# MissionSite top unreached locations

Danbury Wallburg Pumpkin Center Ellenboro Lincoluton Greenville Role

#### MissionSite (TM) Table of Contents

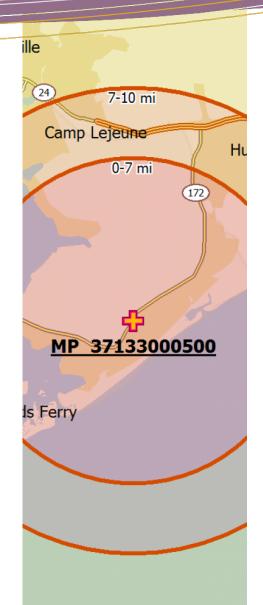
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers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

ands Elrod Middleburg Cajah's Mountain Mocksville Walnut Creek Hot Springs Spencer Midland Red S The Danbury Angier Harrells Burnsville Green Level Elm City Miller Miller Mint Hill Dundarrach Nor ville Oxford Patterson Springs Bald Head Island Calypso Hamilton Rayr © Copyright 2011, Intercultural Institute for Contextual Ministry

#### Site Location Summary

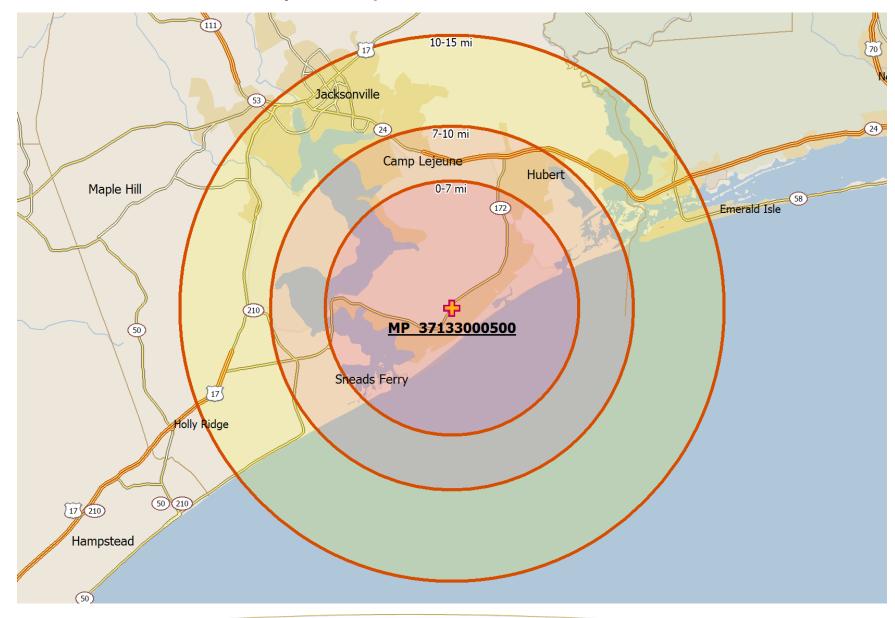
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	37133	Onslow
4	Zipcode	28539	Onslow
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.3	Fringe Settlements
7	Sitescape Subgroup	1.31	Settlements adjacent to a medium town
8	Sitescape Density Pattern	E1	2500-50000-50000



Elm City Winton Garysburg Burgaw Aurora Long View Weldon Aberdeen Warsaw Keener Pine Level Mount Holly Blowing Rock Lowell Old Fort Gatesville Royal Pines Intercultural Institute inetops Princeton Butters Shannon Waco Bogue Chapel Hill Lattime for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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



Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Model of Contextual Ministry Contextu

#### 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	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999
			population
5	NCES Urban Centric Locale	31	Town: Fringe: Territory inside an urban cluster that is less than or equal to 10 miles
	Codes		from an urbanized area.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
	Value		
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Tospect Southern Pines Wesley Chapel Delway Kernersville Rocky Mount Holly Ridge Silver Lake Halifa East Rockingham West Marion Highlands Reidsville Rockwell Gastonia Intercultural Institute ake Lure Mount Holly Gorman Dobson Enochville Hoffman Pembroke (on textual Ministry) Copyright 2011, Intercultural Institute for Contextual Ministry

### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	76,879	42,479	45,365
2010 Households	20,112	15,194	18,185
2010 Group Quarters Population	23,662	5,916	1,843

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	5	24	24
Language Diversity National Index	63	65	36
Foreign Born Diversity National Index	44	63	59
Ancestry Diversity National Index	70	60	64
Racial Diversity National Index	46	47	38

Square Beaufort Wingate Orrum Moravian Falls Gorman West Canton Morven Reidsville Scotland Neck Fairmont Winton Lumber Bridge Navassa Royal Pines Bolivia Gaston McDonald Harrells Pineville Marvin Candor Linden Thomasville Mayodan Salem Sharpsburg Lon Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Standard Medane Clarkton Winston-Salem Elm City, Graham S

## Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

 Faison
 Pink Hill
 Mint Hill
 Maggie Valley
 Greenevers
 Plain View
 West Canton
 Millers Creek
 Lattimore
 Millers

 Lake Park
 Belville
 Troutman
 Fletcher
 Sparta
 Altamahaw
 Mills
 Holden
 Beach
 Hightsville
 Hightsville

## 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 0-7 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	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	907	4.51%
Mainstay Communities	Established, Diverse Households	4,642	23.08%
Working Communities	Blue-collar, Working Families	3,373	16.77%
Country Communities	Rural, Agri. & Mining Families	2,632	13.09%
Aspiring Communities	Young Singles / Aspiring-Multihousing	6,174	30.7%
Urban Communities	High Density, Inner-city Neighborhoods	2,383	11.85%

cean Isle Beach Proctorville Ossipee Jacksonville Valdese Weddington Bunn Faith Elkin Morganton Freek Saluda North Topsail Beach Centerville Maiden St. Pauls Unior Intercultural Institute Roper Vass Marvin Rocky Mount China Grove Williamston Altamaha for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Biology Hills Forest Hills Saxapahaw Mount Olive 8 Contextual Ministry Hickory Wilson's Mills Norling Kill Devil Hills Eden

# 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.

The standings wedgington Lewisville Knowns wedgington Lewisville Knowns wedgington Lewisville Knowns wedgington Lewisville Knowns wedgington Columbia Mount Cilead Pilot Mount Andrews Apex Faison Light Oak JAARS Varnamtown Weaverville Oper Liste Peach Summerfield Bog Middleburg Sparta Long View Laurinburg Green Level Chapel Hill Spring for Contextual Ministry Columbia Mount Cilead Pilot Mount Andrews Operation Contextual Ministry Chimney Rock Village Munified Bog Operation Contextual Ministry Known Chimney Rock Village Munified Bog Operation Contextual Ministry Chimney Rock Village Munified Bog Munified Bog Operation Contextual Ministry Chimney Rock Village Munified Bog Munified Bog Operation Contextual Ministry Chimney Rock Village Munified Bog Munified Bog Operation Contextual Ministry Chimney Rock Village Munified Bog Munified Bog Operation Contextual Ministry Chimney Rock Village Munified Bog Munified Bog Munified Bog Operation Contextual Ministry Chimney Rock Village Munified Bog Munified Bog Operation Contextual Ministry Chimney Rock Village Munified Bog Munified Bog Munified Bog Operation Contextual Ministry Chimney Rock Village Munified Bog Munified Bog Operation Contextual Ministry Chimney Rock Village Munified Bog Munified Bog Operation Contextual Ministry Chimney Rock Village Munified Bog Operation Contextual M

# 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?

Cooleemee Rutherfordton Badin Murraysville Stallings Stokesdale Spring Lake Fallston Boardman Etowah Waynesville Pinebluff Bath Forest Oaks Edenton Castalia Intercultural Institute Granite Falls Stovall Lake Park Richlands Shannon Hudson Clevela for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

# Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-7 mile band that are in each category. The index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	0-7 MILE BAND	% INDEX
Unreached Households	38,600	13,138	34.04%
Unreached %	65.75%	65.33%	99.36
Religious But NOT Evangelical HH	9,399	3,169	33.72%
Religious But NOT Evangelical %	16.01%	15.76%	98.43
Spiritual But NOT Relig or Evang HH	5,946	1,733	29.15%
Spiritual But NOT Relig or Evang %	10.13%	8.62%	85.08
Not Evangelical, Not Interested HH	23,790	8,645	36.34%
Not Evangelical, Not Interested %	40.52%	42.98%	106.07



Earl Garner Jamesville Cedar Rock Atkinson Bermuda Run Boiling Springs James City Indian Trail Be Prospect Dover Columbus Hays Cherryville Pine Knoll Shores Lake Luck Stedman Princeton Atrona Beach Bakersville Maysville Kittrell Spencer Mountain Falcon Seagrov for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Spirituality Indicators - Churchscape**

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCNC Churches	31	1	3.23%
Active BCNC Attenders	6,004	405	6.75%
Active Evangelical Households	5,673	297	5.24%
Active Evangelical Percent	9.66%	9.37%	96.94
Inactive Evangelical Households	14,435	756	5.24%
Inactive Evangelical Percent	24.59%	23.83%	96.92
# New Churches Needed	0	1	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
1	Enon Chapel	1.52 mi	405	Plateauing
2	Midville	4.18 mi	44	Declining
3	Centerview	4.61 mi	344	Growing
4	New Life	5.41 mi	203	Growing
5	Grants Creek	5.84 mi	197	Growing
6	Korean	6.87 mi	37	Plateauing
7	Bear Creek	7.09 mi	205	Declining
8	New River	7.19 mi	81	Growing
9	Piney Grove	7.29 mi	119	Plateauing
10	Calvary	7.61 mi	38	Insufficient Data
11	Kellum	7.76 mi	180	Growing
12	Seeking Jacksonville	7.91 mi	0	Insufficient Data
13	Brookwood	8.84 mi	157	Declining
14	Jacksonville FBC	9.67 mi	1,038	Growing
15	Swansboro FBC	9.72 mi	378	Plateauing

