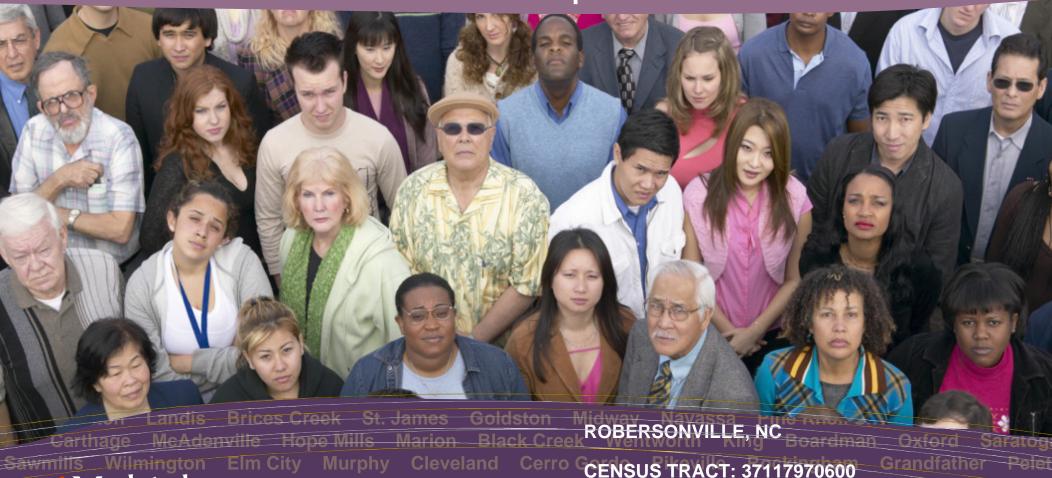
Mission Site top unreached locations



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ocky Mount Goldsboro

Site Location Summary

Sandy Creek

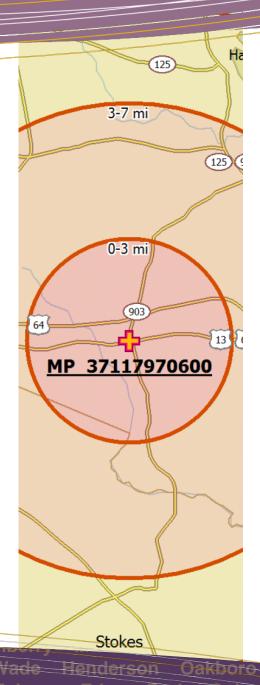
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The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or 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	3702	Region 2: Central Coast
3	County Location	37117	Martin
4	Zipcode	27871	Martin
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	10000-10000-50000

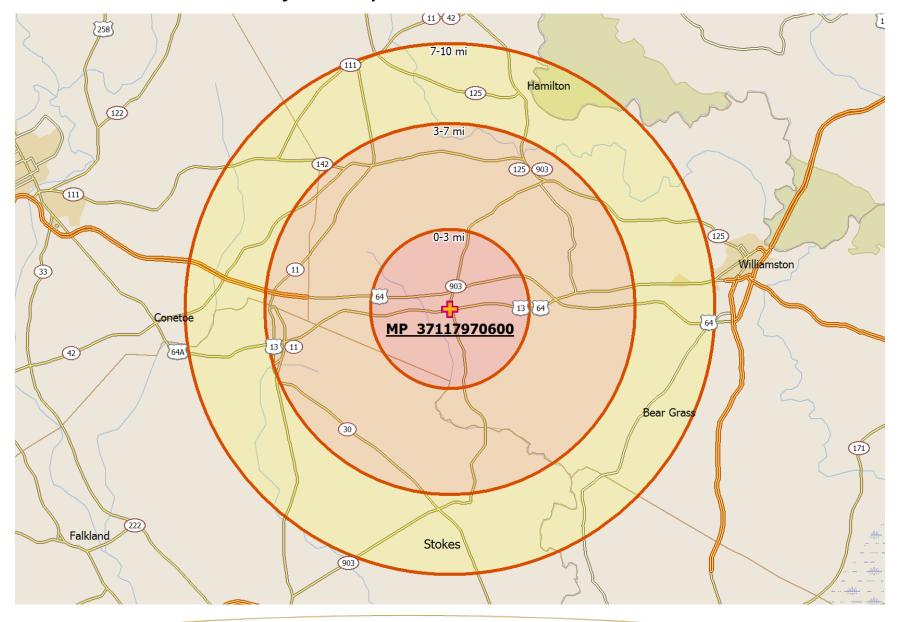
Four Oaks

White Oak



Site Location Summary - Map of the Site Location

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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/	СО	EXPLANATION
	URBAN	DE	
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	6	Noncore adjacent to a small metro area with town of at least 2,500 residents
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric Locale Codes	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	88	Metropolitan low commuting: No additional code
7	ERS RUCA Commuting Value	3	Metropolitan area low commuting: primary flow 5% to 30% to a urbanized area
8	Percent Commuting to Metro	20	Percent commuting from non metro to metro areas



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	2,690	6,405	7,212
2010 Households	1,162	2,603	2,954
2010 Group Quarters Population	0	5	29

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	11	8	16
Language Diversity National Index	18	7	8
Foreign Born Diversity National Index	6	34	13
Ancestry Diversity National Index	8	12	6
Racial Diversity National Index	59	67	65

Mavodan

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	0	False
Low-employment County	0	False
Persistent Poverty County	1	True
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

Site Location Summary - Social Environment

Harkers Island

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	36	3.1%
Working Communities	Blue-collar, Working Families	0	0%
Country Communities	Rural, Agri. & Mining Families	56	4.82%
Aspiring Communities	Young Singles / Aspiring-Multihousing	160	13.77%
Urban Communities	High Density, Inner-city Neighborhoods	911	78.4%

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.

Surf City

Using the Site Location Summary

Issues for Your Consideration - continued

Chocowinity Charlotte

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

Spirituality Indicators Overview - Evangelscape

The Evangelscape is an IICM dataset based on a national study conducted by the Simmons Market Research Bureau as indexed to the MOSAIC lifestyle segmentation system. The dataset includes the percent of households for each MOSAIC lifestyle segment that are considered "unreached," "religious but not evangelical," "spiritual but not religious or evangelical," and "not evangelical and not interested in religion or spirituality." For an explanation of these terms see the Evangelscape article at MissionalCyclopedia.org.

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	6,742	794	11.78%
Unreached %	68.86%	68.34%	99.24
Religious But NOT Evangelical HH	2,465	324	13.14%
Religious But NOT Evangelical %	25.18%	27.87%	110.68
Spiritual But NOT Relig or Evang HH	535	19	3.5%
Spiritual But NOT Relig or Evang %	5.47%	1.61%	29.5
Not Evangelical, Not Interested HH	3,892	501	12.87%
Not Evangelical, Not Interested %	39.76%	43.1%	108.41



