MissionSite top unreached locations

well Beach Rutherford College Stantonsburg Macon JACKSONVILLE, NC Dieemee Varnamtown Kinston Kingstown Eastover CENSUS TRACT: 37133001100 kin Center

rg Pilot Mountain Morchead Ci REGION: Region 2: Central Coast Belwood Minnesott Beach Ro COUNTY: Onslow Vallace Alliance Nags Mutip vaurinburg Pilot Mountain Morehead C Sea Breeze Roxboro Polkton In partnership with the: Intercultural Institute Ro for Contextual MinistryPineville Stanfield Broadway Atlantic Beach Jefferson Red Woo Highlands New London

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SITESCAPE: Townscape Hope DENSITY PATTERN: Md



River Bend Dunda

MissionSite (TM) Table of Contents

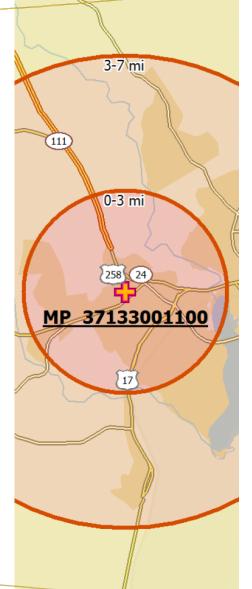
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Rowland Wagram Swepsonville Garysburg Parkton Fountain Faith Broadway HcDonald Taylortown Landis Mooresville Misenheimer Pinebluff Kings Mountain Stokesdal Intercultural Institute Midway Butters Warrenton Edenton Seaboard Spring Lake Locust Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary

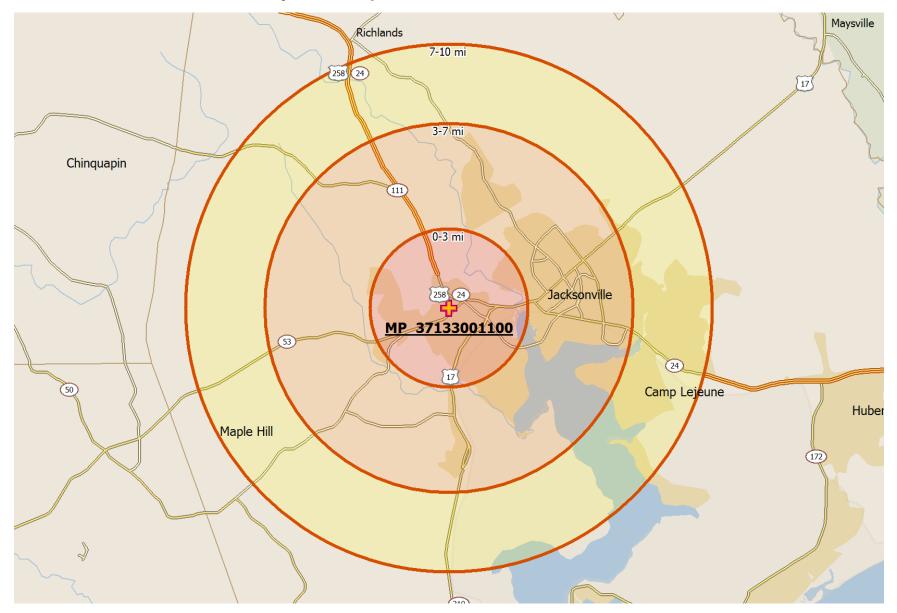
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	3702	Region 2: Central Coast
3	County Location	37133	Onslow
4	Zipcode	28540	Onslow
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.25	Medium towns adjacent to a large town
8	Sitescape Density Pattern	М	50000-100000-50000



Midland Harrells Bonnetsville Hot Springs Swepsonville Weldon Mebane Bald Head Island Rockwell Hanteo Maiden Winston-Salem Spring Lake Carolina Shores Sanford Intercultural Institute Troutman Ingold Wilkesboro Gibson Rural Hall Burgaw Liberty You for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Fairview Pleasant Hill Trenton Warsaw North Wilkesboro

Site Location Summary - Map of the Site Location



Wentworth Stovall Garner Eastover Bayboro Sherrills Ford Crossnore South Resemany Bald Head Islan Harrellsville Brogden Stokesdale Faison Cullowhee Salem Powells <u>Intercultural Institute</u> ins Heights Hildebran Princeton Badin Whiteville Mills River White Plai <u>Intercultural Institute</u> Lake Lowell Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Sawmills Davidson Stem Eavetteville Beulaville

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	23	Suburb: Small: Territory outside a principal city and inside an urbanized area with
	Codes		population less than 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting	1	Metropolitan area core: primary flow within an urbanized area
	Value		
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Mills River Spindale Bethlehem Davidson Fremont Beaufort King Lattimore Cedar Rock Holden Beaufort King Lattimore Cedar Rock Holden Beaufort King Lattimore Cedar Rock Holden Beaufort Cherryville Stantonsburg Ruth Hightsville Thomasville Newton Lattimore Cedar Rock Holden Beaufort King Intercultural Institute Cedar Rock Holden Beaufort King Lattimore Cedar Rock Holden Beaufort Cedar Rock Holden Beaufort King Lattimore Cedar Rock Holden Beaufort Cedar Rock Holden Beaufort King Lattimore Cedar Rock Holden Beaufort King Lattimore Cedar Rock Holden Beaufort Cedar Rock Holden Beaufort King Lattimore Cedar Rock Holden Beaufort Cedar Rock Holden Beaufort King Lattimore Cedar Rock Holden Beaufort Cedar Rock Holden Beaufort King Lattimore Cedar Rock Holden Beaufort Cedar Rock Holden Beaufort King Lattimore Cedar Rock Holden Beaufort Cedar Rock Holden Beaufort Cedar Rock Holden Beaufort King Lattimore Cedar Rock Holden Beaufort Cedar Rock Holden Beaufort Cedar Rock Holden Beaufort King Lattimore Cedar Rock Holden Beaufort Ce

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	16,878	59,827	42,501
2010 Households	5,142	22,524	12,542
2010 Group Quarters Population	4,406	3,346	9,204

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	28	36	28
Language Diversity National Index	50	43	42
Foreign Born Diversity National Index	60	56	58
Ancestry Diversity National Index	47	37	39
Racial Diversity National Index	50	56	51

-Elizabeth City Swansboro whightsville bea

Michang Indian Beach Leachey Misenheimer Mount Airy Broadway Moravian Fails Rutherford College Apex Southern Shores Hayesville Grifton Edenton Bethania Lewisvic Intercultural Institute Spring Lake Spiveys Corner Enochville Forest City Boiling Springs Work Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

Summerfield High Shoals St. Stephens Black Mountain Maggie Valley Centerville New Bern Sparta Chime Lack Creek Rex Altamahaw Mar-Mac Prospect Waxhaw Weddington Intercultural Institute Boone Harrisburg Atkinson Como Kill Devil Hills Manteo Waynesvil Intercultural Institute [ocopyright 2011, Intercultural Institute for Contextual Ministry] Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	2	0.04%
Mainstay Communities	Established, Diverse Households	439	8.54%
Working Communities	Blue-collar, Working Families	1,888	36.72%
Country Communities	Rural, Agri. & Mining Families	1,071	20.83%
Aspiring Communities	Young Singles / Aspiring-Multihousing	453	8.81%
Urban Communities	High Density, Inner-city Neighborhoods	1,286	25.01%

Calabash Ossipee Pineville Matthews Forest Oaks Forest City Waynesville Robbinsville Mooresboro G Granite Falls Aberdeen Boiling Springs Columbia White Oak Burlington Harrisburg Stem Statesville Varnamtown Kings Grant Forest Hills Elk Park Concord Walkertown Gor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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.

Haville Waco <u>Grantsboro</u> Jackson <u>Askewville</u> Connelly Springs Nashville Cary Linden Plymouth Solid Hemby Bridge Black Creek Gaston Stallings Nags Head Drexel <u>Intercultural Institute</u> Micro Cashiers Hoffman Midway Mars Hill Fountain Newport Castle <u>Jor Contextual Ministry</u> ^{Intercultural Institute for Contextual Ministry ake Lure Vanceboro Shelby Rowland Jefferson Segr}

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?