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
16	Victory	10.12 mi	128	Growing
17	Blue Creek	10.71 mi	168	Plateauing
18	Galilee	11.04 mi	40	Growing
19	Tar Landing	12.19 mi	232	Declining
20	Salem	12.29 mi	228	Insufficient Data
21	Bethlehem	12.61 mi	504	Plateauing
22	Peletier First Missionary - Cape Carteret	12.66 mi	91	Declining
23	Cape Carteret - Cape Carteret	13.18 mi	479	Growing
24	Memorial	13.54 mi	60	Growing
25	Maysville FBC	14.22 mi	169	Plateauing
26	Emerald Isle - Emerald Isle	14.29 mi	0	Insufficient Data
27	Cornerstone Gospel Baptist Church	15.43 mi	22	Insufficient Data
28	Rock Creek	15.50 mi	98	Growing
29	North Topsail Shores	15.52 mi	70	Growing
30	Bethel	15.54 mi	49	Growing

Hope Mills Pinebluff Mountain Home Watha Cerro Gordo Prospect Wentworth Turkey Thomasville Belmont Cashiers Mulberry Linden Bear Grass Caswell Beach New Sanford Half Moon Bi forrisville Cove City Middlesex Wadesboro Columbus Mineral Springs for Confectual Ministry Mount Airy L Copyright 2011, Intercultural Institute for Contextual Ministry Cust Valley Hill Midland Jackson Minnesott Beach 13

## Using the Spirituality Indicators

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

#### Issues for Your Consideration

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



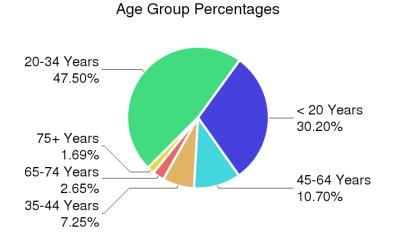
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-7 mile band. The percentage of the county population and number of households that appears in the 0-7 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	BAND	% OF
1990 Population	149,837	67,158	44.82%	1990 Households	40,658	14,786	36.379
2000 Population	150,355	66,269	44.08%	2000 Households	48,122	17,724	36.83%
2010 Population	177,779	76,879	43.24%	2010 Households	58,708	20,112	34.26%
	Locati	on Types	in this Missior	Site	Location T	уре	0-7mi Ba
🔲 0-7mi Band	🔲 7-10m	ii Band	🔲 10-15mi Band	County	Residential		20,615
80,000					Residential	Apt.	2,286
60,000					Residential	Non-Apt.	18,329
00,000					Business		969
40,000					Seasonal		0
					USPS Resid	dential	17,433
20,000 0 Residential Reside	ntial Apt. Residential N	on-Apt.	usiness Seasona	SPS Residential USPS Business	USPS Busir	ness	1,007

Ville Saxapahaw Stony Point Dallas Bakersville Askewville Valdese Wilson's Wills Arightsville Beach Ford Webster Rolesville Shannon Fremont Calypso Gaston Lewister Intercultural Institute Roxobel Trinity Indian Beach Lake Norman of Catawba Enochville Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.

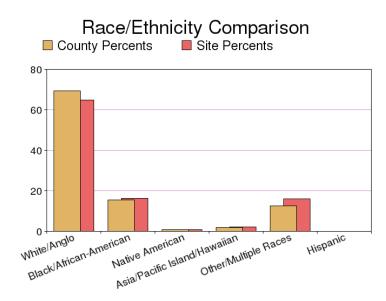


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	8.52%	9.44%	110.8
4-5 Years	3.15%	2.89%	91.75
6-8 Years	4.31%	4.05%	93.97
9-11 Years	3.62%	3.2%	88.4
12-13 Years	2.13%	1.82%	85.45
14-17 Years	5.45%	5.12%	93.94
18-19 Years	2.7%	3.68%	136.3
0-5 Years	11.67%	12.32%	105.57
6-12 Years	9.01%	8.2%	91.01
13-19 Years	9.21%	9.68%	105.1
< 20 Years	29.89%	30.2%	101.04
20-34 Years	37.86%	47.5%	125.46
35-44 Years	8.9%	7.25%	81.46
45-64 Years	15.9%	10.7%	67.3
65-74 Years	4.46%	2.65%	59.42
75+ Years	3%	1.69%	56.33
Median Age	26	27	106.39
Median Age (Male)	24	27	108.62
Median Age (Female)	28	28	100.92

ck Mountain Ramseur Sneads Ferry Montreat Peachland White Oak Parmele Vanceboro Lake Norman of Hanteo Kelly Fountain Monroe Castle Hayne Stedman High Point Roya ines Fremont Lewiston Woo bryson City Grantsboro Clinton Dundarrach McDonald Stonewall Fairvi for Contextual Institute a Copyright 2011, Intercultural Institute for Contextual Ministry Correction Holder Swappanoa Red Springs White Lake Thomasville Forest Hills Robersonvi

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	69.39%	64.83%	93.42
Black, African-American	15.44%	16.2%	104.9
Native American	0.74%	0.84%	112.21
Asian	1.72%	1.98%	115.24
Pacific Island, Hawaiian	0.19%	0.21%	109.61
Other/Multiple Races	12.51%	15.95%	127.44
Hispanic	0%	9.74%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	92,456	33,324	

Education of Addits (25 yrs+)			
Total Adults over age 25 years.	92,456	33,324	
Less than 9th Grade	3.71%	2.18%	170.42
No High School Diploma	7.24%	5.2%	139.16
High School Graduate	31.21%	30.48%	102.39
Some College, no degree	30.35%	33.63%	90.25
Associate Degree	9.55%	10.04%	95.06
College Degree	12.91%	13.55%	95.27
Graduate/Prof. degree	5.04%	4.92%	102.39

Prospect Bayshere Alliance Shannon Richlands Grover Maxton Beulaville Cofield Princeton Franklink Wingate Staley Icard Wesley Chapel Columbus Lewisville Red Cross Intercultural Institute Iamlet Chocowinity Autryville Creswell Bessemer City Liberty Montrea for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	6.95%	5.03%	82.38
\$10,000 to \$19,999	11.78%	12.67%	107.59
\$20,000 to \$29,999	12.55%	14.13%	112.6
\$30,000 to \$49,999	24.16%	26.86%	111.18
\$50,000 to \$59,999	10.25%	9.24%	90.2
\$60,000 to \$69,999	7.62%	8.04%	105.48
\$70,000 to \$79,999	6.44%	5.98%	92.85
\$80,000 to \$89,999	4.82%	4.07%	84.37
\$90,000 to \$99,999	3.09%	2.52%	81.68
\$100,000 to \$124,999	6.31%	5.78%	91.58
\$125,000 to \$149,999	2.71%	2.96%	109.17
\$150,000 to \$199,999	2.42%	2.24%	92.31
\$200,000 to \$249,999	0.41%	0.25%	62.29
\$250,000 or more	0.5%	0.22%	43.69
Median Household	44,398	45,049	101.47
Average Household	57,374	57,517	100.25
Per Capita Household	22,350	15,474	69.23
Family/Non-Family Household			
Income			
Median Family Income	50,862	49,320	96.97
Average Family Income	64,268	62,642	97.47
Median Non-Family Income	29,109	32,103	110.29
Average Non-Family Income	37,930	41,257	108.77

Wilson Kitty Hawk Hookerton River Road Red Cross Cedar Point Unionville Haw River Sawmills Yang The Tryon Rural Hall Elroy Spencer Angier Taylortown Bethel Day Intercultural Institute Troy Creswell Colerain Stokesdale Raemon Ivanhoe Ayden Weddingto for Confectual Ministry Conway Fuque ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	73.82%	77.88%	105.5
Families with Children	41.32%	48.11%	116.43
Families without Children	32.5%	29.77%	91.6
Non-Family Households			
% Non-Family Households	26.18%	22.12%	84.49
Non-Families with Children	0.11	0.06	56.64
Non-Families without Children	26.06	22.05	84.61
Housing Units			Index
Total Housing Units	69,294	22,313	
Vacant percent	15.28%	9.86%	64.57
Owned percent	51.54%	45.76%	88.78%
Rented Percent	33.18%	44.38%	133.73
Households by Size			Index
Avg household size	2.49	2.65	106.43
Avg family hh size	2.99	3.07	102.68
Avg non-family hh size	1.09	1.16	106.42
Households By Count of Persons			Percent
One	12,809	3,635	28.38%
Two	20,827	6,670	32.03%
Three or Four	20,876	8,105	38.82%
Five+	,		

Cose Hill Norlina Biscae Trenton Carolina Beach Cameron Whitakers Matthews Lexington Catesville Red Oak Winston-Salem Bayboro Kingstown Reidsville Holly Spring Intercultural Institute Intercultural Institute Confectual Ministry Butner Spencer Pollocksville Pleasant Hill Half Mo19 Copyright 2011, Intercultural Institute for Contextual Ministry

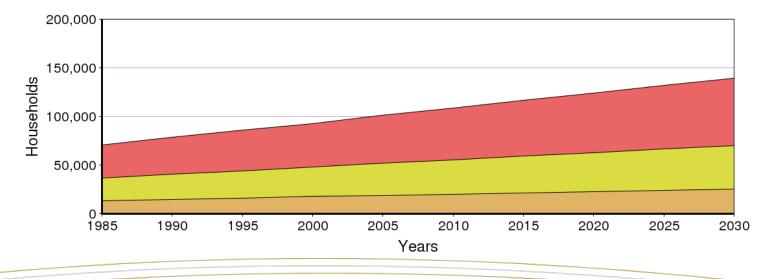
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile ring. The percentage of the county population and number of households that appears in the 0-7 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE COUNTY RING % OF CO
1990 Population 149,837 67,158 44.82%
2000 Population 150,355 66,269 44.08%
2010 Population 177,779 76,879 43.24%
2015 Population 201,281 87,553 43.5%