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	12	1	8.33%
Active BCNC Attenders	1,200	85	7.08%
Active Evangelical Households	2,485	301	12.1%
Active Evangelical Percent	25.38%	25.87%	101.95
Inactive Evangelical Households	564	68	12.06%
Inactive Evangelical Percent	5.76%	5.85%	101.57
# 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	Robersonville First - Robersonville	1.37 mi	85	Declining		16	Pactolus - Greenville	14.39 mi	79	Plateauing
2	Everetts - Everetts	5.03 mi	85	Plateauing		17	Siloam	15.44 mi	47	Declining
3	Bethel - Bethel	6.74 mi	96	Declining		18	Piney Grove - Williamston	15.68 mi	173	Growing
4	Hamilton - Hamilton	8.55 mi	55	Declining		19	Penders Chapel - Tarboro	15.74 mi	53	Growing
5	Stokes - Stokes	8.64 mi	26	Declining		20	Trinity - Tarboro	15.82 mi	138	Declining
6	Oak City -	9.52 mi	38	Plateauing		21	Acorn Hill - Tarboro	15.98 mi	41	Declining
7	West End - Williamston	10.46 mi	116	Declining	2	22	Hispanic Mission - Tarboro	16.10 mi	30	Growing
8	Williamston Memorial - Williamston	11.61 mi	292	Plateauing	;	23	Tarboro First - Tarboro	16.10 mi	140	Plateauing
9	New Hope Baptist Chapel - Williamston	11.95 mi	19	Declining	:	24	Ignite Church	16.53 mi	0	Insufficient Data
10	Mildred Missionary - Tarboro	12.94 mi	81	Plateauing	:	25	Integrity Baptist Church	16.66 mi	0	Insufficient Data
11	Whole Life Christian Center	13.42 mi	0	Insufficient Data		26	Immanuel - Greenville	16.99 mi	169	Declining
12	Hobgood - Hobgood	13.48 mi	40	Plateauing		27	Korean Mission - Greenville	16.99 mi	32	Insufficient Data
13	Reddicks Grove - Williamston	13.66 mi	75	Declining	:	28	Northern Boulevard - Tarboro	16.99 mi	144	Insufficient Data
14	Speed - Speed	14.02 mi	5	Declining	:	29	The Memorial - Greenville	17.33 mi	342	Plateauing
15	Indian Woods - Windsor	14.07 mi	0	Insufficient Data	;	30	Hispanic Mission of Greenville	17.33 mi	45	Plateauing

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.

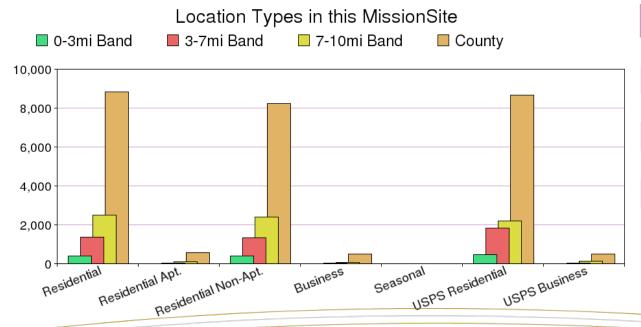
Carrboro

Brices Creek

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	25,078	3,481	13.88%
2000 Population	25,593	3,134	12.25%
2010 Population	23,193	2,690	11.6%

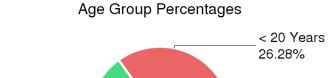
DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	9,317	1,280	13.74%
2000 Households	10,020	1,246	12.44%
2010 Households	9,790	1,162	11.87%

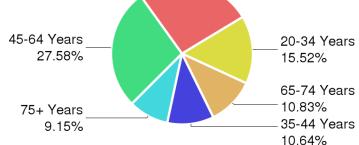


Location Type	0-3mi Band
Residential	394
Residential Apt.	2
Residential Non-Apt.	392
Business	14
Seasonal	0
USPS Residential	451
USPS Business	15

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

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



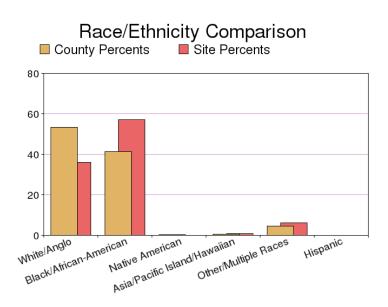


Sharpsburg

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.99%	5.13%	102.81
4-5 Years	2.57%	1.97%	76.65
6-8 Years	3.89%	3.57%	91.77
9-11 Years	3.8%	4.01%	105.53
12-13 Years	2.48%	2.49%	100.4
14-17 Years	5.07%	5.35%	105.52
18-19 Years	2.56%	3.72%	145.31
0-5 Years	7.56%	7.1%	93.92
6-12 Years	8.93%	8.85%	99.1
13-19 Years	8.87%	10.3%	116.12
< 20 Years	25.36%	26.25%	103.51
20-34 Years	15.8%	15.5%	98.1
35-44 Years	11.08%	10.63%	95.94
45-64 Years	29.43%	27.55%	93.61
65-74 Years	9.93%	10.82%	108.96
75+ Years	8.4%	9.14%	108.81
Median Age	43	38	89.06
Median Age (Male)	41	36	87.76
Median Age (Female)	45	41	89.98

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	53.43%	35.87%	67.15
Black, African-American	41.25%	57.17%	138.61
Native American	0.38%	0.07%	19.6
Asian	0.42%	0.74%	177.77
Pacific Island, Hawaiian	0.06%	0%	0
Other/Multiple Races	4.47%	6.17%	138.15
Hispanic	0%	4.2%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	15,900	1,803	
Less than 9th Grade	8.19%	11.31%	72.43
No High School Diploma	12.58%	16.75%	75.1
High School Graduate	36.36%	31.89%	114.03
Some College, no degree	20.99%	20.69%	101.48
Associate Degree	9.32%	7.32%	127.31
College Degree	8.24%	9.21%	89.49
Graduate/Prof. degree	4.31%	2.83%	152.31

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	13.62%	19.1%	175.13
\$10,000 to \$19,999	17.08%	19.71%	115.39
\$20,000 to \$29,999	12.95%	15.75%	121.59
\$30,000 to \$49,999	24.61%	19.88%	80.79
\$50,000 to \$59,999	7.97%	4.91%	61.57
\$60,000 to \$69,999	7.68%	5.59%	72.82
\$70,000 to \$79,999	5.09%	5.94%	116.73
\$80,000 to \$89,999	3.51%	4.3%	122.46
\$90,000 to \$99,999	2.15%	2.58%	120.36
\$100,000 to \$124,999	2.97%	1.81%	60.8
\$125,000 to \$149,999	1.07%	0.09%	8.02
\$150,000 to \$199,999	0.98%	0%	0
\$200,000 to \$249,999	0.08%	0%	0
\$250,000 or more	0.25%	0.26%	105.31
Median Household	34,796	27,352	78.61
Average Household	45,908	40,043	87.22
Per Capita Household	19,617	17,297	88.17
Family/Non-Family Household			
Income			
Median Family Income	42,739	36,753	85.99
Average Family Income	51,737	44,485	85.98
Median Non-Family Income	20,371	19,026	93.4
Average Non-Family Income	33,428	29,276	87.58

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.