Biltmore Forest Holly Ridge Bridgeton Bladenboro Leland South Henderson Goldsboro Stokesdale B Stedman Robbins Broadway Trent Woods Marvin Cameron Misenheimer Intercultural Institute Louisburg Gorman Vann Crossroads Aurora Kings Grant Roseboro Love for Contextual Ministry Copyright 2017, Intercultural Institute for Contextual Ministry Write Grove Wrightsville Beach Glen Raven Wake Forest Sedalia Elizabeth City Bupp, Pine Knoll Shores

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	38,600	3,475	9%
Unreached %	65.75%	67.57%	102.77
Religious But NOT Evangelical HH	9,399	801	8.52%
Religious But NOT Evangelical %	16.01%	15.58%	97.3
Spiritual But NOT Relig or Evang HH	5,946	618	10.39%
Spiritual But NOT Relig or Evang %	10.13%	12.02%	118.64
Not Evangelical, Not Interested HH	23,790	2,078	8.74%
Not Evangelical, Not Interested %	40.52%	40.42%	99.74



ount Holly Hope Mills Wrightsboro Flat Rock Leland Lumberton North Topsail Beach Conway Ogden L Hayodan Winston-Salem Monroe Forest Oaks Hamlet Harrells Oak Minister Aleigh Enochville Fairview Wallburg Taylorsville Catawba Rockwell Pikeville Indian Train Intercultural Institute for Confertual Ministry Valley Hamilton 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	4	12.9%
Active BCNC Attenders	6,004	568	9.46%
Active Evangelical Households	5,673	470	8.28%
Active Evangelical Percent	9.66%	9.13%	94.5
Inactive Evangelical Households	14,435	1,195	8.28%
Inactive Evangelical Percent	24.59%	23.24%	94.53
# New Churches Needed	0	0	0%





Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Galilee	0.49 mi	40	Growing	16	Bethany	8.11 mi	214	Growing
2	Blue Creek	1.06 mi	168	Plateauing	17	Rock Creek	8.25 mi	98	Growing
3	Victory	1.43 mi	128	Growing	18	Centerview	8.60 mi	344	Growing
4	Tar Landing	2.24 mi	232	Declining	19	Kellum	8.99 mi	180	Growing
5	Seeking Jacksonville	3.72 mi	0	Insufficient Data	20	Maple Hill	9.61 mi	43	Plateauing
6	Brookwood	4.34 mi	157	Declining	21	Enon Chapel	9.97 mi	405	Plateauing
7	Jacksonville FBC	4.67 mi	1,038	Growing	22	Richlands FBC	11.71 mi	255	Declining
8	New River	4.70 mi	81	Growing	23	Grants Creek	13.83 mi	197	Growing
9	Calvary	4.88 mi	38	Insufficient Data	24	Salem	14.20 mi	228	Insufficient Data
10	Harris Creek	5.24 mi	217	Growing	25	Sharon - Chinquapin	15.03 mi	114	Plateauing
11	Bethel	6.19 mi	49	Growing	26	Shiloh - Chinquapin	15.03 mi	121	Growing
12	Bethlehem	6.26 mi	504	Plateauing	27	North Topsail Shores	15.33 mi	70	Growing
13	Korean	6.33 mi	37	Plateauing	28	The Isle of Topsail Church - Surf City	16.19 mi	0	Insufficient Data
14	New Life	6.48 mi	203	Growing	29	Providence	16.19 mi	175	Plateauing
15	Midville	7.59 mi	44	Declining	30	Surf City - Surf City	17.43 mi	157	Insufficient Data

Kenly Tryon Brevard Middleburg Huntersville Avery Creek Kitty Hawk Burnsville Momeyer McLeans Eden Maggie Valley Keener Earl Pantego Rennert Fairfield Harbourg Intercultural Institute banoke Rapids Bath Troy Walkertown Wingate Pinebluff Fletcher Ma for Confetual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Spirituality Indicators

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

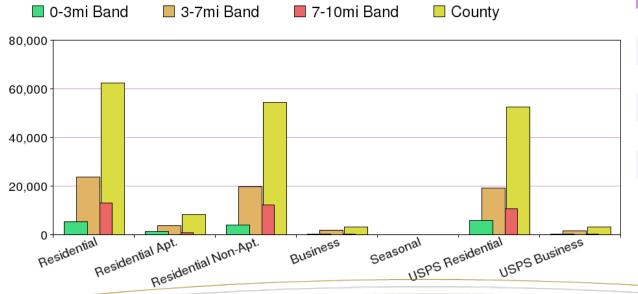
Issues for Your Consideration

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

Neuse Forest Oakbero Woodland Welcome Seagrove Spindale Elkin Kannapolis Black Greek Easter Rhodhiss West Marion Creswell Elroy Salisbury Stanley Cofield Man Intercultural Institute Mo Atlantic Beach Columbus Middlesex Swepsonville Stem Eureka L Peocopyright 2011, Intercultural Institute for Contextual Ministry Decopyright 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 for the 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO		DEMOSCAPE	COUNTY	BAND	% OF C
1990 Population	149,837	13,547	9.04%		1990 Households	40,658	4,171	10.26%
2000 Population	150,355	15,331	10.2%		2000 Households	48,122	4,746	9.86%
2010 Population	177,779	16,878	9.49%		2010 Households	58,708	5,142	8.76%
Location Types in this MissionSite						Location T	уре	0-3mi Band
🗖 0-3mi Band 🛛 🗖 3-7mi Band 🖉 7-10mi Band		🗖 Cou	nty	Residential		5,340		
80,000						Residential	Apt.	1,213
						Residential	Non-Apt.	4.127

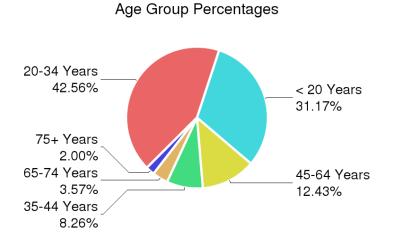


Location Type	0-3mi Band
Residential	5,340
Residential Apt.	1,213
Residential Non-Apt.	4,127
Business	268
Seasonal	0
USPS Residential	5,819
USPS Business	262

airplains Wanchese Homeyer West Marion Trent Woods Ocracoke Drexel Falcon Knightdale White Pla Haysville Stedman Madison Reidsville Star Four Oaks Sea Breeze Wright Shore Columbia Cramerten Id Greenevers Lowell Apex Wesley Chapel Lewiston Woodville Foxfire Contextual Institute Kinston She le Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

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

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

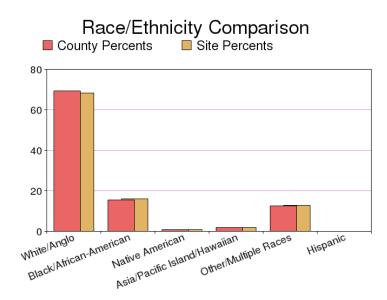


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	8.52%	7.83%	91.9
4-5 Years	3.15%	2.81%	89.21
6-8 Years	4.31%	3.92%	90.95
9-11 Years	3.62%	3.19%	88.12
12-13 Years	2.13%	1.8%	84.51
14-17 Years	5.45%	5.81%	106.61
18-19 Years	2.7%	5.8%	214.81
0-5 Years	11.67%	10.64%	91.17
6-12 Years	9.01%	8.06%	89.46
13-19 Years	9.21%	12.46%	135.29
< 20 Years	29.89%	31.16%	104.25
20-34 Years	37.86%	42.55%	112.39
35-44 Years	8.9%	8.26%	92.81
45-64 Years	15.9%	12.43%	78.18
65-74 Years	4.46%	3.57%	80.04
75+ Years	3%	2%	66.67
Median Age	26	27	104.91
Median Age (Male)	24	27	109.64
Median Age (Female)	28	28	98.22

vin Northlakes <u>Wesley Chapel Unionville Pittsboro Wade Wrightsboro</u> Rose Hill East Arcadia Northwes worth Pollocksville Haw River Centerville Fairfield Harbour Mount Olive <u>Intercultural Institute</u> Pumpkin Center Pinebluff Waxhaw Altamahaw Walstonburg Calabash for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	69.39%	68.31%	98.44
Black, African-American	15.44%	16.04%	103.85
Native American	0.74%	0.87%	117.04
Asian	1.72%	1.6%	93.24
Pacific Island, Hawaiian	0.19%	0.26%	133.95
Other/Multiple Races	12.51%	12.92%	103.22
Hispanic	0%	8.06%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	92,456	7,789	
Loss than 0th Grada	2 710/	1 0 2 0/	76.91