Household Change from 1985 to 2030

🔲 0-7mi Ring 👘 🔲 0-10mi Ring

📕 0-15mi Ring

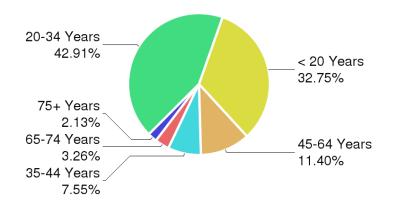


Mineral Springs <u>Connelly Springs Stovall Harrisburg</u> Cape Carteret Ocracoke Pembroke Centerville Hot Spencer Nashville Goldsboro Forest Oaks Conover Mount Gilead Apex <u>Intercultural Institute</u> Raeford arrboro Mebane Wanchese Drexel Vann Crossroads Stonewall Boardne *Lot Contextual Ministry* <sup>a</sup> Copyright 2011, Intercultural Institute for Contextual Ministry <sup>a</sup> Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-7 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

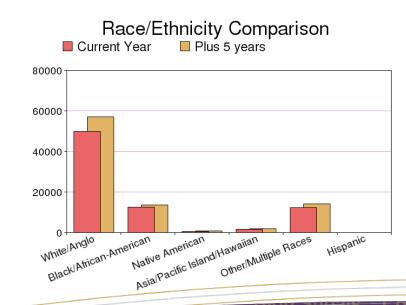


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	9.44%	10.5%	111.23
4-5 Years	2.89%	3.77%	130.45
6-8 Years	4.05%	5.46%	134.81
9-11 Years	3.2%	4.23%	132.19
12-13 Years	1.82%	2.35%	129.12
14-17 Years	5.12%	4.36%	85.16
18-19 Years	3.68%	2.08%	56.52
0-5 Years	12.32%	14.27%	115.83
6-12 Years	8.2%	10.9%	132.93
13-19 Years	9.68%	7.58%	78.31
< 20 Years	30.2%	32.75%	108.44
20-34 Years	47.5%	42.91%	90.34
35-44 Years	7.25%	7.55%	104.14
45-64 Years	10.7%	11.4%	106.54
65-74 Years	2.65%	3.26%	123.02
75+ Years	1.69%	2.13%	126.04
Median Age	26	29	112.77
Median Age (Male)	24	29	117.15
Median Age (Female)	28	29	103.91

cksville Ocean Isle Beach Oak City Bessemer City Leggett Northwest Brogden Maggie Valley Pittsboro Heoresboro Lillington Mineral Springs Black Creek Southport Gamewell And Shoals Maiden Conway Indale Rhodhiss Cashiers Spring Lake Harrisburg Lumber Bridge Elroy Tor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of 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 0-7 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	64.83%	65.25%	100.65
Black, African-American	16.2%	15.52%	95.8
Native American	0.84%	0.91%	108.87
Asian	1.98%	1.91%	96.82
Pacific Island, Hawaiian	0.21%	0.22%	103.87
Other/Multiple Races	15.95%	16.19%	101.51
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	33,324	50,413	
Less than 9th Grade	2.18%	1.73%	79.6
No High School Diploma	5.2%	4.01%	77
High School Graduate	30.48%	29.82%	97.83
Some College, no degree	33.63%	34.6%	102.88
Associate Degree	10.04%	10.8%	107.53
College Degree	13.55%	14.18%	104.67
Graduate/Prof. degree	4.92%	4.86%	98.89
<u>-</u> <u>-</u>			

Morven Kenansville Ahoskie Bogue Powellsville Gaston Norwood Five Points Rosman Mount Gilead Tar Heel Unionville Fairfield Harbour Chimney Rock Village Hoffman in Intercultural Institute Hamlet Westport Swansboro Jackson Ingold Marvin Lansing Euto (or Contestual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of 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 0-7 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 0-7 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 0-7 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	CONTRELET		IND EX
< \$10,000	5.03%	4.62%	91.81
· · · · ·			
\$10,000 to \$19,999	12.67%	11.48%	90.55
\$20,000 to \$29,999	14.13%	12.48%	88.32
\$30,000 to \$49,999	26.86%	25.01%	93.1
\$50,000 to \$59,999	9.24%	9.51%	102.87
\$60,000 to \$69,999	8.04%	8.64%	107.5
\$70,000 to \$79,999	5.98%	6.66%	98.83
\$80,000 to \$89,999	4.07%	4.71%	105.28
\$90,000 to \$99,999	2.52%	2.62%	103.94
\$100,000 to \$249,999	5.78%	7.04%	121.79
\$125,000 to \$149,999	2.96%	3.63%	122.68
\$150,000 to \$199,999	2.24%	2.77%	123.72
\$200,000 to \$249,999	0.25%	0.31%	122.31
\$250,000 or more	0.22%	0.26%	118.49
Median Household	45,049	49,238	109.3
Average Household	57,517	63,737	110.81
Per Capita Household	15,474	16,241	104.96
Family/Non-Family Household			
Income			
Median Family Income	49,320	54,283	110.06
Average Family Income	62,642	70,163	112.01
Median Non-Family Income	32,103	35,572	110.81
Average Non-Family Income	41,257	45,117	109.36

Clavton 23

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 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 0-7 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 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	77.88%	76.7%	98.48
Families with Children	48.11	45.92	95.45
Families without Children	29.77	31.91	107.17
Non-Family Households			
% Non-Family Households	22.12%	23.3%	105.35
Non-Families with Children	0.06	0.02	105.35
Non-Families without	22.05	23.28	105.57
Children			
Housing Units			
Total Housing Units	22,313	24,052	107.79%
Vacant percent	9.86%	10.19%	103.26
Owned percent	45.76%	46.09%	100.73
Rented Percent	44.38%	43.72%	98.52
Households by Size			
Avg household size	2.65	2.70	101.89%
Avg family hh size	3.07	3.18	103.58%
Avg non-family hh size	1.16	1.14	98.28%
Households By Count of			
Persons			
One	3,635	4,243	116.73%
Two	6,670	6,579	98.64%
Three or Four	8,105	8,667	106.93%
Five+	1,702	2,114	124.21%

Tak Pittsboro Warsaw Carolina Beach Lewiston Woodville Stedman Mills River Lake Waccamaw Hot Spring Veretts Glen Alpine Burnsville Northlakes Lake Santeetlah Laurinburg <u>Intercultural Institute</u> Maxtee Intercultural Institute for Cherryville Hobgood Valley Hill Chapel of Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

# Ethnographic Summary

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

BORN IN:	0-7	7-10	10-15	BORN IN:	BORN IN: 0-7	BORN IN: 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	3,492	1,246	1,014	Eastern Africa	Eastern Africa 18	Eastern Africa 18 10
Northern Europe	200	43	81	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	103	78	88	Northern Africa	Northern Africa 10	Northern Africa 10 11
Southern Europe	102	46	55	Southern Africa	Southern Africa 0	Southern Africa 0 9
Eastern Europe	120	9	15	Western Africa	Western Africa 46	Western Africa 46 0
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	388	150	106	Oceania	Oceania 66	Oceania 66 4
So. Central Asia	20	37	19	Caribbean	Caribbean 486	Caribbean 486 148
SE Asia	706	333	225	Central Amer.	Central Amer. 796	Central Amer. 796 210
Western Asia	13	5	5	South America	South America 308	South America 308 91
Other Asia	0	0	0	North America	North America 110	North America 110 62
				Born at sea	Born at sea 0	Born at sea 0 0

itshore Forest Citv Light Oak Love Vallev Dillsboro Walstonburg Garland Cricke extual Ministry Millers 25 for Contextual Maggia V

# 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	0-7 MILES	7-10 MILES	10-15 MILES	SPOKEN AT HOME	0-7 MILES	7-10 MILES	2
English only	55,277	26,441	30,161	Other Indo-Euro	17		)
Spanish	4,804	1,593	1,092	Asian/PI languages	0	0	
Other Indo-Euro	1,330	412	420	Chinese	62	26	
	1,330	412	420		338	186	
language	101	148	184	Japanese Korean	336 145	17	
French (incl. Patois,	431	148	184				
Cajun)	74	04	0	Mon-Khmer,	18	6	
French Creole	74	21	0	Cambodian	0	0	
Italian	98	56	12	Miao, Hmong	0	0	
Portuguese	126	0	8	Thai	23	13	
German	308	106	104	Laotian	7	6	
Yiddish	0	0	0	Vietnamese	64	87	
Other West Germanic	13	13	1	Other Asian	8	0	
A Scandinavian	28	21	0	Tagalog	487	211	
Language				Other Pacific Is	88	84	
Greek	101	7	44	Other languages	145	70	
Russian	20	0	13	Navajo	31	20	
Polish	74	16	18	Other Native N.	7	17	
Serbo-Croatian	0	0	0	American			
Other Slavic Language	26	4	0	Hungarian	6	9	
Armenian	0	0	0	Arabic	38	12	
Persian	0	0	0	Hebrew	22	0	
Gujarathi	0	6	30	African languages	32	6	
Hindi	0	13	0	Other unspecified	9	6	
Urdu	14	0	0				

S Misenheimer Rocky Hount Rockwell South Henderson Edenton Leggett Locust Pittsboro Flat Rock Head Lumberton Holden Beach Spencer Spring Lake Tar Heel Intercultural Institute bel Bald Head Island Sylva Bessemer City Gastonia Wilmington Gates for Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Ancestry Summary

