevard

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.



Contextual Ministry Stales Automatic Stales Stales

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
Children's Books	12.92%	13.16%	12.83%
Novel	12.47%	13.06%	12.54%
Religious (not Bibles)	10.85%	11.16%	10.68%
Cookbooks	7.81%	7.89%	7.92%
Romance	6.43%	6.49%	6.29%
Mystery	6.07%	6.2%	6.17%
Personal/Business	5.76%	6.09%	5.72%
Self-help			
Biography	5.46%	5.73%	5.41%
Mail order	4.96%	5.01%	4.84%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	66.7%	67.18%	65.98%
Gen. Editorial	57.93%	57.8%	57.06%
Womens	51.44%	51.88%	50.84%
Service	27.28%	27.33%	27.54%
Business/Finance	24.5%	25.01%	23.96%
Music	24.25%	24.11%	23.53%
Mens	20.78%	20.7%	20.57%
Parenthood	15.22%	14.84%	15.25%
Health	14.87%	15%	14.76%

View Witkesbore McLeansville Cary Nags Head Godwin Topsail Beach Lansing Witson's Mills Midland Eeulaville Bath Chadbourn Pinetops Fairmont Indian Beach Ahoskie Intercultural Institute Cove City Kittrell Clayton Pollocksville Pleasant Garden Banner Elk Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Millione Hightsville Laurel Park Pine Level Alliance Pink

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	45.5%	46.26%	45.58%
Classified	29.4%	29.14%	29.38%
Sport	27.96%	28.29%	27.79%
Editorial Page	22.8%	23.33%	22.93%
Business/Finance	22.35%	23.05%	22.24%
Movie Listings & Reviews	22.06%	22.5%	21.8%
TV/Radio Listings	21.26%	21.41%	21.16%
Food/Cooking	20.67%	21.16%	20.66%
Comics	19.43%	19.47%	19.68%
Fashion	17.53%	18.07%	17.23%
Home/Gardening	17.02%	17.75%	17.08%
Travel	16.24%	17.02%	16.07%
Science/Technology	13.41%	14.19%	13.48%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Urban Contemporary	53.49%	52.87%	51.4%
Jazz	17.69%	18.21%	17.22%
CHR Contemp Hit Radio	16.05%	16.59%	16.2%
Variety	12.38%	12.66%	12.27%
Gospel	10.59%	10.42%	10.19%
All News	8.88%	9.55%	8.64%
Oldies	8.02%	7.92%	8.05%
Adult Contemporary	7.37%	7.17%	7.69%
Religious	5.67%	6.04%	5.76%
Country	5.16%	5.02%	6.26%
Soft Contemporary	4.85%	5%	4.8%
News/Talk	4.62%	4.9%	4.76%
Rock	3.5%	3.6%	3.74%
All Talk	3.35%	3.66%	3.28%
Alternative	2.99%	2.83%	3.08%
Sports	2.93%	3.12%	2.92%
Adult Standards	2.76%	3.02%	2.79%
Hispanic	2.62%	2.95%	3.22%



Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10		MULTIMEDIA: TV	MULTIMEDIA: TV 0-3	MULTIMEDIA: TV 0-3 3-7
	MILES	MILES	MILES			MILES	
Fox News Channel	61.41%	61.86%	61.58%	1	TCM (Turner Classic	TCM (Turner Classic 25.23%	TCM (Turner Classic 25.23% 24.94%
Soapnet	50.72%	50.81%	50.61%		Movies)	Movies)	Movies)
Other Video-On-Demand	49.86%	48.12%	49.8%		Lifetime	Lifetime 23.78%	Lifetime 23.78% 23.53%
Satellite Dish	47.72%	47.97%	47.96%		Comedy Central	Comedy Central 23.63%	Comedy Central 23.63% 24.03%
Sci-Fi Channel	35.18%	35.48%	35.42%		Hallmark Channel	Hallmark Channel 23.52%	Hallmark Channel 23.52% 23.64%
Subscribe Digital Cable	34.26%	34.92%	33.91%		TV Info From Other	TV Info From Other 22.07%	TV Info From Other 22.07% 22.27%
MSNBC	34.01%	33.56%	34.12%		The Golf Channel	The Golf Channel 22%	The Golf Channel 22% 22.3%
Adult Pay Per View TV	32.55%	32.78%	33.03%		HGTV (and Garden	HGTV (and Garden 21.71%	HGTV (and Garden 21.71% 21.78%
TV Info From Sunday TV	27.1%	27.49%	27.19%		Television)	Television)	Television)
Magazine					BET (Black Entertainment	BET (Black Entertainment 21.52%	BET (Black Entertainment 21.52% 20.64%
TV Info From Newspapers	25.67%	25.86%	25.59%		TV)	TV)	TV)
Nickelodeon	25.62%	25.34%	25.8%		TV Info From Monthly Cable	TV Info From Monthly Cable 21.27%	TV Info From Monthly Cable 21.27% 20.97%
Nick At Nite	25.26%	24.86%	25.22%		Guide	Guide	Guide
					TV Land	TV Land 20.81%	TV Land 20.81% 20.38%
					USA Network	USA Network 20.8%	USA Network 20.8% 21.19%

hodhiss Macclesticid McFarlan Walstonburg Bolivia La Grange Aberdeen Buies Creek Castalia Kelford Calypso Northlakes Spring Lake Lake Waccamaw Southern Shores Bow Bladenborg Atlantic Beach Bent Creek Bailey Farmville Valdese Moravian Falls Knightdale Discussion Intercultural Institute Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

ABC Fam.

20.74%

20.53%

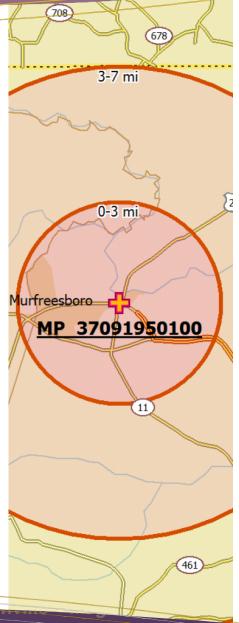
20.64%

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.



Elk Ranio East Rockingham Robersonville Beaufort Butner Elizabeth City Beulaville Chapel Hill Cedar Fair Bluff Aurora Eastover Speed Tabor City Bolton Norlina Sugar Mar Intercultural Institute dison Carrboro Centerville Autryville Colerain Castle Hayne Stantonsb Jor Confectual Ministry for Confectual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	14.9%	15.26%	14.94%
Medium Users (4-6)	7.12%	7.3%	7.22%
Light Users (1-3)	17.66%	18.31%	17.65%
Quintiles (20%)			
Newspaper I (Heavy)	0.68%	0.53%	0.7%
Newspaper II	1.66%	1.72%	1.61%
Newspaper III	2.06%	2.16%	1.97%
Newspaper IV	0.34%	0.27%	0.35%
Newspaper V (Light)	0.79%	0.64%	0.74%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	22.03%	21.47%	21.6%
Magazines II	10.18%	10.03%	9.9%
Magazines III	10.72%	10.51%	10.57%
Magazines IV	14.95%	14.52%	14.51%
Magazines V (Light)	1.55%	1.61%	1.5%
Outdoor I (Heavy)	9.92%	9.68%	9.88%
Outdoor II	6.37%	6.03%	6.15%
Outdoor III	6.32%	6.08%	6.11%
Outdoor IV	17.11%	17.21%	17.07%
Outdoor V (Light)	24.31%	24.24%	24.29%
Yellow Pages I	17.09%	17.06%	16.96%
(Heavy)			
Yellow Pages II	10%	9.95%	9.74%
Yellow Pages III	12.17%	11.41%	11.75%
Yellow Pages IV	25.8%	25.39%	25.72%
Yellow Pages V (Light)	5.66%	5.36%	5.51%

rille Cramerton <u>Dover Fountain Ocracoke Henderson Tar Heel</u> Kannapolis Rolesville East Bend Glen neeville Saxapahaw Pilot Mountain Murfreesboro Cameron McLeansville <u>Intercultural Institute</u> Marshall Severn Elrod Lasker Cary Wendell Tarboro Taylortown ^{the} Copyright 2013, Intercultural Institute for Contextual Ministry arteret Fillington Creen Level Lawndale Godwin Randleman Falkland Jonesville Lord Kenansville

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.