Total Adults over age 25 years.	92,456	7,789	
Less than 9th Grade	3.71%	4.83%	76.81
No High School Diploma	7.24%	7.68%	94.32
High School Graduate	31.21%	32.6%	95.74
Some College, no degree	30.35%	31.62%	95.99
Associate Degree	9.55%	9.03%	105.76
College Degree	12.91%	11.12%	116.1
Graduate/Prof. degree	5.04%	3.13%	160.76

Grandfather Oak City Beech Mountain Pine Level Sawmills Roper Woodlawn Belmont Mount Airy Ro Fleasant Kenly Benson Jacksonville Elizabethtown Seven Lakes Miser Intercultural Institute Blowing Rock Asheville Greensboro Crossnore Sherrills Ford Kill Devil H for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	6.95%	8.91%	145.82
\$10,000 to \$19,999	11.78%	12.33%	104.66
\$20,000 to \$29,999	12.55%	15.48%	123.4
\$30,000 to \$49,999	24.16%	26.41%	109.32
\$50,000 to \$59,999	10.25%	12.7%	123.93
\$60,000 to \$69,999	7.62%	5.85%	76.8
\$70,000 to \$79,999	6.44%	4.92%	76.38
\$80,000 to \$89,999	4.82%	2.76%	57.29
\$90,000 to \$99,999	3.09%	1.3%	42.22
\$100,000 to \$124,999	6.31%	2.78%	44.08
\$125,000 to \$149,999	2.71%	3.66%	134.91
\$150,000 to \$199,999	2.42%	2.78%	114.74
\$200,000 to \$249,999	0.41%	0.04%	9.55
\$250,000 or more	0.5%	0.02%	3.88
Median Household	44,398	39,893	89.85
Average Household	57,374	49,366	86.04
Per Capita Household	22,350	15,596	69.78
Family/Non-Family Household			
Income			
Median Family Income	50,862	46,714	91.84
Average Family Income	64,268	58,142	90.47
Median Non-Family Income	29,109	24,667	84.74
Average Non-Family Income	37,930	28,417	74.92

Unionville Wade Prexel Indian Trail Summerfield Spring Lake Elizabethtown Gritton Royal Pines Intel Momeyer Franklinton Clinton Wentworth Black Creek Swansboro Intercultural Institute Inview Gorman Raleigh Creswell Mountain Home New Bern Stantonsbu for Confestual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	73.82%	70.63%	95.68
Families with Children	41.32%	40.16%	97.19
Families without Children	32.5%	30.47%	93.76
Non-Family Households			
% Non-Family Households	26.18%	29.37%	112.19
Non-Families with Children	0.11	0.16	136.33
Non-Families without Children	26.06	29.21	112.08
Housing Units			Index
Total Housing Units	69,294	5,926	
Vacant percent	15.28%	13.25%	86.71
Owned percent	51.54%	44.77%	86.87%
Rented Percent	33.18%	42%	126.57
Households by Size			Index
Avg household size	2.49	2.43	97.59
Avg family hh size	2.99	2.95	98.66
Avg non-family hh size	1.09	1.18	108.26
Households By Count of Persons			Percent
One	12,809	1,231	9.61%
Two	20,827	1,814	8.71%
Three or Four	20,876	1,775	8.5%
Five+	4,196	321	7.65%

e Lake Kernersville Graham Biscoe Kittrell Fayetteville Earl Flat Rock Black Greek Goldsboro Spruce Mailburg Canton Catawba Momeyer High Point Etowah Bonnetsville Provint Lake Lure Blowing Rock th Warrenton Ayden Ahoskie Rennert Cashiers JAARS Ansonville Gordo Casar Valdese Newland Ministry of Contextual Ministry Valley Hill Cerro Gordo Casar Valdese Newland Ministry

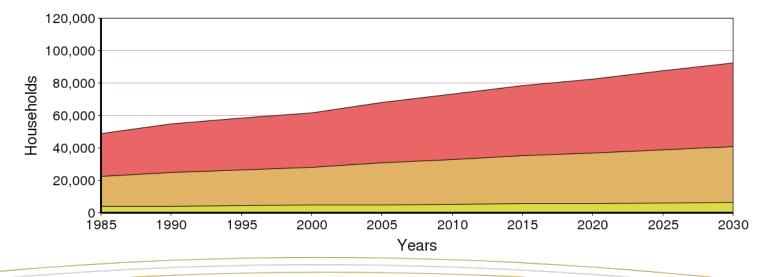
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	149,837	13,547	9.04%
2000 Population	150,355	15,331	10.2%
2010 Population	177,779	16,878	9.49%
2015 Population	201,281	19,034	9.46%

Household Change from 1985 to 2030

🗖 0-3mi Ring 👘 🗖 0-7mi Ring

📕 0-10mi Ring

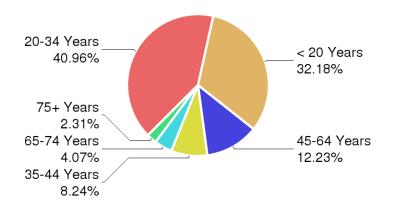


Conetoe Forest Oaks Aberdeen Huntersville Clayton Belville Parmele Hobgood Newton Midway St. James Durham Washington Bolton Ellenboro Bakersville Macor Intercultural Institute St. Pauls Bladenboro Pollocksville Hillsborough Castle Hayne Selma for Confectual Ministry Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

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

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

Projected Age Group Percentages

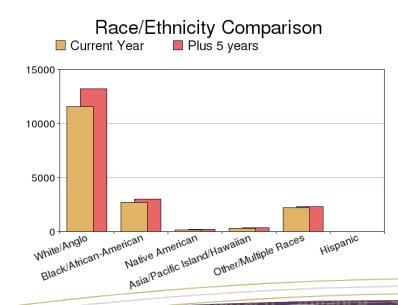


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	7.83%	8.71%	111.24
4-5 Years	2.81%	3.56%	126.69
6-8 Years	3.92%	5.16%	131.63
9-11 Years	3.19%	4.1%	128.53
12-13 Years	1.8%	2.28%	126.67
14-17 Years	5.81%	5.25%	90.36
18-19 Years	5.8%	3.1%	53.45
0-5 Years	10.64%	12.27%	115.32
6-12 Years	8.06%	10.47%	129.9
13-19 Years	12.46%	9.44%	75.76
< 20 Years	31.16%	32.18%	103.27
20-34 Years	42.55%	40.96%	96.26
35-44 Years	8.26%	8.24%	99.76
45-64 Years	12.43%	12.23%	98.39
65-74 Years	3.57%	4.07%	114.01
75+ Years	2%	2.31%	115.5
Median Age	26	29	113.01
Median Age (Male)	24	29	119.15
Median Age (Female)	28	29	104.38

Tabor City Walstonburg Kingstown High Shoals Navassa Linden Elizabeth City Millers Creek Moravia Oakboro Falkland Parmele Dundarrach Winfall McAdenville Weaver Intercultural Institute Harrells Elm City Sandy Creek Stantonsburg Murphy Rutherford Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Boone Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	68.31%	69.37%	101.55
Black, African-American	16.04%	15.77%	98.3
Native American	0.87%	0.99%	113.4
Asian	1.6%	1.55%	96.88
Pacific Island, Hawaiian	0.26%	0.28%	106.81
Other/Multiple Races	12.92%	12.05%	93.31
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	7,789	11,303	
Less than 9th Grade	4.83%	3.77%	78.07
No High School Diploma	7.68%	5.87%	76.4
High School Graduate	32.6%	31.43%	96.4
Some College, no degree	31.62%	32.01%	101.23
Associate Degree	9.03%	9.95%	110.28
College Degree	11.12%	13.6%	122.3
Graduate/Prof. degree	3.13%	3.38%	107.89