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

ANCESTRY	0-7	7-10	10-15		ANCESTRY	ANCESTRY 0-7	ANCESTRY 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	56,490	24,115	26,132		Irish	Irish 6,061	Irish 6,061 2,234
Arab	94	38	13		Italian	Italian 2,899	Italian 2,899 1,315
Armenian	7	0	0		Lithuanian	Lithuanian 78	Lithuanian 78 74
Austrian	67	28	7		Norwegian	Norwegian 552	Norwegian 552 128
British	262	70	96		Polish	Polish 1,128	Polish 1,128 491
Canadian	129	26	24		Portuguese	Portuguese 189	Portuguese 189 61
Croatian	47	16	21		Romanian	Romanian 51	Romanian 51 2
Czech	54	63	36		Russian	Russian 133	Russian 133 59
Czechoslovak	39	36	24		Scandinavian	Scandinavian 57	Scandinavian 57 11
Danish	48	10	42		Scotch-Irish	Scotch-Irish 1,003	Scotch-Irish 1,003 575
Dutch	416	291	234		Scottish	Scottish 1,148	Scottish 1,148 477
English	3,302	2,339	2,658		Slovak	Slovak 43	Slovak 43 8
European	382	118	123		Subsaharan African	Subsaharan African 526	Subsaharan African 526 246
Finnish	76	0	20		Swedish	Swedish 290	Swedish 290 141
French (not Basque)	1,444	577	642		Swiss	Swiss 35	Swiss 35 25
French Canadian	463	169	277		Ukrainian	Ukrainian 81	Ukrainian 81 36
German	7,001	2,964	2,834		US/American	US/American 4,924	US/American 4,924 2,260
Greek	203	58	55		Welsh	Welsh 200	Welsh 200 139
Hungarian	151	60	95		West Indian	West Indian 454	West Indian 454 169
Iranian	0	0	0		Yugoslavian	Yugoslavian 39	Yugoslavian 39 26
				_	Other	Other 22,414	Other 22,414 8,774

Stem Cricket Dobbins Heights Kings Mountain Norman Teachey Williamston Boiling Spring Lakes Hoff Kannapolis Fountain Waynesville Faison Pink Hill Northlakes Richfield in Intercultural Institute aw Brogden Canton Pleasant Garden Oakboro Grantsboro Spindale Confectual Ministry Decopyright 2011, Intercultural Institute for Contextual Ministry Confectual Institute for Contextual Ministry

## Using the Demographic Indicators

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

#### Issues for Your Consideration

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

Morven Spruce Pine Harrisburg Belwood Cedar Point Butters Enochville Burlington Mar-Mac Conne Froutman Lumber Bridge Scotland Neck Lake Santeetlah Holden Beach Hickory Taylortown Pine Level Dobbins Heights Creedmoor Kittrell Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# 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?

Asheboro Rosman White Oak Franklinville Proctorville Lawndale Red Springs Fairview Salem Red Oa En Emield China Grove Glen Alpine Kingstown Whitakers Cedar Point Contextual Institute City Bayboro Norlina Bostic Spindale Macon Oak Ridge Barker Ten M Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Peletier Mayodan Stovall Kenansville Bailey Westpord

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.



Kesbero Taylorsville Milis River Etowah Creedmoor Cricket Leland Fakland Rennert Maiden Bayborg Mount Gilead Garysburg Plain View Angier Weaverville Richlands Intercultural Institute Elrod Autryville Bridgeton Micro Franklinville Dobbins Heights Raei (Soutextual Ministry) Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 30

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	20,112	100%	13,295	100%
AFFLUENT SUBURBIA	226	1.12%	153	1.15%
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	67	0.33%	46	0.35%
New Suburbia Fam.	159	0.79%	107	0.8%
UPSCALE AMERICA	681	3.39%	477	3.59%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	414	2.06%	278	2.09%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	128	0.64%	95	0.71%
Successful Urban Sprawl	139	0.69%	104	0.78%
SM TWN SUCCESS	4,572	22.73%	3,075	23.13%
Successful Urban Sprawl	12	0.06%	104	0.78%
2nd City Homebodies	3,827	19.03%	9	0.07%
Prime Middle America	39	0.19%	2,493	18.75%
Urban Optimists	694	3.45%	27	0.2%
Family Convenience	0	0%	442	3.32%
Mid-Market Enterprise	0	0%	0	0%

Mills River <u>Glen Raven</u> Silver Lake Micro Bladenboro Brices Creek Canton Harrellsville Conover Witter Drexel Wagram Cofield Scotland Neck Trent Woods Nags Hear <u>Intercultural Institute</u> Princeton Wright Construction Confectual Ministry Princeton Wright 2011, Intercultural Institute for Contextual Ministry Holly Springs Gorman Elroy Ogden Calypso Lelang1

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	20,112	100%	13,295	100%
BLUE COLLAR BACKBONE	457	2.27%	308	2.32%
Nuevo Hispanic Fam.	7	0.03%	5	0.04%
Working Rural Suburbia	11	0.05%	7	0.05%
Lower Income Essentials	50	0.25%	34	0.26%
Small Town Endeavors	389	1.93%	262	1.97%
AMER. DIVERSITY	70	0.35%	47	0.35%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	9	0.04%	6	0.05%
Professional Urbanites	0	0%	0	0%
Urban Advancement	61	0.3%	41	0.31%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	2,916	14.5%	2,019	15.19%
Steadfast Conservative	2,365	11.76%	1,621	12.19%
Moderate Conventionalists	102	0.51%	69	0.52%
Southern Blues	88	0.44%	62	0.47%
Urban Grit	361	1.79%	267	2.01%
Grass-Roots Living	0	0%	0	0%

Beaufort Varnamtewn Gastonia Myrtle Grove Rockfish Bailey Pineville Laurel Park Rutherfordton Galabash Lasker Andrews Pikeville Mountain View Shallotte Biltmore Intercultural Institute Wanchese Butters Stoneville Cajah's Mountain Foxfire Valley Hill Aur for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Correction Gen Raven Pinev Green Pink Hill Ansonville Maggie Valley Vall

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percer	nt
Total	20,112	100%	13,295	100%
REMOTE AMERICA	2,632	13.09%	1,542	11.6%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	2,620	13.03%	1,535	11.55%
Coal & Crops	12	0.06%	7	0.05%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,313	11.5%	1,702	12.8%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	1,913	9.51%	1,417	10.66%
Stable Careers	326	1.62%	235	1.77%
Aspiring Hispania	74	0.37%	50	0.38%
RURAL VILLAGES & FARMS	0	0%	50	0.38%
Aspiring Hispania	0	0%	50	0.38%
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%

e Waccamaw Hildebran Saxapahaw Lake Lure Swannanoa Bent Creek Linden Watha Ansonville Milton eener Ruth Hookerton Alamance Robbinsville Murphy Macclesfield Intercultural Institute ville South Weldon Matthews Grover Rockingham Claremont Apex Fire Confertual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Confertual 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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	20,112	100%	13,295	100%
STRUGGLING SOCIETIES	1,069	5.32%	708	5.33%
Rugged Southern Style	339	1.69%	198	1.49%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	631	3.14%	428	3.22%
College Town Communities	99	0.49%	82	0.62%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	1,314	6.53%	958	7.21%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	330	1.64%	231	1.74%
Urban Diversity	176	0.88%	127	0.96%
New Generation Activists	182	0.9%	123	0.93%
Getting By	626	3.11%	477	3.59%
VARYING LIFESTYLES	3,861	19.2%	2,256	16.97%
Military Family Life	3,861	19.2%	2,256	16.97%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

rganten Fairfield Harbour St. Pauls Rosman Black Mountain Cricket Elm City Bolton Elon Varnamtown Hemby Bridge Ellenboro New London Stantonsburg Knightdale Monroe Intercultural Institute Ilaville Conway Kernersville Sugar Mountain Sandyfield Macon Spring for Confertual Ministry West Canton Copyright 2011, Intercultural Institute for Contextual Ministry Oak Roseboro Lake Junaluska Highlands Pantego 34

# Identifying Focus Groups in this Location

Spivevs Corner

Intercultural Institute for Contextual Ministry

Within the 0-7 mile, 7-10 mile and 10-15 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?

35

#### **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.

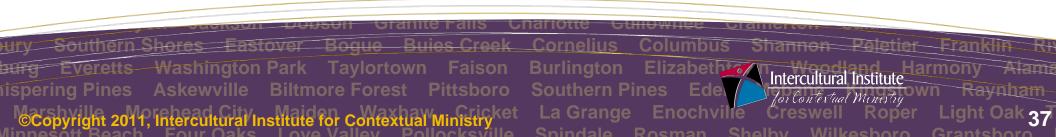
[i] McGavran, Donald A. The Bridges of God. Revised edition. (New York: Friendship Press, 1981).