EDIUM 0-3 3-7 7-10 ME	DIUM
MILES MILES MILES	
adio Drive Time Quntiles TV Prime	Time Quntiles (fifths
ifths / 20%) 20%)	
rive Time I & II (Heavy) 2.26% 2.38% 2.22% Prime Time I & I	ll (Heavy)
rive Time III (Medium) 1.2% 1.21% 1.18% Prime Time III (Me	dium)
adio IV & V (Light) 3.06% 3.14% 2.86% Prime Time IV & V (I	Light)
adio Media Quntiles (fifths / TV Early/Late Fringe	Quntiles
0%) (fifths / 20%)	
adio I & II (Heavy) 12.67% 11.99% 12.3% Fringe I & II (Heavy)	
adio III (Medium) 3.3% 3.33% 3.26% Fringe III (Medium)	
adio IV & V (Light) 4.75% 4.83% 4.73% Fringe IV (Light)	
able TV Quntiles (fifths / TV All Day Quntiles (fifth	s /
0%) 20%)	
able I & II (Heavy) 11.58% 11.93% 11.78% All Day I & II (Heavy)	
able III (Medium) 5.57% 5.27% 5.46% All Day III (Medium)	
able IV & V (Light) 43.08% 42.23% 42.66% All Day IV (Light)	

Vest Canton Lasker Severn Clayton Taylorsville Jacksonville Enfield East Flat Rock Sedalia Red Oak Elizabeth City Cooleemee Casar Lattimore Garysburg Mountain Home Intercultural Institute II Pine Level Harkers Island Fountain White Oak Kernersville Valdese for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Swepsonville Cary Castalia Black Mountain Roxboro 57

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]	10.77%	10.99%	10.66%
6:00am - 10:00am	16.28%	16.51%	15.9%
10:00am - 3:00pm	14.89%	14.33%	14.23%
3:00pm - 7:00pm	17.15%	16.21%	16.8%
7:00pm - Midnight	11.94%	11.71%	11.77%
Midnight - 6:00am	9.86%	9.36%	9.62%
Weekend Radio			
Listeners			
Dayparts [summary]	14.51%	14.1%	14.33%
6:00am - 10:00am	2.11%	2.12%	2.05%
10:00am-3:00pm	5.73%	6.05%	5.58%
3:00pm - 7:00pm	7.47%	7.15%	7.3%
7:00pm - Midnight	11.35%	10.88%	10.97%
Midnight - 6:00am	15.74%	15.08%	15.19%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.24%	5.17%	5.38%
Saturday: 8:00-11:00pm	8.95%	9.01%	8.75%
Sunday: 7:00-11:00pm	8.86%	8.4%	8.82%
9:00am-1:00pm	25.26%	24.86%	25.22%
9:00am-4:00pm	29.93%	29.72%	29.86%
4:00pm-7:00pm	34.37%	34.5%	33.85%
11:00pm-1:00am	46.19%	45.53%	46.17%
AVG Prime time Mon-Sun	6.92%	6.65%	6.7%