Spruce Pine

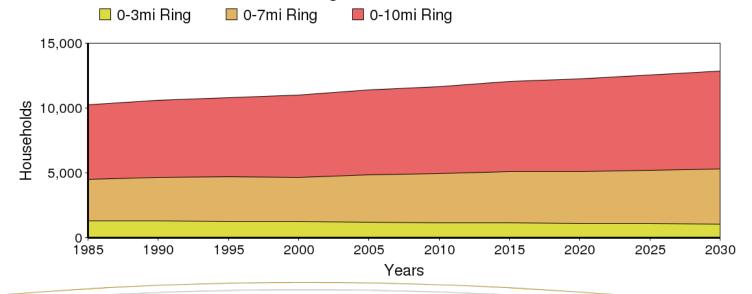
2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES		5,1115	
Family Households			Index
% Family Households	68.16%	64.2%	94.19
Families with Children	30.91%	29.35%	94.94
Families without Children	37.25%	34.85%	93.56
Non-Family Households			
% Non-Family Households	31.84%	35.8%	112.44
Non-Families with Children	0.41	0.26	63.19
Non-Families without Children	31.43	35.54	113.08
Housing Units			Index
Total Housing Units	11,207	1,333	
Vacant percent	12.64%	12.83%	101.46
Owned percent	59.15%	53.34%	90.17%
Rented Percent	28.21%	33.91%	120.22
Households by Size			Index
Avg household size	2.33	2.31	99.14
Avg family hh size	2.89	2.98	103.11
Avg non-family hh size	1.14	1.13	99.12
Households By Count of Persons			Percent
One	2,743	372	13.56%
Two	3,465	392	11.31%
Three or Four	2,990	320	10.7%
Five+	592	79	13.34%

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	25,078	3,481	13.88%
2000 Population	25,593	3,134	12.25%
2010 Population	23,193	2,690	11.6%
2015 Population	22,480	2,592	11.53%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	9,317	1,280	13.74%
2000 Households	10,020	1,246	12.44%
2010 Households	9,790	1,162	11.87%
2015 Households	9,805	1,156	11.79%

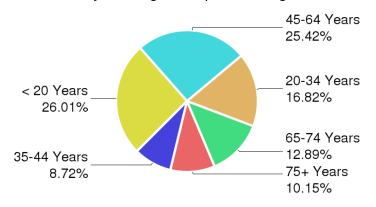
Household Change from 1985 to 2030



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.

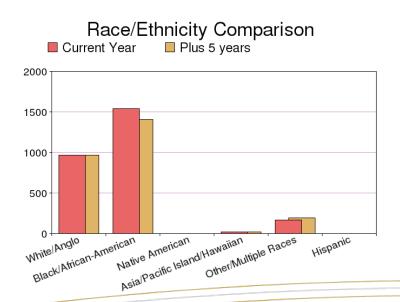
Projected Age Group Percentages



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.13%	4.55%	88.69
4-5 Years	1.97%	1.74%	88.32
6-8 Years	3.57%	3.74%	104.76
9-11 Years	4.01%	4.28%	106.73
12-13 Years	2.49%	3.05%	122.49
14-17 Years	5.35%	5.21%	97.38
18-19 Years	3.72%	3.43%	92.2
0-5 Years	7.1%	6.29%	88.59
6-12 Years	8.85%	9.61%	108.59
13-19 Years	10.3%	10.11%	98.16
< 20 Years	26.25%	26.01%	99.09
20-34 Years	15.5%	16.82%	108.52
35-44 Years	10.63%	8.72%	82.03
45-64 Years	27.55%	25.42%	92.27
65-74 Years	10.82%	12.89%	119.13
75+ Years	9.14%	10.15%	111.05
Median Age	43	39	91.31
Median Age (Male)	41	38	91.51
Median Age (Female)	45	41	91.14

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	35.87%	37.27%	103.89
Black, African-American	57.17%	54.24%	94.87
Native American	0.07%	0.04%	51.89
Asian	0.74%	0.85%	114.16
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	6.17%	7.56%	122.54
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,803	1,747	
Less than 9th Grade	11.31%	9.27%	81.96
No High School Diploma	16.75%	14.42%	86.12
High School Graduate	31.89%	32.97%	103.38
Some College, no degree	20.69%	22.61%	109.29

7.32%

9.21%

2.83%

Associate Degree

Graduate/Prof. degree

College Degree

8.47%

9.1%

3.15%

115.72

98.85

111.3

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	19.1%	17.39%	91.01
\$10,000 to \$19,999	19.71%	20.67%	104.91
\$20,000 to \$29,999	15.75%	14.27%	90.63
\$30,000 to \$49,999	19.88%	20.59%	103.57
\$50,000 to \$59,999	4.91%	5.36%	109.34
\$60,000 to \$69,999	5.59%	5.54%	98.97
\$70,000 to \$79,999	5.94%	5.88%	96.15
\$80,000 to \$89,999	4.3%	4.67%	104.54
\$90,000 to \$99,999	2.58%	2.68%	103.87
\$100,000 to \$249,999	1.81%	2.16%	119.67
\$125,000 to \$149,999	0.09%	0.26%	301.56
\$150,000 to \$199,999	0%	0%	0
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	0.26%	0.09%	33.51
Median Household	27,352	28,718	104.99
Average Household	40,043	42,044	105
Per Capita Household	17,297	18,751	108.41
Family/Non-Family Household			
Income			
Median Family Income	36,753	39,915	108.6
Average Family Income	44,485	46,416	104.34
Median Non-Family Income	19,026	21,438	112.68
Average Non-Family Income	29,276	32,005	109.32



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	64.2%	62.72%	97.69
Families with Children	29.35	27.34	93.15
Families without Children	34.85	33.22	95.31
Non-Family Households			
% Non-Family Households	35.8%	37.28%	104.14
Non-Families with Children	0.26	0.35	104.14
Non-Families without	35.54	36.94	103.93
Children			
Housing Units			
Total Housing Units	1,333	1,330	99.77%
Vacant percent	12.83%	13.01%	101.4
Owned percent	53.34%	53.23%	99.8
Rented Percent	33.91%	33.68%	99.34
Households by Size			
Avg household size	2.31	2.24	96.97%
Avg family hh size	2.98	2.92	97.99%
Avg non-family hh size	1.13	1.10	97.35%
Households By Count of			
Persons			
One	372	380	102.15%
Two	392	403	102.81%
Three or Four	320	303	94.69%
Five+	79	70	88.61%

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
	MILES	MILES	MILES
Foreign Born Pop	97	8	128
Northern Europe	0	1	1
Western Europe	0	2	14
Southern Europe	0	0	0
Eastern Europe	0	0	0
Other Europe	0	0	0
Eastern Asia	7	0	10
So. Central Asia	0	0	0
SE Asia	0	0	2
Western Asia	0	0	0
Other Asia	0	0	0

Plymouth

BORN IN:	0-3	3-7	7-10
	MILES	MILES	MILES
Eastern Africa	0	0	1
Middle Africa	0	0	0
Northern Africa	0	0	6
Southern Africa	0	0	2
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	1	1
Caribbean	9	0	5
Central Amer.	81	3	85
South America	0	1	1
North America	0	0	0
Born at sea	0	0	0

Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10
	MILES	MILES	MILES
English only	3,381	3,524	9,441
Spanish	129	62	218
Other Indo-Euro	17	38	32
language			
French (incl. Patois,	6	32	23
Cajun)			
French Creole	0	0	0
Italian	0	0	0
Portuguese	0	0	0
German	11	2	2
Yiddish	0	0	0
Other West Germanic	0	1	5
A Scandinavian	0	0	0
Language			
Greek	0	0	0
Russian	0	0	0
Polish	0	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	3	2
Hindi	0	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-3	3-7	7-10
	MILES	MILES	MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	0	0	0
Japanese	0	0	0
Korean	7	2	2
Mon-Khmer,	0	0	0
Cambodian			
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	0	0	0
Other Asian	0	0	1
Tagalog	0	0	0
Other Pacific Is	0	0	0
Other languages	0	0	11
Navajo	0	0	0
Other Native N.	0	0	0
American			
Hungarian	0	0	0
Arabic	0	0	8
Hebrew	0	0	0
African languages	0	0	3
Other unspecified	0	0	0

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
	MILES	MILES	MILES
Reporting ancestry	2,926	2,628	7,272
Arab	0	0	2
Armenian	0	0	0
Austrian	0	0	0
British	0	6	11
Canadian	0	2	4
Croatian	4	0	0
Czech	0	0	0
Czechoslovak	0	0	0
Danish	0	0	0
Dutch	0	7	10
English	178	335	731
European	24	16	31
Finnish	0	0	0
French (not Basque)	12	22	68
French Canadian	6	5	5
German	80	67	189
Greek	0	12	20
Hungarian	0	0	0
Iranian	0	0	0

ANCESTRY	0-3	3-7	7-10
	MILES	MILES	MILES
Irish	110	76	187
Italian	5	14	27
Lithuanian	0	0	0
Norwegian	0	5	4
Polish	8	13	28
Portuguese	0	0	0
Romanian	0	0	0
Russian	0	0	0
Scandinavian	0	0	0
Scotch-Irish	16	28	114
Scottish	6	14	40
Slovak	0	0	0
Subsaharan African	40	44	122
Swedish	0	10	18
Swiss	0	0	2
Ukrainian	0	0	0
US/American	324	678	1,497
Welsh	0	2	6
West Indian	20	0	0
Yugoslavian	0	0	0
Other	2,093	1,272	4,156

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?