Louisburg Warsaw Stokesdale Emerald Isle Williamston Walstonburg Carolina Shores Tar Heel New Fountain Harrisburg Hayesville Rutherford College Roanoke Rapids Intercultural Institute S Greensboro Sanford Grover Lawndale Laurinburg Spring Lake Lak Confectual Ministry Murraysvi 36 ©Copyright 2011, Intercultural Institute for Contextual Ministry

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	BRIDGES	BRIDGES 0-7	BRIDGES 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
PC-HH Own	82%	79%	79%	Use Comp. for Banking	Use Comp. for Banking 32%	Use Comp. for Banking 32% 32%
Use Comp. for Internet/E-mail	57%	57%	59%	Internet Use: News/ Weather	Internet Use: News/ Weather 28%	Internet Use: News/ Weather 28% 27%
Internet Use: E-Mail	50%	49%	50%	Use Comp. for News/Info./Data	Use Comp. for News/Info./Data 23%	Use Comp. for News/Info./Data 23% 23%
Use Comp. for Comp. Games	48%	44%	43%	Service	Service	Service
Use Comp. for Word	42%	40%	39%	Use Comp. for Accounting	Use Comp. for Accounting 19%	Use Comp. for Accounting 19% 17%
Processing				HH Owns Video/Webcam	HH Owns Video/Webcam 18%	HH Owns Video/Webcam 18% 15%
Use Comp. for Education	39%	37%	35%	PC-Network-HH Has One	PC-Network-HH Has One 17%	PC-Network-HH Has One 17% 18%
Use Comp. for Digital Camera	39%	36%	35%	Internet Use: Shopping: Gathered	Internet Use: Shopping: Gathered 15%	Internet Use: Shopping: Gathered 15% 14%
Photo Editing				Info. for Shopping	Info. for Shopping	Info. for Shopping
Use Comp. for Shopping	37%	36%	35%	Use Comp. for Personal Financia	Use Comp. for Personal Financial 14%	Use Comp. for Personal Financial 14% 13%
HH Owns DVD Player	36%	33%	31%	Mngmnt	Mngmnt	Mngmnt
Internet Use: Banking	32%	30%	30%	Internet Use: Shopping: Made A	Internet Use: Shopping: Made A 14%	Internet Use: Shopping: Made A 14% 12%
				Purchase	Purchase	Purchase



Internet Use: Read Magazines/

**Newspapers** 

12%

14%

11%

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	BRIDGES		0-7
	MILES	MILES	MILES		MILE	S
Listening To Music	72%	70%	69%	Any Ailment	70%	
Reading Books	60%	57%	56%	Gen./Fam. Practitioner	42%	
Dining Out (Not Fast	53%	54%	55%	Backache	28%	
Food)				Hypertension/High Blood	25%	
Card Games	51%	47%	45%	Pressure		
Board Games	45%	40%	38%	Eye Dr.	22%	
Go To A Beach/Lake	38%	37%	36%	Dentist	20%	
Cooking for Fun	37%	37%	36%	Overweight (30 Pounds Or	18%	
Gardening	26%	28%	30%	More)		
Visit Zoo	20%	19%	20%	None Of These	18%	
Photography	18%	18%	18%	Any Arthritis	17%	
				Heartburn	15%	

Falls Turkey Kings Grant Newton Grove Lucama Broadway Saratoga Claremont Winston-Salem Half M Gamewell Weldon Bogue Raleigh Clemmons Brogden Asheboro Intercultural Institute eggett Warrenton Swansboro Goldsboro Hot Springs Sharpsburg Eme Joi Confectual Ministry Copyright 2017, Intercultural Institute for Contextual Ministry Speads Ferry Royal Pines St. Helena Denton Puck Mountain View Newland Kitty Hawk Lewiston Woody

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	BRIDGES
	MILES	MILES	MILES	
Concert	31.74%	30.04%	29.12%	Movies: Drama
Live Theater	24.43%	22.12%	20.91%	Movies: Mystery
Live Theater Most Often	20.13%	18.23%	17.27%	Movies: Romantic Com
Country Concerts Most	14.51%	11.32%	10.1%	Bowling
Often				MLB Baseball Reg.
Rock/Pop Concerts Most	12.73%	13.58%	13.51%	Season
Often				NFL Football Reg. Sea
Comedy Club	9.49%	9.49%	9.38%	College Football Reg.
Movies: Comedy	44.73%	42.58%	41.14%	Season
Movies: Action/Adventure	40.31%	39.67%	39.19%	NBA Basketball Reg.
Movies: Fam.	25.19%	23.11%	21.82%	Season
				Callera Dealisthall Dea

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Movies: Drama	22.6%	21.75%	21.15%
Movies: Mystery	20.82%	19.41%	18.51%
Movies: Romantic Comedy	18.15%	18.32%	18.42%
Bowling	7.61%	5.31%	3.93%
MLB Baseball Reg.	7.54%	7.29%	7.32%
Season			
NFL Football Reg. Season	6.56%	6.38%	6.39%
College Football Reg.	5.02%	5.15%	5.47%
Season			
NBA Basketball Reg.	3.77%	3.5%	3.29%
Season			
College Basketball Reg.	3.65%	3.57%	3.76%
Season			



The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15		BRIDGES	BRIDGES 0-7	BRIDGES 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	41.05%	40.13%	39.83%		Volleyball	Volleyball 12.6%	Volleyball 12.6% 11.01%
Swimming	40.13%	36.93%	36.02%		Golf	Golf 11.81%	Golf 11.81% 11.79%
Bowling	30.15%	26.78%	25.06%		Baseball	Baseball 10.7%	Baseball 10.7% 10.92%
Billiards/Pool	21.43%	20.86%	20.5%		Soccer	Soccer 9.35%	Soccer 9.35% 8.67%
Football	18.57%	15.7%	14.04%		Aerobics	Aerobics 8.96%	Aerobics 8.96% 9%
Using Cardio Machine	18.55%	16.52%	15.32%		Hunting	Hunting 8.6%	Hunting 8.6% 8.6%
Basketball	18.21%	17.04%	16.3%		Saltwater Fishing	Saltwater Fishing 7.9%	Saltwater Fishing 7.9% 7.46%
Camping Trips	18.2%	16.89%	16.44%		Softball	Softball 7.8%	Softball 7.8% 7.69%
Jogging/Running	17.93%	16.54%	15.35%		Target Shooting	Target Shooting 7.64%	Target Shooting 7.64% 8.04%
Freshwater Fishing	17.46%	17.39%	18.7%		Tennis	Tennis 6.44%	Tennis 6.44% 6.57%
Weight Training	16.38%	15.91%	15.59%		Power Boating	Power Boating 6.35%	Power Boating 6.35% 6.6%
Stationary Cycling	15.34%	14%	13.18%		Motorcycling	Motorcycling 6.11%	Motorcycling 6.11% 6.08%
Backpacking/Hiking	13.5%	12.03%	10.89%		Yoga	Yoga 5.55%	Yoga 5.55% 6.1%
Mountain/Road Biking	12.69%	12.43%	12.45%		Horseback Riding	Horseback Riding 5.18%	Horseback Riding 5.18% 5.32%

Sourg Goldston Griften Marshville Bolivia McFarlan Dover Bridgeton Bald Head Island Pilot Mountain Griften Marshville Bolivia McFarlan Dover Bridgeton Bald Head Island Pilot Mountain Group Southern Shores Black Mountain Godwin Fairplains Asheboro Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Context

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Martial Arts	5.14%	4.51%	3.83%
Roller Skating	4.94%	5.16%	5%
Canoeing/Kayaking	4.82%	5.38%	5.71%
Ice Skating	4.02%	4.35%	4.32%
Fly Fishing	4.01%	4.16%	4.33%
Archery	3.91%	4.11%	4.3%
Water Skiing	3.91%	4.01%	4.02%
Snorkeling	3.82%	3.98%	3.94%
Jet Skiing	3.57%	3.8%	3.81%
Racquetball	3.36%	3.53%	3.59%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Downhill & X-Country Skiing	3.31%	3.65%	3.68%
Snowmobiling	3.03%	3.15%	3.18%
Rock Climbing	2.66%	3.04%	2.96%
Skateboarding	2.66%	2.75%	2.7%
Snowboarding	2.6%	2.88%	2.81%
Hockey	2.54%	2.85%	2.8%
Sailing	2.5%	2.62%	2.77%
Surfing & Windsurfing	2.36%	2.4%	2.32%
Rowing	2.33%	2.41%	2.48%
Auto Racing	2.27%	2.58%	2.64%



#### 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.



milton Clemmons Rutherford College Mooresboro Fairplains Black Creek Edenton Windsor Tabor City Forest Hills White Lake James City Pleasant Garden Ranlo Salis <u>Intercultural Institute</u> Source Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Wondoll Hamlot Waaram Columbus St Holona Nove Contextual Ministry 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.



Pelkton Mount Airy Black Creek Mount Gilead Granite Falls Emerald Isle New London Nashville Rural First Tar Heel Butters Nags Head Woodfin Marietta Bath Fairplains Intercultural Institute Como Snew He Iands Liberty Stonewall Kelford Rosman Silver City Yanceyville And Josef Confectual Ministry Comprise 2011, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES	BARRIERS	0-7 MILES	7-10 MILES	10-′ MIL
Important Continue Learning New Things	55%	53%	51%	Like to Stand Out In A Crowd Friends More Important Than	19% 18%	20% 20%	20% 21%
Speak My Mind Even If It Upsets People	39%	38%	37%	My Fam. I Am A Workaholic	17%	18%	17%
Find It Difficult To Say No To My Kids	38%	38%	38%	Rarely Sit Down to a Meal Together At Home	17%	17%	17%
Like Control Over People And Resources	32%	33%	33%	Like To Pursue Challenge/Novelty/Change	14%	16%	16%
Woman's Place Is In The Home Like To Do Unconventional	31% 31%	32% 30%	33% 30%	We Should Strive for Equality for All	12%	13%	13%
Things Don't Judge People/Way They	28%	29%	28%	Only Work Current Job for The Money	12%	13%	13%
Live Life				On Whole People Get What	10%	10%	10%
Too Much Sponsorship In Arts/Sports	27%	26%	25%	They Deserve Happy With My Standard Of	9%	11%	11%
If Won Lottery Would Never Work Again	26%	26%	26%	Living Indulge My Kids With The Little	9%	9%	9%
Money Is Best Measure Of Success	25%	25%	25%	Extras Little I Can Do To Change My	7%	8%	8%
Prefer To Have Few	25%	27%	28%	Life			
Possessions As Possible Marijuana Should Be Legalized	21%	20%	20%	Very Happy With My Life As It Is	6%	7%	6%

nasor white Plains Eastover

Parmele Forest Lity Montreat Cherryville Pinehurst Rocky Mount Southern Fines East Hamilton Describe South Henderson Five Points Chadbourn Kitty Hawk Beulaville <u>Intercultural Institute</u> on City Farmville rven Louisburg Topsail Beach Valley Hill Cerro Gordo Murraysville New Gorde Tudi Ministry Confectual Ministry Hillsborou 44 Copyright 2011, Intercultural Institute for Contextual Ministry Valdese Walnut Creek Atlantic Beach Long View Mebar