Wendell St. Pauls Trinity Weldon Winfall Castle Hayne Dobbins Heights Mars Hill Spring Hope Elk Pauls Myrtle Grove Elm City Lake Park Peachland Youngsville Ocracoke Intercultural Institute Beaufort Sharpsburg Hillsborough McFarlan Bunn Cashiers Enfield (or Contextual Ministry) Garden Ster Beaufort Sharpsburg Hillsborough McFarlan Bunn Cashiers Enfield (or Contextual Ministry) Garden Ster Beaufort 2011, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	8.91%	8.42%	94.48
\$10,000 to \$19,999	12.33%	11.12%	90.17
\$20,000 to \$29,999	15.48%	13.53%	87.38
\$30,000 to \$49,999	26.41%	25.19%	95.39
\$50,000 to \$59,999	12.7%	13.25%	104.36
\$60,000 to \$69,999	5.85%	6.46%	110.39
\$70,000 to \$79,999	4.92%	5.57%	98.69
\$80,000 to \$89,999	2.76%	3.23%	107.09
\$90,000 to \$99,999	1.3%	1.42%	109.28
\$100,000 to \$249,999	2.78%	3.49%	125.37
\$125,000 to \$149,999	3.66%	4.69%	128.32
\$150,000 to \$199,999	2.78%	3.38%	121.44
\$200,000 to \$249,999	0.04%	0.09%	234.67
\$250,000 or more	0.02%	0.02%	93.87
Median Household	39,893	43,281	108.49
Average Household	49,366	55,605	112.64
Per Capita Household	15,596	16,682	106.96
Family/Non-Family Household			
Income			
Median Family Income	46,714	51,956	111.22
Average Family Income	58,142	66,964	115.17
Median Non-Family Income	24,667	26,086	105.75
Average Non-Family Income	28,417	30,376	106.89

Minnesott Beach Bermuda Run Falkland Calypso Lillington Glen Alpine Momeyer Mills River Hudson Flat Rock Oak Ridge Harrisburg Kenansville Canton Mayodan Fletcher Caish's Mountain Stantonsbur ington Asheville Wade Mount Airy Salisbury Wendell Connelly Springs for Contextual Ministry Contextual Ministry Selma Fairvie 23 Cocopyright 2011, Intercultural Institute for Contextual Ministry Wender Pleasant Carden West Marion Spencer Haw River Seven Springs Thomasville Newton Grove La

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	70.63%	69.42%	98.29
Families with Children	40.16	38.65	96.23
Families without Children	30.47	31.73	104.11
Non-Family Households			
% Non-Family Households	29.37%	30.58%	104.12
Non-Families with Children	0.16	0.07	104.12
Non-Families without	29.21	30.5	104.43
Children			
Housing Units			
Total Housing Units	5,926	6,330	106.82%
Vacant percent	13.25%	13.46%	101.61
Owned percent	44.77%	44.36%	99.09
Rented Percent	42%	42.18%	100.43
Households by Size			
Avg household size	2.43	2.48	102.06%
Avg family hh size	2.95	3.07	104.07%
Avg non-family hh size	1.18	1.15	97.46%
Households By Count of			
Persons			
One	1,231	1,405	114.13%
Тwo	1,814	1,772	97.68%
Three or Four	1,775	1,886	106.25%
Five+	321	415	129.28%

Waxhaw Altamahaw Magnolla Rose Hill Kannapolis Walkertown Shallotte Euroka Sneads Ferry Ren Harry Carthage Washington Northwest South Rosemary Scotland Neck Intercultural Institute ville Marietta Boonville Yanceyville Norman Grandfather Seaboard Wige Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10		BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	408	2,211	2,408		Eastern Africa	Eastern Africa 27	Eastern Africa 27 13
Northern Europe	24	69	115	M	Viddle Africa	Middle Africa 0	Viddle Africa 0 0
Western Europe	20	90	90	Nor	thern Africa	thern Africa 0	thern Africa 0 7
Southern Europe	9	85	86	South	ern Africa	ern Africa 0	ern Africa 0 9
Eastern Europe	0	22	65	Wester	n Africa	n Africa 0	n Africa 0 14
Other Europe	0	0	0	Other Afri	са	ica 0	ica 0 0
Eastern Asia	6	273	230	Oceania		0	0 3
So. Central Asia	20	37	14	Caribbean		68	68 235
SE Asia	127	548	431	Central Amer.		. 90	90 543
Western Asia	6	5	7	South America	а	a 11	a 11 171
Other Asia	0	0	0	North America		0	0 87
				Born at sea		0	0 0

Devils Sandy Creek Kitty Hawk Whiteville Mooresville Valdese Mount Airy White Oak Bayboro Rowlar Lake Castalia Franklinton Surf City Long View Cricket Granite Quarry Intercultural Institute ony Roxboro Rolesville Clayton Gibson Salemburg Mulberry Etowah Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Mooresboro Vander Seagrove Speed Elm City Wanchese Falkland

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	8,443	47,191	34,811	Other Indo-Euro	0	4	18
Spanish	462	3,114	3,255	Asian/PI languages	0	0	0
Other Indo-Euro	402	679	990	Chinese	12	39	26
	121	079	990	Japanese	8	39	142
language French (incl. Patois,	52	308	332	Korean	8 10	34	142
Cajun)	JZ	308	332	Mon-Khmer,	0	6	101
French Creole	0	24	69	Cambodian	0	0	10
Italian	1	46	67	Miao, Hmong	0	0	0
Portuguese	0	40	105	Thai	0	12	0
German	33	155		Laotian	0	6	0
			200		-		-
Yiddish	0	0	0	Vietnamese	26	92	54
Other West Germanic	0	13	13	Other Asian	0	2	6
A Scandinavian	0	22	21	Tagalog	88	364	269
Language	0	F 4	00	Other Pacific Is	28	137	8
Greek	0	54	80	Other languages	38	100	92
Russian	11	0	13	Navajo	5	24	22
Polish	0	21	47	Other Native N.	0	6	7
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	13	11	Hungarian	0	9	6
Armenian	0	0	0	Arabic	0	34	16
Persian	0	0	0	Hebrew	0	0	22
Gujarathi	30	6	0	African languages	20	18	19
Hindi	0	13	0	Other unspecified	13	9	0
Urdu	0	0	14				

Chapel Hill Beinaven Ansonvine

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Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10		ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	7,670	45,196	34,825		Irish	Irish 626	Irish 626 4,042
Arab	2	113	26		Italian	Italian 262	Italian 262 2,085
Armenian	0	0	7		Lithuanian	Lithuanian 1	Lithuanian 1 110
Austrian	4	21	29		Norwegian	Norwegian 8	Norwegian 8 256
British	16	103	203		Polish	Polish 221	Polish 221 871
Canadian	3	98	79		Portuguese	Portuguese 15	Portuguese 15 147
Croatian	0	32	47		Romanian	Romanian 0	Romanian 0 12
Czech	9	88	42		Russian	Russian 10	Russian 10 88
Czechoslovak	7	28	30		Scandinavian	Scandinavian 0	Scandinavian 0 11
Danish	16	9	28		Scotch-Irish	Scotch-Irish 152	Scotch-Irish 152 874
Dutch	73	313	215		Scottish	Scottish 58	Scottish 58 765
English	578	3,430	1,900		Slovak	Slovak 18	Slovak 18 0
European	52	113	209		Subsaharan African	Subsaharan African 110	Subsaharan African 110 379
Finnish	0	39	38		Swedish	Swedish 22	Swedish 22 235
French (not Basque)	186	1,085	902		Swiss	Swiss 53	Swiss 53 12
French Canadian	62	396	310		Ukrainian	Ukrainian 1	Ukrainian 1 27
German	787	4,715	4,577		US/American	US/American 1,201	US/American 1,201 5,459
Greek	7	122	113		Welsh	Welsh 19	Welsh 19 200
Hungarian	51	118	88		West Indian	West Indian 11	West Indian 11 302
Iranian	0	0	0		Yugoslavian	Yugoslavian 0	Yugoslavian 0 25
					Other	Other 3,029	Other 3,029 18,471