Con Tobaccoville Dunn River Road Belmont Middlesex Rockwell Belhaven South Henderson Westper Foungsville East Laurinburg Tarboro Thomasville Pinehurst Nags Head Intercultural Institute South Rosemary Tabor City Rex Roper Mills River Harmony Pineville For Confectual Ministry Lies Creek Allia Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	14.52%	13.68%	14.48%	Sat: 7-10am	Sat: 7-10am 15.55%	Sat: 7-10am 15.55% 15.5%
7-9am	19.76%	19.72%	19.52%	Sat: 10am-1p	Sat: 10am-1pm 9.14%	Sat: 10am-1pm 9.14% 9.11%
9am-12noon	18.77%	18.91%	18.9%	Sat: 1-4pm	Sat: 1-4pm 24.64%	Sat: 1-4pm 24.64% 24.49%
12noon-4pm	11.16%	10.81%	10.96%	Sat: 4-6pm	Sat: 4-6pm 7.85%	Sat: 4-6pm 7.85% 7.92%
4-6pm	51.08%	51.68%	50.78%	Sat: 6-7pm	Sat: 6-7pm 1.66%	Sat: 6-7pm 1.66% 1.73%
6-7pm	17.16%	17.19%	17.2%	Sat: 7-8pm	Sat: 7-8pm 1.1%	Sat: 7-8pm 1.1% 1.1%
7-7:30pm	2.21%	2.35%	2.2%	Sat: 8-11pm	Sat: 8-11pm 8.95%	Sat: 8-11pm 8.95% 9.01%
7:30-8pm	12.61%	12.69%	12.73%	Sat: 11pm-1a	Sat: 11pm-1am 7.95%	Sat: 11pm-1am 7.95% 8.01%
8-11pm	5.24%	5.17%	5.38%	Sat: 1am-7pm	Sat: 1am-7pm 20.8%	Sat: 1am-7pm 20.8% 21.19%
11pm-12am	34.01%	33.56%	34.12%	Sun: 7-10am	Sun: 7-10am 2.55%	Sun: 7-10am 2.55% 2.62%
11pm-1am	46.19%	45.53%	46.17%	Sun: 10am-1p	Sun: 10am-1pm 4.9%	Sun: 10am-1pm 4.9% 4.9%
1-6am	33.86%	33.66%	33.53%	Sun: 1-4pm	Sun: 1-4pm 4%	Sun: 1-4pm 4% 4.02%
				Sun: 4-7pm	Sun: 4-7pm 10.34%	Sun: 4-7pm 10.34% 10.3%
				Sun: 7-11pm	Sun: 7-11pm 8.86%	Sun: 7-11pm 8.86% 8.4%
				Sun: 11pm-1a	Sun: 11pm-1am 5.47%	Sun: 11pm-1am 5.47% 5.16%
				Sun: 1-7am	Sun: 1-7am 19.28%	Sun: 1-7am 19.28% 19.12%

h Belwood Caswell Beach Ramseur Boiling Spring Lakes Ashley Heights Gastonia Whitakers Carthage Peletier Murraysville Sparta Alamance Linden Winterville Garland Ashley Heights Stokesdale Freme tta Wrightsboro Elon Blowing Rock Whiteville Gorman Belmont Spring for Contextual Ministry ^{Il} Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

GOIO

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.