Cape Carteret

Woodland

Using the Demographic Indicators

Issues for Your Consideration - continued

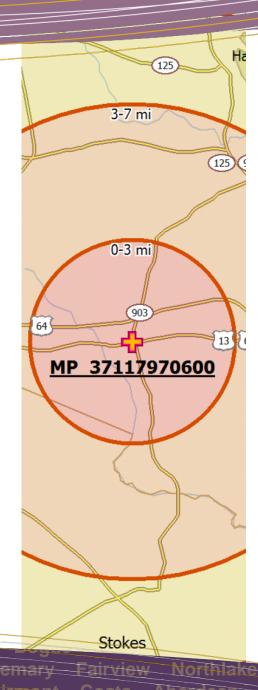
- 4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest 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?

Lasker

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.

Millers Creek



Mooresville

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,162	100%	794	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	2	0.17%	1	0.13%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	2	0.17%	1	0.13%
Mid-Market Enterprise	0	0%	0	0%

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,162	100%	794	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	34	2.93%	22	2.77%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	34	2.93%	22	2.77%
Professional Urbanites	0	0%	0	0%
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%

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,162	100%	794	100%
REMOTE AMERICA	56	4.82%	34	4.28%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	56	4.82%	34	4.28%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	160	13.77%	118	14.86%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	160	13.77%	118	14.86%
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%

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,162	100%	794	100%
STRUGGLING SOCIETIES	880	75.73%	597	75.19%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	880	75.73%	597	75.19%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	31	2.67%	22	2.77%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	31	2.67%	22	2.77%
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%

Canton

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?

Centerville

Siler City



Potential Cultural Bridges

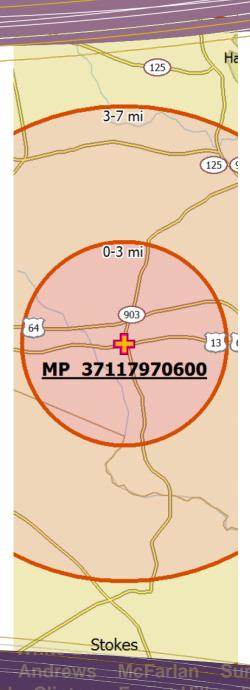
Donald McGavran in his book, The Bridges of God, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, lignuistic, or class barriers." In addition, research into evangelism suggests that most people come to 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).

Forest City



Cape Carteret

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

Conover

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	62%	65%	67%
Use Comp. for Internet/E-mail	38%	42%	44%
Use Comp. for Comp. Games	33%	34%	34%
Internet Use: E-Mail	31%	35%	36%
Use Comp. for Education	29%	29%	28%
HH Owns DVD Player	23%	24%	25%
Use Comp. for Shopping	18%	21%	22%
Internet Use: News/ Weather	18%	19%	20%
Use Comp. for Digital Camera	17%	19%	20%
Photo Editing			
Use Comp. for Banking	17%	19%	20%
ooc comp. for Banking	1770	1070	2070

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: Banking	17%	19%	19%
PC-Network-HH Has One	15%	17%	17%
Use Comp. for Word Processing	15%	20%	23%
Use Comp. for Filing/DB Mngmnt	9%	9%	10%
Use Comp. for News/Info./Data	8%	12%	14%
Service			
HH Owns Video/Webcam	8%	8%	8%
Internet Use: Instant Messaging	6%	6%	6%
(lm)			
Internet Use: Digital Imaging/	6%	6%	6%
Photo Albums Online			
Internet Use: Yellow Pages	6%	7%	7%
Internet Use: Play/ Download	6%	7%	7%
Online Games			

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	64%	64%	65%
Reading Books	45%	47%	48%
Dining Out (Not Fast Food)	36%	40%	43%
Card Games	30%	34%	36%
Cooking for Fun	29%	31%	33%
Go To A Beach/Lake	25%	26%	27%
Board Games	22%	25%	26%
Gardening	22%	24%	24%
Going To	14%	14%	15%
Bars/Nightclubs/Dancing			
Visit Zoo	12%	13%	14%

Middlesex

Pine Level

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	66%	68%	68%
Gen./Fam. Practitioner	29%	31%	32%
Hypertension/High Blood	24%	24%	24%
Pressure			
Backache	23%	23%	23%
None Of These	18%	18%	18%
Dentist	18%	20%	22%
High Cholesterol	17%	18%	19%
Eye Dr.	17%	18%	20%
Any Arthritis	15%	16%	16%
Acid Reflux Disease (GERD)	15%	16%	16%

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	21.11%	22.33%	23.33%
Live Theater	12.04%	13.86%	15.5%
Rock/Pop Concerts Most	11.68%	12.35%	12.98%
Often			
Dance Performance	10.12%	9.49%	9.48%
Live Theater Most Often	9.53%	11.09%	12.41%
Comedy Club	8.97%	9%	9.25%
Movies: Comedy	44.27%	42.37%	41.11%
Movies: Action/Adventure	39.53%	38.74%	38.25%
Movies: Drama	28.4%	25.94%	24.59%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	24.89%	23.67%	23.06%
Movies: Horror	24.64%	20.44%	17.74%
Movies: Mystery	21.01%	19.68%	18.85%
College Basketball Reg.	3.47%	3.53%	3.53%
Season			
College Football Reg.	3.37%	3.99%	4.3%
Season			
NFL Football Reg. Season	2.56%	3.49%	4.04%
College Football	2.27%	2.11%	1.92%
Post-Season			
NBA Basketball Reg.	2.14%	2.5%	2.77%
Season			
Tennis Matches	2.12%	1.89%	1.77%

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Walking for Exercise	31.1%	33.35%	35.03%
Swimming	18.2%	21.34%	22.68%
Basketball	17.58%	18.02%	18.59%
Billiards/Pool	16.53%	16.65%	16.54%
Bowling	14.42%	16.93%	18.69%
Jogging/Running	14.18%	14.52%	15.25%
Football	13.42%	13.34%	13.55%
Weight Training	10.52%	11.57%	12.35%
Freshwater Fishing	10.42%	12.93%	13.72%
Stationary Cycling	9.15%	9.64%	9.98%
Aerobics	9.15%	9.82%	10.69%
Baseball	8.89%	9.85%	10.68%
Volleyball	7.95%	8.26%	8.51%
Ice Skating	6.13%	5.87%	5.78%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Using Cardio Machine	6.06%	7.74%	8.92%
Yoga	5.67%	5.83%	6.09%
Mountain/Road Biking	5.52%	6.82%	7.54%
Softball	5.33%	6.23%	6.97%
Roller Skating	5.3%	5.44%	5.77%
Golf	5.21%	7.06%	8.1%
Camping Trips	5.14%	7.06%	7.33%
Tennis	5.11%	5.72%	6.22%
Snorkeling	4.37%	4.25%	4.12%
Soccer	4.36%	5.52%	6.47%
Hunting	4.16%	5.76%	6.08%
Jet Skiing	4.14%	4.16%	4.1%
Saltwater Fishing	4%	5.28%	5.99%
Fly Fishing	3.81%	4.02%	4.06%