Hightsville East Laurinburg Varnamtown Raemon Ocean Isle Beach Severn Snow Hill Montreat Pine Know Sandyfield Davidson Atkinson Lenoir Madison Hot Springs Lewiston Intercultural Institute Indian Beach Sherrills Ford Shallotte Gorman Caswell Beach Saratoga For Confertual Ministry For Confertual Ministry Gastonia 27 ©Copyright 2011, Intercultural Institute for Contextual Ministry

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Using the Demographic Indicators

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

Issues for Your Consideration

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

Ranio Dundarrach Hount Holly Newland Proctorville Colerain Smithfield Harkers Island Sugar Mount baccoville Williamston Glen Alpine Creswell Star Brookford Myrtle Green Flizeboth City Pinetops Car e Selma Pembroke Midland Red Cross Halifax Piney Green Sea Breez For Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Pollocksville Aulander Brevard Wade Rey Rockfish Summerfield Faith Lowell Wallburg China Grove

Using the Demographic Indicators

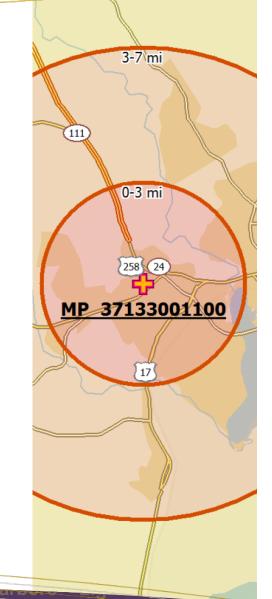
Issues for Your Consideration - continued

- 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?



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.



Linden Saratega Beiling Spring Lakes Mar-Mac Mayodan Dillsboro Raymam Robersonville Hightsvill Sedala Locust Marshville Polkton Fairview Speed Windsor Mount Clark Pleasant Hill Valdese Morg Winton Rose Hill Lucama Morrisville Pinetops East Bend Lattimore for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,142	100%	3,558	100%
AFFLUENT SUBURBIA	2	0.04%	1	0.03%
America's Wealthiest	0	0%	0	0%
Dream Weavers	2	0.04%	1	0.03%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	390	7.58%	250	7.03%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	101	1.96%	0	0%
Prime Middle America	0	0%	66	1.85%
Urban Optimists	289	5.62%	0	0%
Family Convenience	0	0%	184	5.17%
Mid-Market Enterprise	0	0%	0	0%



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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,142	100%	3,558	100%
BLUE COLLAR BACKBONE	224	4.36%	149	4.19%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	28	0.54%	17	0.48%
Lower Income Essentials	95	1.85%	64	1.8%
Small Town Endeavors	101	1.96%	68	1.91%
AMER. DIVERSITY	49	0.95%	32	0.9%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	44	0.86%	28	0.79%
Professional Urbanites	1	0.02%	1	0.03%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	4	0.08%	3	0.08%
Mature America	0	0%	0	0%
METRO FRINGE	1,664	32.36%	1,143	32.12%
Steadfast Conservative	1,321	25.69%	905	25.44%
Moderate Conventionalists	174	3.38%	117	3.29%
Southern Blues	108	2.1%	76	2.14%
Urban Grit	61	1.19%	45	1.26%
Grass-Roots Living	0	0%	0	0%

ston Waynesville Boiling Spring Lakes Cleveland Spencer Mountain Randleman Landis Wendell Grants Highlands Ellenboro Clarkton Danbury Pikeville Severn Ocracoke Burg Mooresville Taylortown Gra Hill Butner St. Stephens Enochville Five Points Lilesville Morganton JorContextual Ministry Locust Ruthe Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Stephens Laurinburg Swepsonville Beech Mountain Asheboro Aberdeen Aboskie Milton

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,142	100%	3,558	100%
REMOTE AMERICA	1,071	20.83%	628	17.65%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	1,071	20.83%	628	17.65%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	271	5.27%	193	5.42%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	148	2.88%	110	3.09%
Stable Careers	0	0%	0	0%
Aspiring Hispania	123	2.39%	83	2.33%
RURAL VILLAGES & FARMS	0	0%	83	2.33%
Aspiring Hispania	0	0%	83	2.33%
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%

HI Brogaen Bolling Springs Worrisville

Winton Scotland Need Castalia South Rosemary Lake Waccamaw East Rockingham Cide Coats Mar-Lake Santeetlah Westport Mount Airy River Road Roseboro Biltmore Intercultural Institute ton-Salem Stanley Woodfin White Oak Macon Lowesville Wallburg Bar for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,142	100%	3,558	100%
STRUGGLING SOCIETIES	571	11.1%	459	12.9%
Rugged Southern Style	8	0.16%	5	0.14%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	86	1.67%	58	1.63%
College Town Communities	477	9.28%	396	11.13%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	715	13.91%	514	14.45%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	43	0.84%	30	0.84%
Urban Diversity	672	13.07%	484	13.6%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	182	3.54%	106	2.98%
Military Family Life	182	3.54%	106	2.98%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

McDenald Kitty Hawk Caswell Beach Stallings Cullowhee Sparta High Point Northwest Parkton Bisco Jacksonville Ogden Swannanoa Lewisville Millers Creek Landis Rosman Spindale Hertford Brices Creek Pine Level Wendell Concor for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

Identifying Focus Groups in this Location

Sandv Creek

2011, Intercultural Institute for Contextual Ministry Stokesdale

Within the 0-3 mile, 3-7 mile and 7-10 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

- 1. Review the current demographic summary on pages 15-19 for this site location. What demographic groups are prevalent in this particular site location?
- 2. Next take a look at the projected demographic summary on pages 20-24. What increase or decrease is expected for these groups in this site location?
- 3. Review the current ethnic summary on pages 25-27. What ethnic groups are prevalent in this site location?
- 4. Review the unreached households by lifestyle segment on pages 31-34. Which social groups have the largest number of unreached households? Which lifestyle groups have a significant number of unreached households?
- 5. Compile your answers to numbers 1 through 4 and begin prayerfully prioritizing the list of people groups that you could attempt to reach in this location. Which groupings would appear to culturally "fit" together well? Which groups likely need special consideration in developing a culturally appropriate new missional ministry or congregation?

Westport

35

Valdese

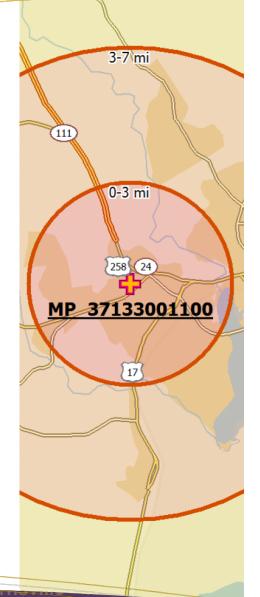
Potential Cultural Bridges

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).



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	77%	78%	79%
Use Comp. for Internet/E-mail	58%	58%	58%
Internet Use: E-Mail	49%	50%	50%
Use Comp. for Comp. Games	40%	42%	44%
Use Comp. for Word Processing	36%	38%	40%
Use Comp. for Shopping	35%	35%	36%
Use Comp. for Banking	33%	33%	33%
Use Comp. for Digital Camera	32%	33%	35%
Photo Editing			
Use Comp. for Education	31%	35%	36%
Internet Use: Banking	30%	30%	31%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	28%	31%	33%
Internet Use: News/ Weather	27%	28%	28%
Use Comp. for News/Info./Data	24%	23%	23%
Service			
PC-Network-HH Has One	19%	18%	18%
Use Comp. for Accounting	14%	16%	17%
HH Owns Video/Webcam	13%	14%	15%
Internet Use: Research/	13%	12%	13%
Education			
Internet Use: Yellow Pages	13%	10%	9%
Internet Use: Sports	12%	11%	12%
Use Comp. for Personal Financial Mngmnt	12%	13%	13%

n Bennetsville <u>White Lake</u> Shannon <u>Mount Olive</u> Silver Lake <u>McDonald</u> Snow Hill Brogden Raeford States the Godwin Rutherford College West Jefferson Lawndale Cameron Factor <u>Intercultural Institute</u> ison's Mills Mooresboro Oak Ridge Burnsville Avery Creek Harmony God God Vendell Ministry Contestual Ministry Contestual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bethel Flat Rock Search Percent West Campon Henderson Washington Park, Watha, Robbins, Cajabis