#### **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.



Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	THEMES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	64%	62%	62%	Worried About Pollution Caused By Cars	20%	19%	19%
You Should Seize Opportunities In Life	55%	55%	56%	Looking for New Ideas To Improve Home	20%	19%	18%
Prefer Work Part Of Team Than Alone	39%	37%	36%	Provide My Kids With The Little Extras	17%	16%	14%
Like To Understand About	35%	36%	36%	Is An Important Part Of Who I Am	16%	16%	16%
Nature				Like To Just Enjoy Life	16%	18%	19%
Good At Fixing Things	32%	31%	29%	Try Not To Worry About The	11%	13%	13%
Important Feel Respected By My Peers	31%	32%	32%	Future Enjoy Spending Time With My	11%	12%	12%
People Have To Take Me As	30%	27%	25%	Fam.		/0	. 270
They Find Me				Children Should Be Allowed To	6%	6%	6%
Important To Juggle Various	29%	30%	30%	Express Themselves			
Tasks				Like Spending Most Time With	5%	5%	5%
Real Men Don't Cry	26%	23%	20%	Fam.			
Prefer To Have Few	25%	27%	28%	Decor Particular Interest To Me	4%	4%	4%
Possessions As Possible				Feel Very Alone In The World	4%	5%	5%
Have Keen Sense Of Adventure	22%	24%	24%	Would Like To Set Up Own	3%	3%	3%
Consider Myself Interested In The Arts	20%	20%	19%	Business			

Flat Rock Breadway Rural Hall Oakboro Norman River Bend Pineville Clayton Tabor City Five Point Ivanhoe Hot Springs Landis Seagrove Macon Canton East Laurinburg Intercultural Institute East Flat Rock Jacksonville Kannapolis Dobson Wilkesboro Elrod For Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

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



Dak Ridge Carrbero Calabash Mooresville Minnesott Beach Snow Hill Troy Ashley Heights Roxobel Politike Kannapolis Arapahoe Linden Unionville Brogden High Shoals Take Intercultural Institute White Plains B S Clinton Cove City Icard Benson Skippers Corner Barker Heights Bur For Confectual Ministry Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Saluda Danbury Castle Hayne Spruce Pine Seagrov 47

## **Potential Shared Places:**

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Fast Food/Drive-In	85.88%	86.01%	85.88%
Restaurant-Visit Any			
Fam. Restaurants/Steak	85.72%	83.83%	83.61%
Houses-Visit Any			
McDonald's	63.49%	60.9%	59.91%
Burger King	39.22%	39.32%	38.56%
Taco Bell	36.89%	34.29%	33.01%
Applebee's	36.82%	34.3%	33.62%
Subway	28.33%	29.34%	30.04%
Pizza Hut	27.3%	25.72%	24.59%
Wendy's	26.91%	27.95%	28.61%
Kentucky Fried Chicken (KFC)	25.73%	27.17%	27.32%
Domino's Pizza	24.7%	21.36%	18.75%
Arby's	24.63%	23.87%	23.8%

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Sonic	22.06%	19.45%	18.26%
IHOP (International House Of	19.57%	17.64%	16.45%
Pancakes)			
Olive Garden	18.84%	19.16%	19.73%
Golden Corral	17.11%	15.48%	14.62%
Cracker Barrel	16.43%	15.75%	16.37%
Dairy Queen	16.27%	17.08%	17.51%
Denny's	16.18%	15.15%	13.99%
Red Lobster	15.16%	15.88%	16.07%
Chick-Fil-A	14.8%	14.2%	14.59%
Outback Steakhouse	13.85%	13.89%	14.18%
Popeyes	13.34%	11.95%	10.47%
Chili's Grill and Bar	13.08%	13.1%	13.15%



#### **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!



on Drexel Seaboard Chapel Hill Troy Forest Oaks Foxfire Matthews Denton Frement Charlotte Racin Contextual Winton Stonewall Waco Cleveland St. Stephens Proctorville Store Intercultural Institute Hemby Bridge Lake Junaluska Stantonsburg Farmville Bath Rockfish for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Shared Projects**

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Voted in fed/state/local election	42.51%	42.98%	43.53%
Recycled products	32.02%	32.08%	32.53%
Worked as volunteer (non political)	18.6%	17.41%	16.89%
Engaged in fund raising	13.26%	12.12%	11.43%
Religious club member	8.76%	8.08%	7.84%
Wrote to editor of mag or newspaper	8.63%	7.5%	6.83%

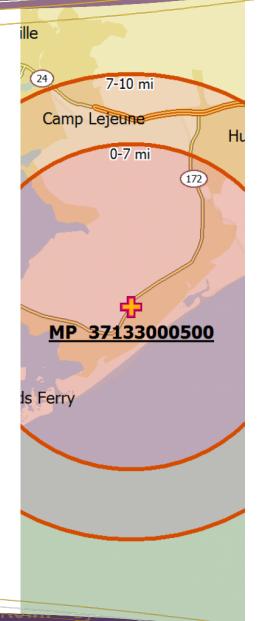
0-7	7-10	10-15
MILES	MILES	MILES
8.58%	7.17%	6.45%
6.75%	5.48%	4.92%
6.58%	5.92%	5.52%
6.04%	5.39%	5.17%
5.92%	5.51%	5.34%
5.61%	5.13%	5.01%
	MILES         8.58%         6.75%         6.58%         6.04%         5.92%	MILES       MILES         8.58%       7.17%         6.75%       5.48%         6.58%       5.92%         6.04%       5.39%         5.92%       5.51%

Boiling Springs Hays Bethania Weldon Hamilton Lumber Bridge Brices Creek Columbia Brookford Grantsboro Boiling Spring Lakes Wallace Trenton Littleton Teachey Marshville Milton Misenheimer Momeyer Stanfield Barker Heights Woodland Logic Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### **Communication Media Content**

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

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



Copyright 2011, Intercultural Institute for Contextual Ministry Marvin Boone Crantsboro Swansboro Mulberry Herry Contextual Ministry Marvin Boone Crantsboro Swansboro Mulberry Herry Marvin Boone Crantsboro Swansboro Mulberry Herry Marvin Boone Crantsboro Swansboro Mulberry Herry

## **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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Novel	19.1%	17.83%	17.28%
Children's Books	11.46%	11.63%	11.9%
Mystery	9.4%	10.05%	10.75%
Romance	8.72%	7.84%	7.6%
Cookbooks	8.61%	9.26%	9.65%
Religious (not Bibles)	8.52%	8.53%	8.79%
History	6.88%	6.79%	6.86%
Biography	5.96%	5.99%	5.98%
Personal/Business Self-help	4.66%	5.15%	5.44%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	68.44%	67.88%	67.01%
Gen. Editorial	49.43%	48.44%	47.41%
Womens	47.49%	45.14%	43.54%
Service	37.59%	36.14%	35.96%
Mens	19.77%	19.68%	19.04%
Business/Finance	17.62%	17.07%	16.62%
Health	16.6%	15.44%	14.91%
Sports	16.44%	16.01%	15.29%
Parenthood	16.2%	15.28%	14.59%

Earl Montreat Bowmere Stanley Whitakers Ashley Heights Rutherfordton Roanoke Rapids Harrisburg in Few Hope Mills Star Holly Springs Weddington Lilesville Charlotte Intercultural Institute Oriental Cerro Gordo Oak Ridge Goldsboro Valley Hill Kernersville Rob (or feetual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Gen. News	57.74%	55.89%	55.51%
Classified	34.64%	34.48%	34.61%
Editorial Page	29.43%	29.2%	29.79%
Sport	28.52%	29.52%	30.31%
Movie Listings & Reviews	28.43%	27.18%	26.22%
Comics	28.05%	27.7%	27.82%
Business/Finance	24.79%	25.42%	26.11%
Food/Cooking	24.19%	24.04%	24.48%
TV/Radio Listings	23.65%	23.51%	23.65%
Home/Gardening	19.96%	19.82%	20.14%
Travel	19.76%	18.92%	18.73%
Science/Technology	16.55%	16.25%	16.26%
Fashion	15.92%	14.93%	14.37%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Country	28.77%	25.8%	25.71%
Urban Contemporary	17.39%	17.25%	15.76%
Adult Contemporary	16.25%	16.65%	16.91%
CHR Contemp Hit Radio	14.96%	16.42%	16.8%
Rock	10.82%	11.48%	11.73%
Oldies	8.93%	9.63%	9.92%
Classic Rock	8.78%	9.11%	9.3%
News/Talk	8.55%	9.2%	9.49%
Religious	7.84%	7.08%	6.86%
Alternative	6.09%	7.17%	7.55%
Variety	6.05%	6.83%	6.98%
Soft Contemporary	5.46%	5.56%	5.72%
Jazz	4.7%	4.69%	4.54%
Classic Hits	4.46%	4.34%	4.34%
Public	3.96%	3.43%	3.16%
Gospel	3.74%	3.63%	3.53%
All News	3.48%	3.82%	3.97%
All Talk	2.84%	3.09%	3.33%

Apex Everetts Weddington Cove City Roseboro Vass Marvin Lake Norman of Catawba Middleburg Har Typso Hayesville Zebulon Garysburg Bolton Mar-Mac St. Stephens Lattimore New Bern Delway Colerain Bald Head Island Harrells ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Creek Plain View Pineville North Wilkesboro Dunn 53 Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Minist