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	3.65%	4.31%	4.48%
Skateboarding	3.34%	3.56%	3.75%
Canoeing/Kayaking	3.26%	4.05%	4.33%
Snowmobiling	3.18%	3.27%	3.26%
Snowboarding	3.05%	3.02%	3.07%
Motorcycling	3%	3.75%	4.06%
Horseback Riding	2.89%	3.73%	4.04%
Racquetball	2.83%	3.39%	3.9%
Target Shooting	2.78%	4.24%	4.86%
Water Skiing	2.73%	3.16%	3.33%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Hockey	2.71%	3.23%	3.69%
Backpacking/Hiking	2.69%	4.25%	5.06%
Downhill & X-Country	2.45%	2.93%	3.28%
Skiing			
Sailing	2.41%	2.63%	2.72%
Rock Climbing	2.26%	2.38%	2.47%
Surfing & Windsurfing	2.16%	2.29%	2.4%
Archery	1.91%	2.39%	2.58%
Auto Racing	1.49%	1.78%	1.94%
Martial Arts	1.35%	1.98%	2.42%
Rowing	1.21%	1.72%	2.06%

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.

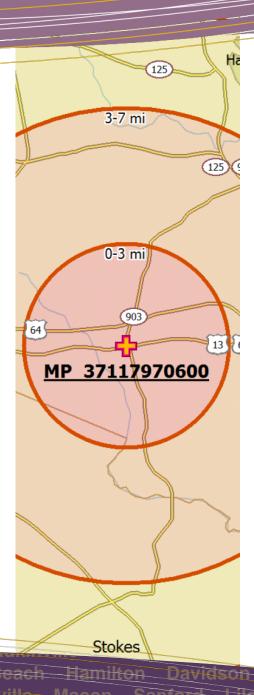
BIBLICAL BARRIERS

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 refering 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.



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.

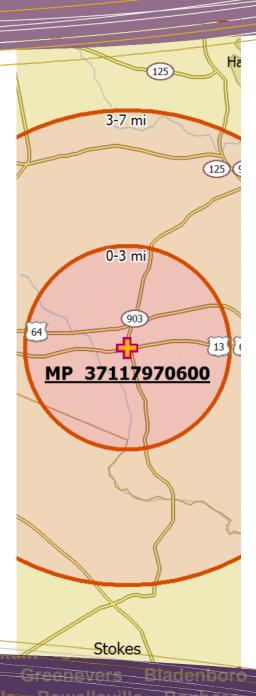
Unreached People Group

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.

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Beaufort

Rutherford College





Potential Cultural Barriers:

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

BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES
Important Continue Learning New Things	58%	57%	56%
Speak My Mind Even If It Upsets People	45%	44%	42%
Like Control Over People And Resources	44%	43%	42%
Too Much Sponsorship In Arts/Sports	38%	35%	34%
Don't Judge People/Way They Live Life	38%	35%	33%
Woman's Place Is In The Home	36%	36%	36%
Find It Difficult To Say No To My Kids	35%	37%	38%
I Am A Workaholic	32%	29%	27%
Like to Stand Out In A Crowd	28%	26%	24%
Like To Do Unconventional Things	26%	28%	29%
If Won Lottery Would Never Work Again	26%	26%	26%
We Should Strive for Equality for All	24%	21%	20%

BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES
Prefer To Have Few Possessions As Possible	23%	24%	26%
Money Is Best Measure Of Success	20%	22%	24%
Marijuana Should Be Legalized	20%	20%	20%
Rarely Sit Down to a Meal Together At Home	19%	19%	18%
Like To Pursue Challenge/Novelty/Change	17%	17%	18%
Only Work Current Job for The Money	17%	17%	17%
Friends More Important Than My Fam.	15%	16%	18%
Very Happy With My Life As It Is	13%	11%	10%
More Important Do Duty Than Enjoy Life	13%	11%	10%
On Whole People Get What They Deserve	12%	11%	11%
Happy With My Standard Of Living	12%	12%	12%
Little I Can Do To Change My Life	12%	11%	10%

Potential Cultural Themes

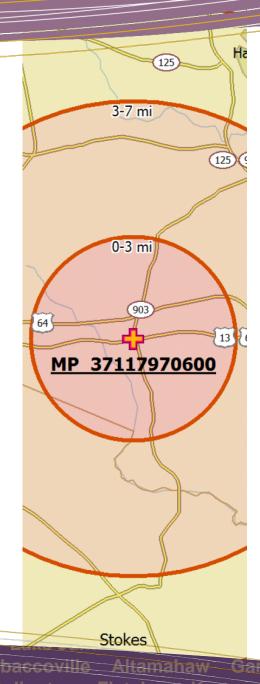
Typically many Christians explain the gospel the way it was presented to them. However, today many nonbelievers in North America do not have a Christian background nor do they have any interest in the Christian Church or Christianity. Because of this the gospel messages that they have "heard" (with their 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.

Vann Crossroads

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Brices Creek



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
	MILES	MILES	MILES
You Should Seize Opportunities In Life	59%	58%	58%
Important To Respect Customs And Beliefs	51%	54%	56%
Like To Understand About Nature	41%	39%	39%
Prefer Work Part Of Team Than Alone	39%	39%	40%
Important To Juggle Various Tasks	37%	36%	36%
Good At Fixing Things	34%	32%	32%
Important Feel Respected By My Peers	32%	32%	33%
Have Keen Sense Of Adventure	31%	30%	29%
Provide My Kids With The Little Extras	27%	25%	25%
Consider Myself Interested In The Arts	27%	25%	23%
Looking for New Ideas To Improve Home	27%	25%	23%
Prefer To Have Few Possessions As Possible	23%	24%	26%

Oriental

THEMES	0-3	3-7	7-10
	MILES	MILES	MILES
People Have To Take Me As They Find Me	22%	23%	23%
Try Not To Worry About The Future	20%	19%	18%
Like To Just Enjoy Life	18%	18%	18%
Real Men Don't Cry	17%	17%	18%
Enjoy Spending Time With My Fam.	16%	16%	15%
Is An Important Part Of Who I Am	14%	13%	13%
Worried About Pollution Caused By Cars	12%	14%	16%
Children Should Be Allowed To Express Themselves	10%	9%	9%
Feel Very Alone In The World	7%	6%	6%
Like Spending Most Time With Fam.	5%	6%	6%
Would Like To Set Up Own Business	5%	5%	5%
Decor Particular Interest To Me	4%	4%	4%

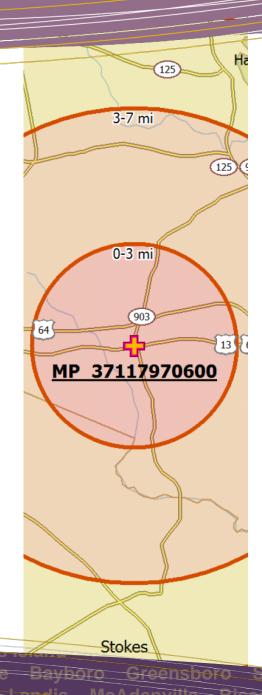
Potential Shared Places

Northwest

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.