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	67%	69%	70%
Dining Out (Not Fast Food)	56%	54%	54%
Reading Books	53%	55%	56%
Card Games	42%	44%	46%
Cooking for Fun	38%	37%	37%
Board Games	37%	38%	40%
Go To A Beach/Lake	34%	36%	37%
Gardening	29%	29%	28%
Going To	20%	19%	18%
Bars/Nightclubs/Dancing			
Visit Zoo	19%	19%	19%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	67%	67%	68%
Gen./Fam. Practitioner	40%	40%	41%
Backache	23%	24%	25%
Dentist	23%	23%	22%
Eye Dr.	20%	21%	21%
None Of These	19%	19%	19%
Hypertension/High Blood	18%	20%	22%
Pressure			
High Cholesterol	16%	15%	15%
Overweight (30 Pounds Or	15%	15%	16%
More)			
Any Arthritis	14%	15%	16%

New Bern Pumpkin Genter Wilkesboro Harrisburg Silver City Ogden Foxfire Southern Pines Mineral S ford College Seven Springs Vass Sylva Newport Butner Wendell Fairing Intercultural Institute Shoals Ramseur Raeford Cricket Fair Bluff Valdese Greenville Barker For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10		BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Concert	28.49%	29.11%	29.72%		Movies: Fam.	Movies: Fam. 18.43%	Movies: Fam. 18.43% 21.48%
Live Theater	17.71%	20.08%	21.16%		Movies: Mystery	Movies: Mystery 17.56%	Movies: Mystery 17.56% 18.68%
Live Theater Most Often	15.14%	16.53%	17.44%		Movies: Romantic Comedy	Movies: Romantic Comedy 16.18%	Movies: Romantic Comedy 16.18% 18.15%
Rock/Pop Concerts Most	15.04%	14.24%	13.72%		MLB Baseball Reg. Season	MLB Baseball Reg. Season 6.19%	MLB Baseball Reg. Season 6.19% 7.16%
Often					College Football Reg.	College Football Reg. 5.22%	College Football Reg. 5.22% 5.2%
Country Concerts Most	9.02%	9.56%	10.97%		Season	Season	Season
Often					NFL Football Reg. Season	NFL Football Reg. Season 4.76%	NFL Football Reg. Season 4.76% 6.14%
Comedy Club	8.74%	9.7%	9.5%		College Basketball Reg.	College Basketball Reg. 3.63%	College Basketball Reg. 3.63% 3.52%
Movies: Action/Adventure	36.75%	39.26%	39.43%		Season	Season	Season
Movies: Comedy	35.71%	40.73%	41.88%		Bowling	Bowling 2.5%	Bowling 2.5% 3.73%
Movies: Drama	18.99%	21.03%	21.4%		Auto Racing Events	Auto Racing Events 2.42%	Auto Racing Events 2.42% 2.78%

Hendersonville Cove City Shallotte Bolivia Autryville Franklin Lake Waccamaw Farmville Jacksonville Kenansville Pantego Whitakers White Lake Wanchese Bear Grass Ministry Intercultural Institute untain View Patterson Springs Tar Heel Lewisville Atkinson Ashley Heig For Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Kenty Red Springs Red Oak Concord Stallings Minestry

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

BRIDGES	0-3	3-7	7-10	BRIDGES	0-3	
	MILES	MILES	MILES		MILES	
Walking for Exercise	37.09%	38.83%	39.43%	Stationary Cycling	12.02%	
Swimming	34.82%	35.38%	36.7%	Backpacking/Hiking	10.33%	
Bowling	23.9%	24.97%	26.38%	Hunting	9.99%	
Billiards/Pool	23.87%	21.25%	21.17%	Target Shooting	9.45%	
Freshwater Fishing	20.58%	18.34%	18.41%	Volleyball	9.31%	
Basketball	16.99%	16.68%	17.04%	Soccer	8.79%	
Camping Trips	16.31%	16.14%	16.97%	Softball	7.9%	
Football	15.14%	14.51%	15.57%	Aerobics	7.55%	
Weight Training	14.65%	15.74%	15.8%	Saltwater Fishing	7.05%	
Jogging/Running	14.05%	15.43%	16.01%	Tennis	6.89%	
Mountain/Road Biking	13.85%	12.44%	12.54%	Power Boating	6.76%	
Using Cardio Machine	13.36%	15.11%	15.94%	Motorcycling	6.66%	
Baseball	12.85%	11.58%	11.28%	Yoga	6.5%	
Golf	12.42%	11.67%	11.71%	Horseback Riding	6.36%	

Highlands Jefferson McDonald Locust Speed Hamlet Dobson Danbury Grifton Valdese Rex Chade Fair Bluff Four Oaks Stem Peletier Aurora Pittsboro Rural Hall Moura Intercultural Institute Norlina Norman Williamston Spruce Pine Grover East Rockingham Cropping Confectual Ministry isenheimer He Copyright 2011, Intercultural Institute for Contextual Ministry

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

0-3	3-7	7-10
MILES	MILES	MILES
5.42%	5.24%	5.11%
5.34%	5.45%	5.32%
5.08%	4.38%	4.32%
4.77%	4.45%	4.3%
4.7%	4.1%	4.1%
4.53%	4.3%	4.26%
4.05%	3.87%	3.81%
3.78%	3.66%	3.55%
3.54%	3.69%	3.59%
3.52%	3.22%	3.02%
	MILES 5.42% 5.34% 5.08% 4.77% 4.53% 4.05% 3.78% 3.54%	MILES MILES 5.42% 5.24% 5.34% 5.45% 5.08% 4.38% 4.77% 4.45% 4.7% 4.1% 4.53% 3.87% 3.78% 3.66% 3.54% 3.69%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Auto Racing	3.5%	2.83%	2.63%
Snorkeling	3.48%	3.91%	3.85%
Martial Arts	3.44%	3.96%	4.25%
Snowmobiling	3.32%	3.11%	3.12%
Snowboarding	3.18%	2.98%	2.82%
Hockey	3.03%	2.91%	2.8%
Sailing	2.78%	2.63%	2.59%
Skateboarding	2.38%	2.73%	2.71%
Rowing	2.35%	2.46%	2.4%
Surfing & Windsurfing	2.16%	2.39%	2.34%

Conover Locust Apex Vesley Chapel Newport Stantonsburg Mocksville Light Oak Laurinburg Kernel Harvin Aulander Lawndale Carrboro Seven Lakes Saluda Ivanhoe Intercultural Institute and Lake Junaluska Concord Danbury Brookford Hillsborough Plymo for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

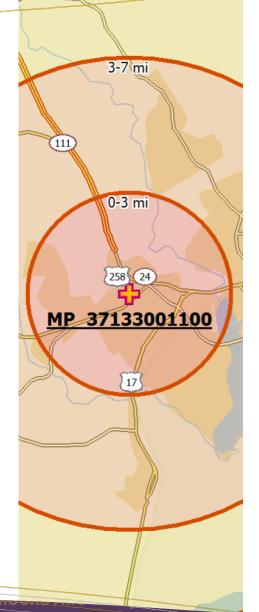
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



ton Spencer Mountain Altamahaw Icard Saratoga Spring Lake Cerro Gordo Pikeville Grandfather Holly Forest Hills Jonesville Earl Cape Carteret Fairview New London Swert Intercultural Institute Creswell Wanchese Weddington Swansboro Lansing Saluda Red Oak for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

Cultural barriers may impede either understanding or acceptance. Cultural barriers of understanding occur because of problems with the communication of the message. Often people do not understand the gospel when it is presented to them.

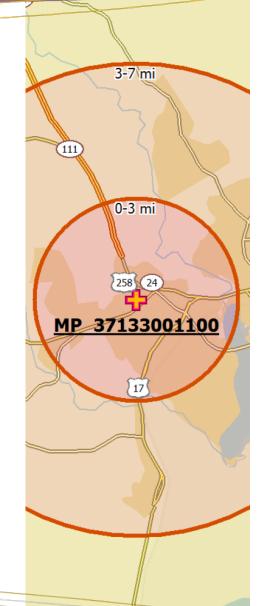
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

Cultural barriers of acceptance occur because of a variety of problems, including those related to the Christian sub-culture as well as the culture of the hearer. Sometimes unchurched people have understood that they must adopt the evangelical Christian subculture in order to come to faith -- and become like "church people" -- including dressing like them, participating in all of the church functions and activities, passively following church leadership, not questioning aspects of Christian faith and beliefs, and ignoring the poor and minorities.