## **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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	MULTIMEDIA:
	MILES	MILES	MILES	
Fox News Channel	62.55%	62.33%	62.85%	Nickelodeon
Soapnet	52.78%	51.71%	51.26%	Adult Pay Per V
Satellite Dish	45.22%	47.06%	48.57%	Comedy Centra
Sci-Fi Channel	39.11%	37.8%	37.22%	<b>USA Network</b>
Subscribe Digital Cable	38.26%	34.2%	31.87%	ABC Fam.
MSNBC	36.59%	35.49%	34.82%	Hallmark Chann
Other Video-On-Demand	34.99%	37.44%	38.26%	TV Info From Ne
TV Info From Sunday TV	34.05%	31.68%	30.87%	Lifetime
Magazine				TV Info From M
Adult Swim	31.38%	29.54%	29.08%	Guide
Video-On-Demand Movies	30.78%	26.02%	23.53%	BET (Black Ente
Nick At Nite	27.71%	26.82%	26.5%	TV)
TCM (Turner Classic	26.64%	25.91%	25.51%	ESPN2
Movies)				The Golf Chann

MULTIMEDIA: TV	0-7	7-10	10-15
	MILES	MILES	MILES
Nickelodeon	26.38%	27.12%	27.84%
Adult Pay Per View TV	26.34%	28.11%	30.04%
Comedy Central	25.95%	27.32%	28.31%
USA Network	25.07%	24.12%	24.03%
ABC Fam.	24.19%	24.23%	23.84%
Hallmark Channel	23.22%	23.09%	23.27%
TV Info From Newspapers	23.21%	23.94%	24.61%
Lifetime	22.08%	21.6%	21.23%
TV Info From Monthly Cable	21.05%	21.93%	22.76%
Guide			
BET (Black Entertainment	20.63%	21.89%	22.35%
TV)			
ESPN2	20%	20.71%	21.3%
The Golf Channel	19.64%	20.33%	21.06%

Breeze Marion <u>Crossnere</u> Wake Forest Yadkinville Mebane Bailey Elon Ayden Winfall Catawba Trou town Zebulon Hayesville Fuquay-Varina Welcome Bethel Troy Benson <u>Intercultural Institute</u> Gatesville Burlington Red Cross Lake Santeetlah Apex Mesic Macon Confertual Ministry Confer

#### **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.



even Springs Lincolnten South Weldon Pantego Love Valley Littleton High Shoals Ervin Mulberry Silv Hount Olive Mooresville Fuquay-Varina Benson Southern Shores Harmer Intercultural Institute Holden Beach Tar Heel Edenton Indian Beach Ayden Middleburg Sten Joi Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Franklinton Cornelius Vadkinville Cedar Point Cornel

# 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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	17.17%	17.71%	18.21%
Medium Users (4-6)	13.81%	12.42%	11.7%
Light Users (1-3)	20.16%	19.99%	19.95%
Quintiles (20%)			
Newspaper I (Heavy)	1.33%	1.64%	1.64%
Newspaper II	2.47%	2.23%	2%
Newspaper III	1.61%	1.67%	1.72%
Newspaper IV	0.87%	0.79%	0.81%
Newspaper V (Light)	0.82%	0.95%	1%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	20.22%	20.43%	20.41%
Magazines II	9.48%	9.45%	9.27%
Magazines III	10.77%	10.56%	10.55%
Magazines IV	12.75%	12.73%	12.49%
Magazines V (Light)	0.65%	0.59%	0.57%
Outdoor I (Heavy)	5.56%	6.4%	6.28%
Outdoor II	2.14%	2.65%	2.56%
Outdoor III	3.01%	3.44%	3.37%
Outdoor IV	12.64%	13.86%	14.41%
Outdoor V (Light)	27.09%	26.06%	25.62%
Yellow Pages I	17.65%	17.11%	16.7%
(Heavy)			
Yellow Pages II	4.89%	5.59%	5.74%
Yellow Pages III	4.6%	5.58%	5.37%
Yellow Pages IV	26.31%	25.44%	24.54%
Yellow Pages V	6.54%	5.73%	4.9%
(Light)			

Cajah's Mountain Fallston Tobaccoville Atkinson Bent Creek Harkers Island Lucama Peachland Herth Midway Fletcher Selma Lake Waccamaw Kings Mountain Bethania Ind Dobbins Heights Stonewall Conover Wallburg Tryon Swepsonville Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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.

DIUM 0-7 7-10 10-15 ME
MILES MILES MILES
io Drive Time Quntiles TV Prime
ns / 20%) / 20%)
e Time I & II (Heavy) 3% 3.17% 3.35% Prime Time I & I
e Time III (Medium) 0.58% 0.65% 0.69% Prime Time III (Med
io IV & V (Light) 1.77% 2.22% 2.23% Prime Time IV & V (Light)
io Media Quntiles (fifths / TV Early/Late Fringe
5) (fifths / 20%)
io I & II (Heavy) 12.56% 11.51% 10.84% Fringe I & II (Heavy)
io III (Medium) 4.16% 4.36% 4.49% Fringe III (Medium)
io IV & V (Light) 3.41% 3.55% 3.66% Fringe IV (Light)
le TV Quntiles (fifths / TV All Day Quntiles (fifths
5) 20%)
le I & II (Heavy) 22.13% 18.43% 16.34% All Day I & II (Heavy)
le III (Medium) 3.46% 3.99% 3.95% All Day III (Medium)
le IV & V (Light) 34.16% 33.98% 33.57% All Day IV (Light)

ord Sneads Ferry Milton Spiveys Corner Burlington Pinebluff Como Neuse Forest Valley Hill Stokesdale Granam Farmville Fayetteville Roxboro Whiteville Kingstown Dunn ake Bethlehem Hayesville Boonville Columbia Seaboard Montreat Paris Intercultural Institute Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# 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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.74%	11.17%	11.7%
6:00am - 10:00am	11.65%	12.76%	13.26%
10:00am - 3:00pm	6.25%	6.98%	6.76%
3:00pm - 7:00pm	18.27%	17.13%	15.91%
7:00pm - Midnight	11.43%	11.82%	12.05%
Midnight - 6:00am	4.5%	5.12%	5.25%
Weekend Radio			
Listeners			
Dayparts [summary]	15.37%	15.5%	15.49%
6:00am - 10:00am	3.63%	3.77%	3.95%
10:00am-3:00pm	4%	4.45%	4.53%
3:00pm - 7:00pm	8.41%	7.92%	7.54%
7:00pm - Midnight	8.72%	9%	9.24%
Midnight - 6:00am	9.52%	10.4%	10.77%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.24%	7.39%	7.56%
Saturday:	7.42%	7.65%	7.95%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.67%	9.83%	9.91%
9:00am-1:00pm	27.71%	26.82%	26.5%
9:00am-4:00pm	31.02%	30.26%	30.1%
4:00pm-7:00pm	27.05%	27.43%	27.86%
11:00pm-1:00am	43.03%	42.64%	42.28%
AVG Prime time	2.45%	2.78%	2.72%
Mon-Sun			

Lowesville Dover Gibson Orrum Faison Robersonville Keener Rocky Mount Rex Belwood Light Oak Stoval Waxhaw Boiling Spring Lakes Drexel Halifax Kenly Lansing Intercultural Institute arrach Greenville Bogue Pilot Mountain Bear Grass Westport Canton Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	TV VIEW	TV VIEWERS 0-7	TV VIEWERS 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	15.66%	16.47%	16.57%	Sat: 7-10	Sat: 7-10am 15.28%	Sat: 7-10am 15.28% 16.23%
7-9am	20%	20.71%	21.3%	Sat: 10ar	Sat: 10am-1pm 6.51%	Sat: 10am-1pm 6.51% 6.91%
9am-12noon	24.19%	22.85%	22.57%	Sat: 1-4p	Sat: 1-4pm 21.64%	Sat: 1-4pm 21.64% 22.64%
12noon-4pm	6.83%	7.42%	7.53%	Sat: 4-6p	Sat: 4-6pm 6.94%	Sat: 4-6pm 6.94% 6.7%
4-6pm	41.34%	42.42%	43.05%	Sat: 6-7p	Sat: 6-7pm 1.28%	Sat: 6-7pm 1.28% 1.44%
6-7pm	20.62%	19.66%	19.45%	Sat: 7-8p	Sat: 7-8pm 0.58%	Sat: 7-8pm 0.58% 0.72%
7-7:30pm	0.97%	1.2%	1.26%	Sat: 8-11	Sat: 8-11pm 7.42%	Sat: 8-11pm 7.42% 7.65%
7:30-8pm	14.01%	12.79%	12.22%	Sat: 11pr	Sat: 11pm-1am 4%	Sat: 11pm-1am 4% 4.38%
8-11pm	7.24%	7.39%	7.56%	Sat: 1am	Sat: 1am-7pm 25.07%	Sat: 1am-7pm 25.07% 24.12%
11pm-12am	36.59%	35.49%	34.82%	Sun: 7-10	Sun: 7-10am 1.78%	Sun: 7-10am 1.78% 2%
11pm-1am	43.03%	42.64%	42.28%	Sun: 10a	Sun: 10am-1pm 6.26%	Sun: 10am-1pm 6.26% 6.48%
1-6am	29.3%	29.87%	29.9%	Sun: 1-4	Sun: 1-4pm 5.35%	Sun: 1-4pm 5.35% 5.57%
				Sun: 4-7	Sun: 4-7pm 12.86%	Sun: 4-7pm 12.86% 13.08%
				Sun: 7-1	Sun: 7-11pm 9.67%	Sun: 7-11pm 9.67% 9.83%
				Sun: 11p	Sun: 11pm-1am 5.1%	Sun: 11pm-1am 5.1% 5.3%
				Sun: 1-7;	Sun: 1-7am 20.58%	Sun: 1-7am 20.58% 21.03%

oprings Summerneia Aingstown

Spiveys Corner Rhodhiss Lake Junaluska Seagrove Pine Level Store in Littleton Valley Hill Rand F Ellenboro Falcon Arapahoe White Plains Mesic Bent Creek Kure Be Contextual Ministry Contextual Ministry Contextual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