Favetteville

Garvsburg



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	89.84%	89.39%	88.68%
Restaurant-Visit Any			
Fam. Restaurants/Steak	72.03%	75.18%	76.76%
Houses-Visit Any			
McDonald's	57.88%	57.83%	57.29%
Kentucky Fried Chicken (KFC)	44.64%	42.26%	40.75%
Burger King	40.84%	40.48%	40.19%
Wendy's	37.09%	35.99%	35.19%
Subway	32.84%	32.63%	32.01%
Pizza Hut	30.08%	29.06%	28.12%
Taco Bell	27.2%	27.03%	26.64%
Popeyes	25.43%	22.18%	20.65%
Applebee's	25.23%	26.82%	27.19%
Domino's Pizza	21.29%	20.03%	19.5%

Pembroke

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Arby's	20.87%	21.75%	21.82%
Dairy Queen	20.72%	19.92%	18.76%
Red Lobster	20.29%	20.34%	20.43%
Church's Fried Chicken	19.04%	16.43%	15.28%
Golden Corral	18.64%	18.13%	17.92%
Sonic	17.49%	16.94%	16.11%
Olive Garden	16.13%	16.99%	17.52%
Hardee's	16.02%	15.42%	14.47%
IHOP (International House Of Pancakes)	15.42%	15.7%	16.16%
Krispy Kreme	14.81%	13.85%	13.16%
Denny's	14.62%	13.31%	12.36%
Outback Steakhouse	13.33%	13.46%	13.3%

Potential Shared Projects

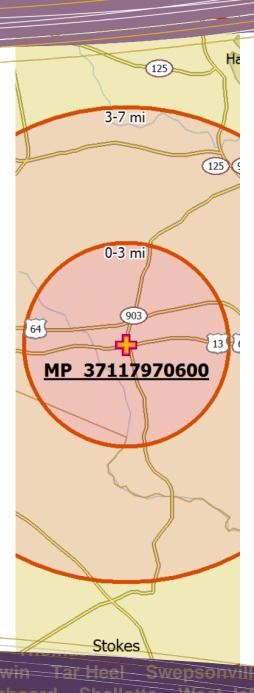
Shared projects are those social or community projects in which people at this site location are involved that Christians could join in with them as a means of developing relationships while "serving with them." So often Christians either expect nonbelievers to come to them ("come to our church service 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!

Canton

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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.

Mount Gilead

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	34.23%	37.71%	39.94%
Recycled products	16.73%	20.38%	22.42%
Worked as volunteer (non political)	9.26%	10.5%	11.03%
Engaged in fund raising	8.32%	9.41%	10.32%
Religious club member	6.88%	7.73%	8.32%
Church Board	6.02%	6.94%	7.7%

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or newspaper	4.04%	4.22%	4.27%
Took active part in local civic issue	3.81%	4.11%	4.36%
Wrote to elected offcl about publ bus	2.74%	3.27%	3.63%
Addressed a public meeting	2.71%	3.25%	3.57%
Charitable Organization	2.57%	3.24%	3.67%
Fraternal order member	2.57%	3.17%	3.6%

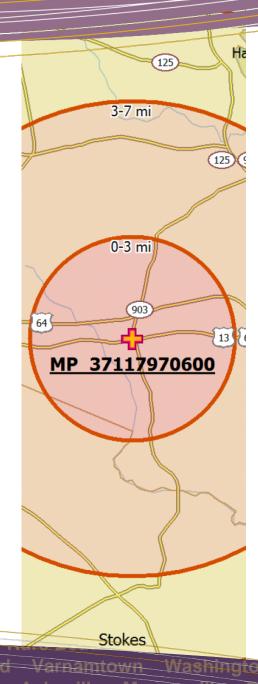
Communication Media Content

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.

Lowesville

Weaverville



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	11.21%	11.79%	12.31%
Novel	9.25%	10.9%	11.98%
Religious (not Bibles)	8.65%	9.42%	10.05%
Cookbooks	7.39%	7.85%	7.98%
Romance	5.88%	6.08%	6.28%
Mystery	5.65%	6.29%	6.54%
Mail order	4.54%	4.56%	4.71%
Supermarket	4.36%	4.16%	4.02%
Biography	3.83%	4.48%	5.01%

Cricket

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	62.22%	63.29%	64.56%
Gen. Editorial	56.49%	55.53%	55.34%
Womens	47.29%	47.93%	48.75%
Service	27.9%	28.58%	28.45%
Music	23.28%	22.18%	22.03%
Mens	20.65%	20.21%	20.09%
Business/Finance	20.02%	20.83%	21.76%
Parenthood	17.57%	16.36%	15.54%
Health	13.89%	14.27%	14.47%

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	41.21%	44.01%	45.48%
Classified	30.9%	30.91%	30.59%
Sport	25.54%	26.77%	27.56%
TV/Radio Listings	19.88%	20.61%	21%
Editorial Page	19.69%	22%	23.01%
Comics	19.59%	20.4%	20.48%
Movie Listings & Reviews	18.7%	19.9%	21.01%
Business/Finance	17.94%	19.94%	21.34%
Food/Cooking	17.66%	19.42%	20.32%
Fashion	13.61%	14.72%	15.87%
Home/Gardening	12.84%	15.11%	16.51%
Travel	11.2%	13.36%	14.92%
Science/Technology	8.65%	10.92%	12.44%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Urban Contemporary	51.91%	47.69%	47.02%
Jazz	13.16%	13.79%	14.75%
CHR Contemp Hit Radio	13.12%	14.36%	15.53%
Gospel	10.54%	9.82%	9.54%
Variety	10.39%	10.57%	11.19%
Adult Contemporary	9.81%	9.92%	9.32%
Oldies	8.75%	8.6%	8.43%
Country	8.67%	10.33%	9.67%
All News	4.3%	5.62%	7%
Alternative	4.23%	4.07%	3.73%
Soft Contemporary	3.83%	4.29%	4.6%
Religious	3.61%	4.65%	5.33%
Rock	3.46%	4.23%	4.49%
News/Talk	3.21%	4.18%	4.75%
Classic Rock	2.53%	3%	2.96%
Hispanic	1.94%	2.29%	2.87%
Sports	1.77%	2.21%	2.61%
Classical	1.55%	1.97%	2.28%

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

0-3	3-7	7-10
MILES	MILES	MILES
60.14%	55.42%	51.43%
58.95%	60.44%	61.2%
49.74%	49.9%	50.11%
46.54%	47.76%	48.15%
36.44%	35.43%	34.53%
33.84%	34.88%	35.28%
32.1%	32.92%	32.97%
29.9%	31.32%	32.56%
27.52%	27.46%	26.81%
27.24%	26.55%	25.71%
26.38%	25.65%	25.12%
26.16%	23.93%	22.39%
	MILES 60.14% 58.95% 49.74% 46.54% 36.44% 32.1% 29.9% 27.52% 27.24% 26.38%	MILES MILES 60.14% 55.42% 58.95% 60.44% 49.74% 49.9% 46.54% 47.76% 36.44% 35.43% 33.84% 34.88% 32.1% 32.92% 29.9% 31.32% 27.52% 27.46% 27.24% 26.55% 26.38% 25.65%

Delway

Hobaood

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
TV Info From Sunday TV	25%	26.04%	26.81%
Magazine			
Lifetime	24.77%	24.01%	23.44%
TV Info From Newspapers	24.1%	24.68%	25.15%
TV Info From Monthly Cable	23.24%	22.61%	21.97%
Guide			
Hallmark Channel	23%	23.28%	23.43%
TV Land	22.59%	21.02%	20.28%
CNN (Cable News Network)	21.86%	19.01%	17.37%
ABC Fam.	21.8%	21.06%	20.66%
Encore	21.57%	19.86%	18.17%
Comedy Central	21.14%	22.26%	22.95%
HGTV (and Garden	20.51%	20.59%	20.76%
Television)			
Travel Channel	20.37%	19.96%	19.75%

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.