Unreached People Group

Sometimes cultural aspects from within the unchurched people group -- currently held values, attitudes & behaviors are seen as antithetical to Christianity, which inhibits them from coming to faith. Some aspects of culture may be redeemed for God's glory and used to please him. Other cultural aspects are so perverted by sin that they cannot be used without syncretizing. In order to identify cultural barriers of acceptance, missional congregations develop relationships within the cultural group and seek to understand who they are and what an indigenous church would look like among them in order to eliminate unnecessary barriers that have been identified that the missionary should consider in reaching out to the lifestyle segments in this site location.



Send Bayshore Eureka Mount Holly Bakersville Lucama Wrightsboro Maysville Hemby Bridge Chadbol Rich Square Rutherford College Lumberton Windsor Pumpkin Center Intercultural Institute Elk Park Piney Green Gorman Stantonsburg Askewville Scotland Nec (Soute tual Ministry) Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES		0-3 MILES	3-7 MILES	7-1 Mil
Important Continue Learning	47%	51%	52%		20%	20%	20%
New Things				I Am A Workaholic	18%	18%	18%
Find It Difficult To Say No To My	37%	37%	38%	Marijuana Should Be Legalized	18%	19%	20%
Kids				Like To Pursue	17%	16%	169
Speak My Mind Even If It Upsets	34%	36%	37%	Challenge/Novelty/Change			
People				Rarely Sit Down to a Meal	16%	16%	17%
Like Control Over People And	34%	34%	33%	Together At Home			
Resources	000/	000/	000/	Only Work Current Job for The	13%	13%	13%
Woman's Place Is In The Home	32%	33%	33%	Money	400/	4.407	4.00
Prefer To Have Few Possessions As Possible	29%	28%	27%	We Should Strive for Equality for All	13%	14%	13%
Like To Do Unconventional Things	29%	29%	30%	Happy With My Standard Of Living	13%	11%	119
Don't Judge People/Way They Live Life	28%	28%	28%	On Whole People Get What They Deserve	12%	11%	10%
If Won Lottery Would Never Work Again	25%	26%	25%	Indulge My Kids With The Little Extras	10%	9%	9%
Money Is Best Measure Of	25%	25%	25%	I Am A Perfectionist	8%	7%	7%
Success				Little I Can Do To Change My	7%	8%	7%
Too Much Sponsorship In Arts/Sports	23%	25%	26%	Life			
Friends More Important Than My Fam.	22%	21%	20%				

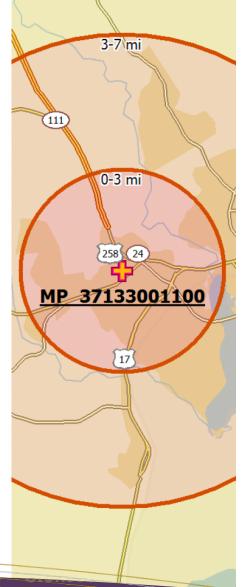
Belville Newland Arapahoe Richlands Hildebran Salem Kinston Louisburg Wadesboro Norman Ashe and Elk Oak City Bowmore Lumberton Raleigh Elon Forest Hills Watesboro Shallotte Salemburg JAAR The Lansing Sherrills Ford Jacksonville Flat Rock Statesville Williamston for Confectual Ministry Confectual Ministry Book Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Source Love Valley Hays Bent Creek Toast Kith

Hendersor

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.



Annoe Haw River Enfield Lake Waccamaw Sanford Snow Hill Dundarrach River Bend Navassa Red Car City Dobbins Heights Conway Neuse Forest Shannon Tabor City Wright Intercultural Institute Cameron Spiveys Corner Castle Hayne Forest Oaks Lexington Murphy Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

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

THEMES	0-3	3-7	7-10	THEMES	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	59%	61%	62%	Consider Myself Interested In The Arts	17%	19%	19%
You Should Seize Opportunities	54%	56%	55%	Real Men Don't Cry	16%	20%	22%
In Life				Looking for New Ideas To Improve	16%	18%	18%
Like To Understand About	37%	37%	36%	Home			
Nature				Is An Important Part Of Who I Am	15%	16%	16%
Prefer Work Part Of Team Than Alone	34%	36%	37%	Provide My Kids With The Little Extras	14%	15%	16%
Important Feel Respected By My Peers	32%	32%	32%	Try Not To Worry About The Future	12%	13%	12%
Prefer To Have Few Possessions As Possible	29%	28%	27%	Enjoy Spending Time With My Fam.	11%	12%	12%
Important To Juggle Various Tasks	29%	30%	30%	Children Should Be Allowed To Express Themselves	6%	6%	6%
Good At Fixing Things	28%	29%	30%	Like Spending Most Time With	5%	5%	5%
Have Keen Sense Of Adventure	24%	24%	24%	Fam.			
People Have To Take Me As	21%	25%	26%	Decor Particular Interest To Me	4%	4%	4%
They Find Me				Feel Very Alone In The World	4%	5%	4%
Worried About Pollution Caused By Cars	20%	19%	19%	Would Like To Set Up Own Business	3%	3%	3%
Like To Just Enjoy Life	19%	19%	18%				

ro East Bena Watha Wilsem

Sylva Saluda Gayton vandemere Wilson's Willis Erwin Burnsville Cajan's Mountain Vankinville Comb ewel Reidsville Glen Raven South Henderson Bethel Black Creek Wade Angere Intercultural Institute Smithfield Pittsboro Castalia Selma Orrum Conetoe Angier Chadbouri (Sol Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Bich Square River Bend Morven Spindale New Londo

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.

Shington Park Millers Creek Randleman Faison Ossipee Hightsville Hilsborough Mineral Springs Hilder Falcon Boone Monroe Swannanoa Harrisburg Dobbins Heights River Road Sea Breeze Taylorsville Atlantic Beach Charlotte Salemburg for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

3-7 mi

0-3 mi

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111

Potential Shared Places:

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	85.33%	85.98%	86.03%
Restaurant-Visit Any			
Fam. Restaurants/Steak	81.12%	82.47%	83.48%
Houses-Visit Any			
/IcDonald's	57.13%	59.28%	60.48%
Burger King	37.79%	39.27%	39.34%
Applebee's	33.79%	33.2%	34.18%
Faco Bell	31.06%	32.82%	33.88%
Subway	29.85%	29.79%	29.45%
Kentucky Fried Chicken (KFC)	27.41%	27.91%	27.38%
Wendy's	27.09%	28.43%	28.14%
Pizza Hut	23.48%	24.73%	25.6%
Arby's	22.75%	23.26%	23.75%
Dairy Queen	18.91%	17.51%	17.35%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	18.1%	19.18%	19.1%
Cracker Barrel	17.65%	15.81%	16.07%
Domino's Pizza	17.36%	19.16%	20.6%
Sonic	17.2%	18.04%	19.35%
Golden Corral	15.28%	14.84%	15.49%
Red Lobster	15.16%	15.96%	15.7%
IHOP (International House Of	14.8%	16.47%	17.21%
Pancakes)			
Denny's	13.79%	14.15%	14.7%
Chick-Fil-A	13.38%	14.32%	14.4%
Chili's Grill and Bar	12.46%	13.22%	13%
Outback Steakhouse	12.21%	13.84%	13.8%
Hardee's	12.01%	11.03%	11.07%

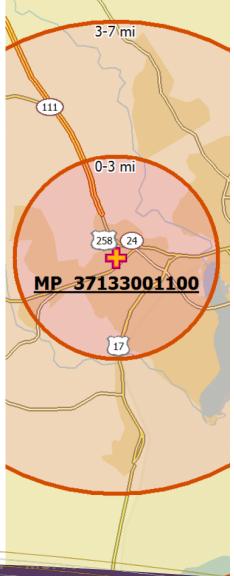


Potential Shared Projects

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!