# 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

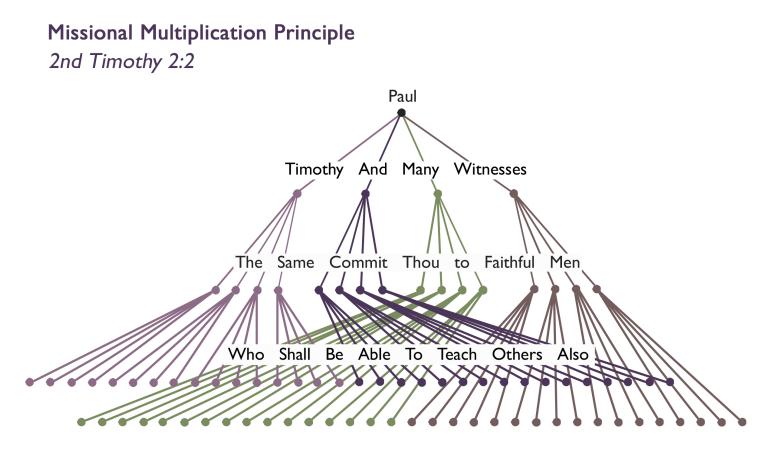
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Brogden Vass Bonnetsville Gibsonville Kirkland Barker Ten Mile Bladenboro Harrisburg Toast Thoma teville Robbinsville Elon Gibson Conetoe Cherryville Rhodhiss Durhan <u>Intercultural Institute</u> hlehem Spencer Sherrills Ford Belville Danbury Randleman Andrews [o: Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Blowing R 61

## **Biblical Missional Multiplication**

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

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



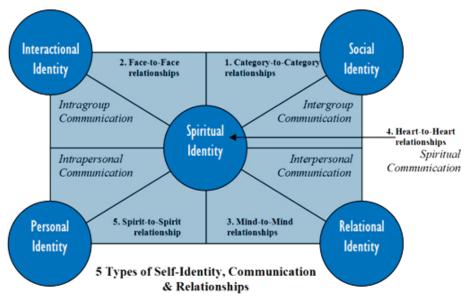
Rennert Brevard Bethlehom White Lake Mount Pleasant Bunn Pleasant Hill King Carolina Beach Autryville Bladenboro Biltmore Forest Pinehurst Apex Simpson Cornel Intercultural Institute Red Oak Glen Raven Dallas Atlantic Beach Vandemere Shelby Haw Rive For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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



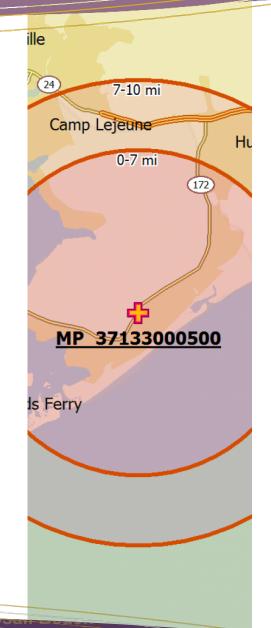
#### Re Park Bermuda Run Polkville Huntersville Montreat Murraysville East Bend Chimney Rock Village Dobe Fikeville Fairmont Gibson Monroe Lewiston Woodville Sunset Beach Intercultural Institute Intain Shelby Hoffman Mar-Mac Seven Springs Micro Polkton Albem for Confestual Ministry Confestual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### Your MissionSite and the Missional Suite

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

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

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



Sedalia Durham Neuse Forest Ocracoke Kure Beach Banner Elk Holden Beach Cameron Woodfin Con Centerville Belwood Oak Island Mar-Mac Emerald Isle La Grange Cher ille Scotland Neck Souther Intercultural Institute for Contextual Ministry Spencer Lincolnton Whispering Pines Kingstown Len64 Copyright 2011, Intercultural Institute for Contextual Ministry Mountain Home Siler City Duck Skippers Corper

## 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	Enon Chapel	102 Barbara Ave Midway Park, NC 28544	1.52 mi	405	Plateauing
2	Midville	10 East Dr Jacksonville, NC 28546	4.18 mi	44	Declining
3	Centerview	1165 Piney Green Rd Jacksonville, NC 28546	4.61 mi	344	Growing
4	New Life	49 Village Dr Jacksonville, NC 28546	5.41 mi	203	Growing
5	Grants Creek	1401 Old 30 Rd Maysville, NC 28555	5.84 mi	197	Growing
6	Korean	99 University Dr Jacksonville, NC 28546	6.87 mi	37	Plateauing
7	Bear Creek	116 Great Neck Landing Rd Hubert, NC 28539	7.09 mi	205	Declining
8	New River	1310 Hargett St Jacksonville, NC 28540	7.19 mi	81	Growing
9	Piney Grove	212 Piney Grove Baptist Ch Rd Swansboro, NC 28584	7.29 mi	119	Plateauing
10	Calvary	122 Thompson St Jacksonville, NC 28540	7.61 mi	38	Insufficient Data
11	Kellum	1175 Kellum Loop Rd Jacksonville, NC 28546	7.76 mi	180	Growing
12	Seeking Jacksonville	105 Jean Cir Jacksonville, NC 28540	7.91 mi	0	Insufficient Data
13	Brookwood	903 Henderson Dr Jacksonville, NC 28540	8.84 mi	157	Declining
14	Jacksonville FBC	1985 Gum Branch Rd Jacksonville, NC 28540	9.67 mi	1,038	Growing
15	Swansboro FBC	614 W Corbett Ave Swansboro, NC 28584	9.72 mi	378	Plateauing

ange Pilot Mountain Spring Hope Ellenboro Fremont Mocksville Tryon Ein City Glen Raven Red Spring aston Foxfire Minnesott Beach Middlesex Moravian Falls Peachland Star Lange High Point Pine Ka Rockwell Chimney Rock Village Brunswick Harkers Island Waco Mars For Confectual Ministry Kenansville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Victory	1830 Wilmington Hwy Jacksonville, NC 28540	10.12 mi	128	Growing
17	Blue Creek	1251 Burgaw Hwy Jacksonville, NC 28540	10.71 mi	168	Plateauing
18	Galilee	1522 Burgaw Hwy Jacksonville, NC 28540	11.04 mi	40	Growing
19	Tar Landing	3884 Richlands Hwy Jacksonville, NC 28540	12.19 mi	232	Declining
20	Salem	198 Sneads Ferry Rd Sneads Ferry, NC 28460	12.29 mi	228	Insufficient Data
21	Bethlehem	4764 Gum Branch Rd Jacksonville, NC 28540	12.61 mi	504	Plateauing
22	Peletier First Missionary - Cape Carteret	1300 Highway 58 Swansboro, NC 28584	12.66 mi	91	Declining
23	Cape Carteret - Cape Carteret	101 Anita Forte Dr Cape Carteret, NC 28584	13.18 mi	479	Growing
24	Memorial	904 Main St Maysville, NC 28555	13.54 mi	60	Growing
25	Maysville FBC	201 Main St Maysville, NC 28555	14.22 mi	169	Plateauing
26	Emerald Isle - Emerald Isle	304 Emerald Plantation Rd Emerald Isle, NC 28594	14.29 mi	0	Insufficient Data
27	Cornerstone Gospel Baptist Church	5180 Highway 24 Newport, NC 28570	15.43 mi	22	Insufficient Data
28	Rock Creek	6099 Gum Branch Rd Jacksonville, NC 28540	15.50 mi	98	Growing
29	North Topsail Shores	808 Old Folkstone Rd Sneads Ferry, NC 28460	15.52 mi	70	Growing
30	Bethel	173 Briarneck Rd Jacksonville, NC 28540	15.54 mi	49	Growing

Cajah's Mountain Lasker Biltmore Forest Brookford Creswell Pumpkin Center Jonesville Maggie Valley Lamberton Durham Unionville Butters Lake Santeetlah Weldon Kure Intercultural Institute Rolesville Clemmons Pink Hill Spindale Spiveys Corner Parmele Joi Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Harris Creek	108 Harris Creek Rd Jacksonville, NC 28540	16.43 mi	217	Growing
32	Pollocksville - Pollocksville	408 Green Hill St Pollocksville, NC 28573	19.09 mi	65	Growing
33	Maple Hill	4501 NC Highway 50 Maple Hill, NC 28454	19.38 mi	43	Plateauing
34	The Intersection	3323 Highway 24 Newport, NC 28570	19.55 mi	116	Insufficient Data
35	Bethany	1077 Nine Mile Rd Richlands, NC 28574	19.58 mi	214	Growing
36	Richlands FBC	100 Rand St Richlands, NC 28574	20.03 mi	255	Declining
37	Croatan - Newport	3095 Highway 24 Newport, NC 28570	20.06 mi	19	Plateauing
38	The Isle of Topsail Church - Surf City	110 N River Dr Surf City, NC 28445	20.10 mi	0	Insufficient Data
39	Providence	406 E Ócean Rd Holly Ridge, NC 28445	20.10 mi	175	Plateauing
40	Surf City - Surf City	304 Wilmington Ave Surf City, NC 28445	20.76 mi	157	Insufficient Data
41	Piney Grove - Pollock	282 Piney Grove Rd Pollocksville, NC 28573	20.81 mi	26	Growing
42	Victory - Newport	1051 Hibbs Rd Newport, NC 28570	23.87 mi	37	Declining
43	Cherry Point - Havelock	210 Church Rd Havelock, NC 28532	24.29 mi	177	Plateauing
44	Havelock First - Havelock	111 Hollywood Blvd Havelock, NC 28532	24.76 mi	218	Declining
45	Trenton Baptist	206 W Jones St Trenton, NC 28585	24.77 mi	55	Declining





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



#### CONTACT US:

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

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