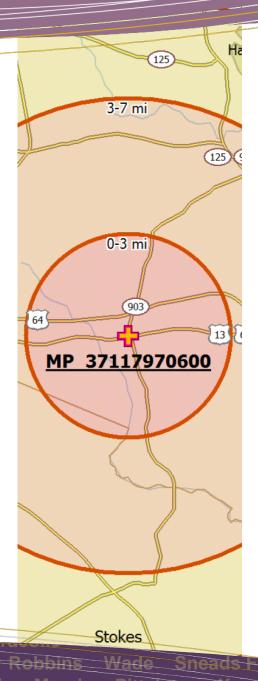
Taken together, media content, media usage, and time usage may be combined with demographics, lifestyles, and consumer behavior to paint a picture of who does what and when at the site location.

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.

Pine Level

Oak Ridge

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Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	12.84%	14.13%	14.75%
Medium Users (4-6)	6.5%	7.05%	7.32%
Light Users (1-3)	13.85%	15.54%	16.96%
Quintiles (20%)			
Newspaper I (Heavy)	1.64%	1.32%	1.04%
Newspaper II	1.23%	1.41%	1.54%
Newspaper III	1.26%	1.46%	1.77%
Newspaper IV	0.79%	0.61%	0.48%
Newspaper V (Light)	1.54%	1.2%	0.95%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	24.66%	22.91%	22.11%
Magazines II	10.55%	10.08%	9.97%
Magazines III	11.69%	11.03%	10.78%
Magazines IV	16.87%	15.44%	14.8%
Magazines V (Light)	1.06%	1.16%	1.28%
Outdoor I (Heavy)	11.48%	10.39%	9.86%
Outdoor II	7.78%	6.65%	6.07%
Outdoor III	7.32%	6.46%	6.07%
Outdoor IV	16.42%	16.84%	17.03%
Outdoor V (Light)	24.72%	24.74%	24.47%
Yellow Pages I	17.18%	17.09%	17.07%
(Heavy)			
Yellow Pages II	9.66%	9.28%	9.28%
Yellow Pages III	15.58%	13.13%	11.78%
Yellow Pages IV	28.17%	26.96%	26.18%
Yellow Pages V (Light)	7.28%	6.27%	5.72%

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.

Laurel Park

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Radio Drive Time Quntiles			
(fifths / 20%)			
Drive Time I & II (Heavy)	1.47%	1.77%	2.16%
Drive Time III (Medium)	1.11%	1.07%	1.13%
Radio IV & V (Light)	2.17%	2.32%	2.63%
Radio Media Quntiles (fifths /			
20%)			
Radio I & II (Heavy)	16.17%	14.15%	12.89%
Radio III (Medium)	3.27%	3.37%	3.48%
Radio IV & V (Light)	4.13%	4.14%	4.38%
Cable TV Quntiles (fifths /			
20%)			
Cable I & II (Heavy)	9.99%	10.86%	11.45%
Cable III (Medium)	7.13%	6.25%	5.69%
Cable IV & V (Light)	47.06%	44.24%	42.44%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
TV Prime Time Quntiles (fifths /			
20%)			
Prime Time I & II (Heavy)	3.44%	3.64%	3.92%
Prime Time III (Medium)	0.97%	1.09%	1.09%
Prime Time IV & V (Light)	15.5%	12.93%	11.14%
TV Early/Late Fringe Quntiles			
(fifths / 20%)			
Fringe I & II (Heavy)	37.77%	38.5%	38.8%
Fringe III (Medium)	58.76%	57.38%	56.33%
Fringe IV (Light)	59.26%	58.5%	57.59%
TV All Day Quntiles (fifths /			
20%)			
All Day I & II (Heavy)	17.75%	16.71%	16.54%
All Day III (Medium)	29.17%	27.63%	26.53%
All Day IV (Light)	28.07%	24.69%	23.06%

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	9.34%	10.1%	10.52%
6:00am - 10:00am	14.21%	14.44%	15.01%
10:00am - 3:00pm	16.79%	14.54%	13.62%
3:00pm - 7:00pm	21.86%	19.01%	17.37%
7:00pm - Midnight	13.04%	12.34%	11.87%
Midnight - 6:00am	12.3%	10.65%	9.65%
Weekend Radio			
Listeners			
Dayparts [summary]	16.31%	15.43%	14.75%
6:00am - 10:00am	1.95%	2.13%	2.16%
10:00am-3:00pm	3.59%	4.17%	4.87%
3:00pm - 7:00pm	8.93%	8.08%	7.5%
7:00pm - Midnight	13.28%	11.95%	11.16%
Midnight - 6:00am	18.38%	16.39%	15.18%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.15%	6.07%	5.79%
Saturday: 8:00-11:00pm	8.09%	8.28%	8.54%
Sunday: 7:00-11:00pm	11.55%	10.51%	9.54%
9:00am-1:00pm	27.24%	26.55%	25.71%
9:00am-4:00pm	30.63%	30.48%	30.01%
4:00pm-7:00pm	32.32%	32.21%	32.59%
11:00pm-1:00am	49.47%	47.59%	46.26%
AVG Prime time Mon-Sun	8.06%	7.05%	6.53%

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
	MILES	MILES	MILES
Weekday			
6-7am	19.64%	17.28%	15.63%
7-9am	19.95%	19.73%	19.66%
9am-12noon	17.68%	18.55%	18.81%
12noon-4pm	12.95%	11.93%	11.2%
4-6pm	46.45%	47.49%	48.75%
6-7pm	17.19%	17.69%	17.69%
7-7:30pm	1.33%	1.6%	1.91%
7:30-8pm	12.6%	12.75%	12.73%
8-11pm	6.15%	6.07%	5.79%
11pm-12am	36.44%	35.43%	34.53%
11pm-1am	49.47%	47.59%	46.26%
1-6am	34.7%	33.75%	33.07%

TV VIEWERS	0-3	3-7	7-10
	MILES	MILES	MILES
Weekend			
Sat: 7-10am	15.6%	15.49%	15.48%
Sat: 10am-1pm	9.05%	8.73%	8.83%
Sat: 1-4pm	24.96%	24.73%	24.47%
Sat: 4-6pm	7.05%	7.08%	7.32%
Sat: 6-7pm	1.17%	1.38%	1.55%
Sat: 7-8pm	1.27%	1.2%	1.18%
Sat: 8-11pm	8.09%	8.28%	8.54%
Sat: 11pm-1am	6.95%	6.85%	7.1%
Sat: 1am-7pm	18.92%	19.97%	20.63%
Sun: 7-10am	2.17%	2.34%	2.49%
Sun: 10am-1pm	5%	5.27%	5.25%
Sun: 1-4pm	3.97%	4.26%	4.31%
Sun: 4-7pm	10.81%	10.91%	10.83%
Sun: 7-11pm	11.55%	10.51%	9.54%
Sun: 11pm-1am	6.95%	6.14%	5.62%
Sun: 1-7am	20.16%	20.03%	19.67%

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

Granite Quarry

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- 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?