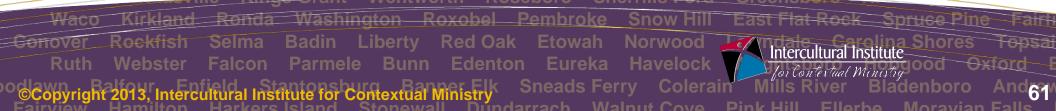


Using the Shared Places, Projects, Media Content and Usage

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

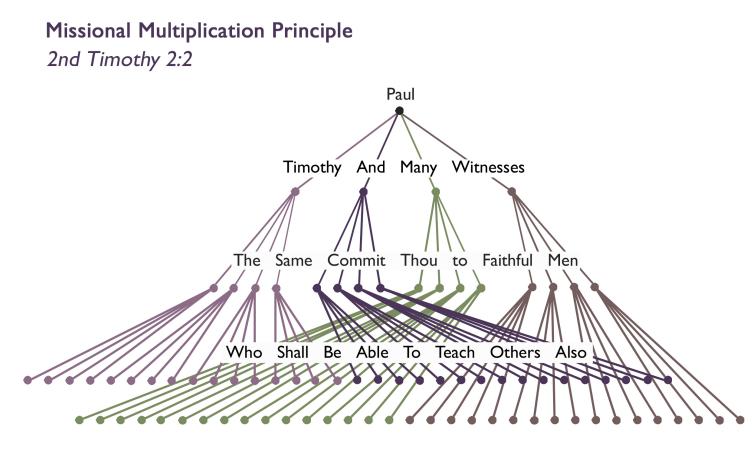
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways 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?



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.



Kitty Hawk Hillsboreugh Fairmont Lake Santeetlah Concord Gorman Statesville Navassa Northwest Boone Andrews Rennert JAARS Randleman South Henderson King Intercultural Institute Woodlawn South Rosemary Mar-Mac Staley Ocean Isle Beach Walnut of Contextual Ministry S Copyright 2013, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



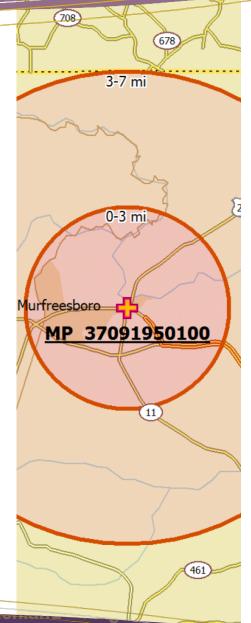


Your MissionSite and the Missional Suite

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



Tach Hightsville <u>Tobaccoville</u> Seagrove Vanceboro Wade Sneads Ferry Watha Cleveland Franklinton Buther Wake Forest Greenevers Cullowhee Yanceyville Broadway <u>White Plains</u> Parkton Police Lansing Webster Prospect Siler City Garland Burlington Lake Norman <u>Intercultural Institute</u> on Green Level Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

Notes and Sources

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



APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Murfreesboro	200 W Main St Murfreesboro, NC 27855	1.22 mi	138	Plateauing
2	Meherrin	519 Meherrin Ln Murfreesboro, NC 27855	1.24 mi	133	Declining
3	Ashley's Grove	2152 Ashleys Grove Rd Conway, NC 27820	5.56 mi	61	Plateauing
4	Buckhorn	1243 US Highway 258 N Como, NC 27818	6.37 mi	71	Growing
5	Roberts Chapel	2617 Britton Rd Pendleton, NC 27862	6.43 mi	40	Declining
6	Severn	305 Main St Severn, NC 27877	7.16 mi	46	Declining
7	Conway	229 N Church St Conway, NC 27820	7.65 mi	133	Plateauing
8	Winton	203 S Main St Winton, NC 27986	9.59 mi	86	Plateauing
9	Woodland	116 W Main St Woodland, NC 27897	10.34 mi	47	Declining
10	Potecasi	3264 NC Highway 35 Woodland, NC 27897	10.35 mi	51	Declining
11	Menola	938 Menola Saint John Rd Woodland, NC 27897	10.35 mi	19	Declining
12	Bethlehem	1024 NC Highway 561 E Ahoskie, NC 27910	11.10 mi	3	Declining
13	Center Grove	826 Center Grove Rd Ahoskie, NC 27910	11.10 mi	110	Growing
14	Earlys	310 Early Station Rd S Ahoskie, NC 27910	11.10 mi	52	Declining
15	Ahoskie First - Ahoskie	312 Main St W Ahoskie, NC 27910	11.10 mi	225	Plateauing

Avery Creek Belwood Woodfin Black Mountain Kenly Lowell Maiden Shelby Hookerton Elrod Whis Southern Shores Franklinton Robersonville Statesville Oxford St. Step Intercultural Institute of Kittrell Fallston Rockwell Jamestown Rowland Asheboro Pikevil for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Balf Moon Morven Godwin Castalia Rosman Henders

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Saint Johns	1650 NC Highway 461 Ahoskie, NC 27910	11.10 mi	58	Declining
17	Union	431 Boone Farm Rd Ahoskie, NC 27910	11.10 mi	87	Growing
18	Mount Tabor	807 US Highway 158 W Ahoskie, NC 27910	11.10 mi	53	Declining
19	Brantleys Grove	601 Ahoskie Cofield Rd Ahoskie, NC 27910	11.38 mi	35	Declining
20	Creeksville	126 Jenkins Mill Rd Conway, NC 27820	12.27 mi	67	Plateauing
21	Creech Memorial	501 Lloyd St S Ahoskie, NC 27910	12.69 mi	43	Plateauing
22	Margarettsville	2921 Tower Rd Margarettsville, NC 27853	12.79 mi	20	Declining
23	Eure - Eure	292 Corner High Rd Eure, NC 27935	13.02 mi	67	Declining
24	Cool Spring - Eure	1460 NC Highway 137 237 Eure, NC 27935	13.09 mi	61	Declining
25	Lasker	205 E Church St Lasker, NC 27845	13.43 mi	25	Plateauing
26	Aulander	109 Harmon St Aulander, NC 27805	14.73 mi	59	Plateauing
27	Holly Springs	703 River Rd Cofield, NC 27922	15.34 mi	40	Growing
28	Hortons	810 Hortons Church Rd Aulander, NC 27805	16.14 mi	10	Plateauing
29	Pleasant Grove	221 Pleasant Grove Road Aulander, NC 27805	16.14 mi	25	Declining
30	Oak Grove	1437 NC Highway 11 S Aulander, NC 27805	16.14 mi	63	Declining

Pikeville Durham Zebulon Weaverville Eureka Franklinton Bolton Barker Ten Mile Aurora Askewville Feletier Hayesville Bonnetsville Trinity Momeyer Sparta Apex Piner Intercultural Institute Aulander Boone Prospect Wendell Boiling Springs Rockfish White for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Connaritsa	2016 NC Highway 305 Aulander, NC 27805	16.14 mi	38	Declining
32	Powellsville	307 West Main St Powellsville, NC 27967	17.15 mi	47	Declining
33	Rich Square	116 W Jackson St Rich Square, NC 27869	17.25 mi	48	Declining
34	Mount Carmel	3578 Mount Carmel Rd Seaboard, NC 27876	17.60 mi	24	Plateauing
35	Galatia	1219 Galatia Rd Seaboard, NC 27876	17.60 mi	165	Plateauing
36	Reynoldson - Gates	73 Reynoldson Rd Gates, NC 27937	17.69 mi	106	Plateauing
37	Sandy Run	310 E Church St Roxobel, NC 27872	18.58 mi	60	Plateauing
38	Jackson	306 N Church St Jackson, NC 27845	18.69 mi	44	Declining
39	Gatesville - Gatesville	201 Court St Gatesville, NC 27938	19.00 mi	65	Insufficient Data
40	Harrellsville	206 E Main St Harrellsville, NC 27942	19.36 mi	50	Plateauing
41	Seaboard	310 S Main St Seaboard, NC 27876	19.66 mi	42	Declining
42	Kelford	103 Church St Kelford, NC 27847	19.69 mi	26	Insufficient Data
43	Mars Hill	1325 Meadow Rd Colerain, NC 27924	20.49 mi	56	Declining
44	Holly Grove	2136 US Hwy 13 North Ahoskie, NC 27910	20.70 mi	9	Declining
45	Christian Harbor	1432 Swains Mill Rd Harrellsville, NC 27942	20.97 mi	43	Plateauing

Morganton Forest City Winton Keener Aurora Laurinburg Glen Raven Jackson Holly Ridge Ashley Spring Hope Southern Pines Dobbins Heights Grover Skippers Corner Intercultural Institute Pine Level Fairplains Haw River Newport Andrews Hookerton Stalli for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry



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