Belwood Silver Lake



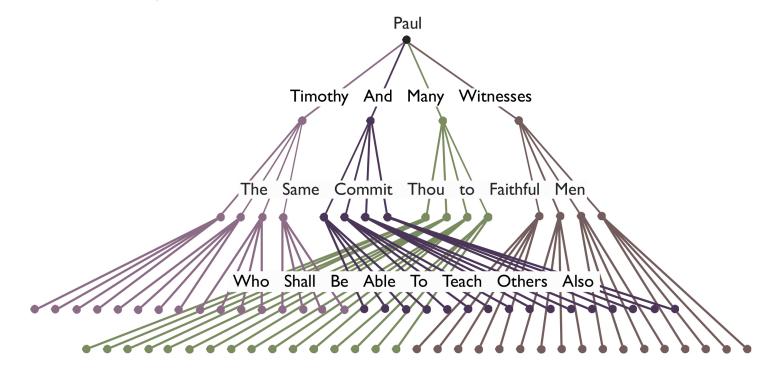
Biblical Missional Multiplication

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.

Missional Multiplication Principle 2nd Timothy 2:2

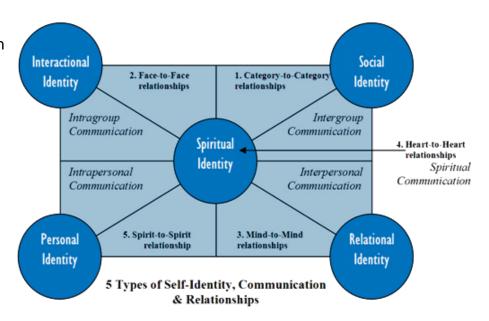


Establishing Redemptive Relationships

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.
- 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

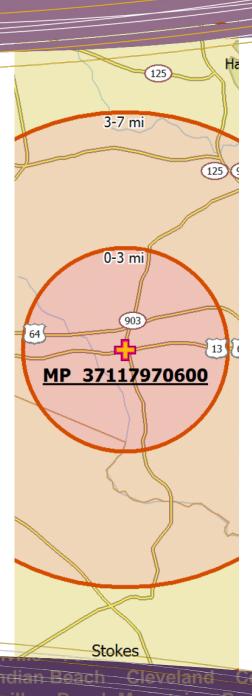
The site location of this MissionSite report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1/2 mile, 0-1 1/2 mile, 0-3 mile, 3-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,370 US census tract centroids (or geographical centers). 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.

Ocean Isle Beach

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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 Missional Cyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org





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	AVG	IICM CGR
1	Robersonville First - Robersonville	206 W Railroad St Robersonville, NC 27871	1.37 mi	85	Declining
2	Everetts - Everetts	209 N Main St Everetts, NC 27825	5.03 mi	85	Plateauing
3	Bethel - Bethel	7473 Main St Bethel, NC 27812	6.74 mi	96	Declining
4	Hamilton - Hamilton	401 N Front St Hamilton, NC 27840	8.55 mi	55	Declining
5	Stokes - Stokes	2729 NC Highway 903 N Stokes, NC 27884	8.64 mi	26	Declining
6	Oak City -	109 W 2nd St Oak City, NC 27857	9.52 mi	38	Plateauing
7	West End - Williamston	1505 W Main St Williamston, NC 27892	10.46 mi	116	Declining
8	Williamston Memorial - Williamston	109 W Church St Williamston, NC 27892	11.61 mi	292	Plateauing
9	New Hope Baptist Chapel - Williamston	600 Park St Williamston, NC 27892	11.95 mi	19	Declining
10	Mildred Missionary - Tarboro	139 Ellis Rd Tarboro, NC 27886	12.94 mi	81	Plateauing
11	Whole Life Christian Center	2350 Beaver Creek Rd Greenville, NC 27834	13.42 mi	0	Insufficient Data
12	Hobgood - Hobgood	101 Bay St Hobgood, NC 27843	13.48 mi	40	Plateauing
13	Reddicks Grove - Williamston	1800 Reddicks Grove Church Rd Williamston, NC 27892	13.66 mi	75	Declining
14	Speed - Speed	101 Church St Speed, NC 27881	14.02 mi	5	Declining
15	Indian Woods - Windsor	2330 Indian Woods Rd Windsor, NC 27983	14.07 mi	0	Insufficient Data

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Pactolus - Greenville	5980 US Highway 264 E Greenville, NC 27834	14.39 mi	79	Plateauing
17	Siloam	1329 Cedar Landing Rd Windsor, NC 27983	15.44 mi	47	Declining
18	Piney Grove - Williamston	2925 Piney Grove Church Rd Williamston, NC 27892	15.68 mi	173	Growing
19	Penders Chapel - Tarboro	3246 Howard Avenue Ext Tarboro, NC 27886	15.74 mi	53	Growing
20	Trinity - Tarboro	730 W Wilson St Tarboro, NC 27886	15.82 mi	138	Declining
21	Acorn Hill - Tarboro	246 Acorn Hill Rd Tarboro, NC 27886	15.98 mi	41	Declining
22	Hispanic Mission - Tarboro	605 Main Street Tarboro, NC 27886	16.10 mi	30	Growing
23	Tarboro First - Tarboro	605 N Main St Tarboro, NC 27886	16.10 mi	140	Plateauing
24	Ignite Church	204 John Ave Greenville, NC 27858	16.53 mi	0	Insufficient Data
25	Integrity Baptist Church	511 East 10th St Greenville, NC 27858	16.66 mi	0	Insufficient Data
26	Immanuel - Greenville	1101 S Elm St Greenville, NC 27858	16.99 mi	169	Declining
27	Korean Mission - Greenville	1101 S Elm St Greenville, NC 27858	16.99 mi	32	Insufficient Data
28	Northern Boulevard - Tarboro	502 E Northern Blvd Tarboro, NC 27886	16.99 mi	144	Insufficient Data
29	The Memorial - Greenville	1510 Greenville Blvd SE Greenville, NC 27858	17.33 mi	342	Plateauing
30	Hispanic Mission of Greenville	1510 Greenville Blvd SE Greenville, NC 27858	17.33 mi	45	Plateauing

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Oakmont - Greenville	1100 Red Banks Rd	17.92 mi	618	Plateauing
		Greenville, NC 27858			Flateauling
32	Arlington Blvd - Greenville	1007 W Arlington Blvd Greenville, NC 27834	18.04 mi	73	Plateauing
33	Greens Cross	439 Old US Highway 17 N Windsor, NC 27983	18.57 mi	59	Plateauing
34	Igl Bau Alfa Y Omega	4770 US Highway 17 N Washington, NC 27889	18.68 mi	145	Growing
35	Village Church at Greenville	606 Country Club Dr Greenville, NC 27834	18.91 mi	0	Insufficient Data
36	Washington Second - Washington	2516 W 5th St Washington, NC 27889	19.50 mi	150	Growing
37	Riverview - Wash	6228 Clarks Neck Rd Washington, NC 27889	19.86 mi	48	Plateauing
38	Rosedale - Washington	2111 W 5th St Washington, NC 27889	19.94 mi	0	Insufficient Data
39	Jamesville First - Jamesville	1187 Sunset Ave Jamesville, NC 27846	20.33 mi	43	Growing
40	Lewiston First	203 Cashie St Lewiston-Woodville, NC 27849	20.89 mi	19	Declining
41	Republican	1422 Republican Rd Windsor, NC 27983	20.90 mi	28	Growing
42	Edgewood	348 US Highway 13 N Windsor, NC 27983	20.98 mi	113	Growing
43	Cashie	221 S Queen St Windsor, NC 27983	21.07 mi	145	Declining
44	Discovery Church - Winterville	874 Corbett St Winterville, NC 28590	21.29 mi	146	Insufficient Data
45	Cedar Branch - Jamesville	2407 NC Highway 171 Jamesville, NC 27846	21.36 mi	179	Plateauing





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