East Arcadia Lucama Wake Forest Rolesville Seven Devils Shallotte Lexington Boonville Lake Santeel Thac Drexel Sparta Marshall Cove City Severn Canton Rocky Mount Intercultural Institute Bear Grass Taylortown Peletier Mint Hill Locust Fletcher Earl Pike Mount Intercultural Institute [o] Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Comparison Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	40.06%	42.19%	42.42%
Recycled products	30.54%	31.47%	31.62%
Worked as volunteer (non political)	15.02%	16.25%	16.96%
Engaged in fund raising	9.95%	11.06%	11.74%
Religious club member	6.66%	7.52%	7.91%
Wrote to editor of mag or newspaper	5.89%	6.61%	7.15%

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Union member	5.32%	6.17%	6.86%
Charitable Organization	5.01%	5.17%	5.39%
Took active part in local civic	4.66%	5.3%	5.64%
issue			
Addressed a public meeting	4.46%	4.78%	5.04%
Wrote to elected offcl about publ bus	4.25%	4.92%	4.93%
Fraternal order member	4.15%	4%	3.87%

Peachland Warsaw Clemmons Wanchese Chapel Hill Banner Elk Rennert Newport Wingate Carthe Marshville Oak Ridge Lenoir Bethlehem Garland Faison Mint Hill Intercultural Institute Grove Tobacca King Murphy Aberdeen Taylortown Columbia Seven Devils Connelly Sport for Contextual Ministry Copyright 2011, Intercultural Institute for 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.

tesville Brogden Rutherford College Delway Cameron Jackson La Grange Maiden Plymouth Roxobel Morven Winterville Brices Creek Glen Alpine Bladenboro Avery Creek Segarove Vagram Lexingte Pembroke Lake Junaluska Pink Hill Kure Beach Hildebran North To Got evitual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

3-7 mi

0-3 mi

258 24

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Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	15.54%	16.78%	17.35%
Mystery	11.15%	10.61%	10.26%
Children's Books	11.1%	11.68%	11.64%
Cookbooks	9.87%	9.64%	9.35%
Religious (not Bibles)	8.31%	8.62%	8.56%
Romance	6.82%	7.4%	7.79%
History	6.36%	6.7%	6.72%
Biography	5.45%	5.9%	5.86%
Supermarket	5.32%	5.18%	4.95%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	64.08%	66.54%	66.91%
Gen. Editorial	45.49%	47.34%	47.82%
Womens	41.31%	43.4%	44.38%
Service	34.39%	35.18%	35.88%
Mens	19.03%	19.29%	19.3%
Sports	15.15%	15.39%	15.56%
Automotive	14.58%	13.67%	13.64%
Health	14.53%	14.9%	15.36%
Business/Finance	14.32%	16.34%	16.59%

Louisburg Flat Rock Pittsboro Askewville Fallston Wagram Spruce Pine Whitsett Come Hoffman Havelock Lilesville Southern Shores Sandy Creek Waynesville Goldston Intercultural Institute Ocean Isle Beach Troutman Edenton Wilmington Halifax Macclesfield for Contextual 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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	53.34%	54.29%	55.39%
Classified	36.7%	34.75%	34.8%
Sport	30.49%	29.92%	29.61%
Editorial Page	28.71%	28.8%	29.11%
Comics	28.34%	27.44%	27.66%
Movie Listings & Reviews	25.39%	26.16%	26.67%
Business/Finance	24.22%	25.33%	25.15%
Food/Cooking	23.92%	23.96%	24.04%
TV/Radio Listings	22.72%	23.15%	23.34%
Home/Gardening	18.79%	19.53%	19.76%
Travel	16.87%	18.09%	18.55%
Science/Technology	14.98%	15.67%	15.91%
Fashion	12.21%	14.06%	14.56%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	26.2%	24.55%	26.16%
CHR Contemp Hit Radio	18.17%	17.44%	16.55%
Adult Contemporary	17.13%	16.74%	16.62%
Urban Contemporary	13.18%	16.92%	16.77%
Rock	12.51%	11.75%	11.43%
Classic Rock	10.06%	9.2%	9.09%
Oldies	9.63%	9.86%	9.6%
News/Talk	8.49%	9.24%	9.03%
Alternative	7.72%	7.62%	7.14%
Variety	6.49%	7.19%	6.82%
Religious	5.8%	6.62%	7%
Soft Contemporary	5.19%	5.65%	5.55%
Classic Hits	4.29%	4.3%	4.33%
Hispanic	3.44%	3.2%	2.83%
Gospel	3.31%	3.71%	3.71%
Jazz	2.96%	4.47%	4.48%
All News	2.8%	3.84%	3.69%
Public	2.77%	3.07%	3.3%

Norman Fearrington Whitsett Apex Light Oak Sherrills Ford Ruth Beaufort Mayodan Ayden Dundari South Rosemary Mars Hill Franklinton Connelly Springs Misenheimer Conferent Lillington Kill Devi Hill Samewell Kelford Kinston Morganton Norwood Bostic Montreat East Conferent Ministry Conferent Ministry Washington Piney Green East Bend Marshall Roga

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10	Μ	ULTIME	DIA: TV	DIA: TV 0-3	DIA: TV 0-3 3-7
	MILES	MILES	MILES				MILES	MILES MILES
Fox News Channel	61.47%	61.75%	62.08%	Su	ubscribe Digital	Cable	Cable 25.67%	Cable 25.67% 31.21%
Soapnet	48.12%	50.54%	51.1%	A	BC Fam.		24.08%	24.08% 24.17%
Satellite Dish	45.55%	48.06%	47.6%	т	CM (Turner Classic		24.05%	24.05% 25.19%
Other Video-On-Demand	36.65%	37.92%	37.21%	M	ovies)			
Sci-Fi Channel	34.95%	36.56%	37.4%	T١	√ Info From Newspap	pers	oers 23.27%	oers 23.27% 24.31%
MSNBC	33.9%	34.36%	35.1%	B	ET (Black Entertainme	ent	ent 22.99%	ent 22.99% 22.43%
Adult Swim	30.83%	28.59%	29.51%	T١	√)			
Comedy Central	27.9%	27.7%	27.01%	T١	V Info From Monthly C	able	able 22.77%	able 22.77% 22.64%
TV Info From Sunday TV	27.21%	30.04%	31.22%	G	uide			
Magazine				Ha	allmark Channel		20.74%	20.74% 22.7%
Nickelodeon	26.99%	27.38%	27.29%	E	SPN2		20.7%	20.7% 21.09%
Adult Pay Per View TV	26.75%	28.76%	28.27%	U	SA Network		20.22%	20.22% 22.86%
Nick At Nite	26.7%	26.51%	26.87%	Er	ncore		20.03%	20.03% 19.29%
				Lit	fetime		19.4%	19.4% 20.9%

Black Mountain Washington Park Stanley Murraysville Columbia Vandemere Trenton Bermuda Run L Hadison Boiling Spring Lakes Vanceboro Casar East Spencer Red Crosse Intercultural Institute and Zebulon Love Valley Half Moon Fayetteville Alliance Wilson Arap (ontextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The Golf Channel

18.85%

20.15%

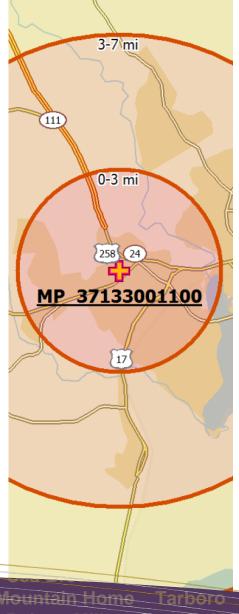
20.03%

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.



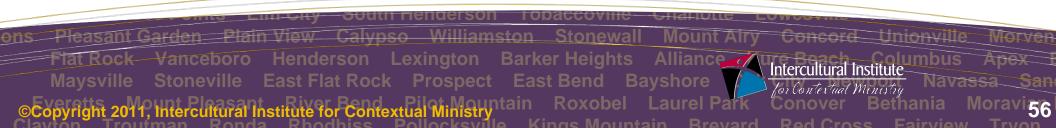
Elrod Faith Cefield Old Fort Chadbourn Mountain View Stedman Havelock Mountain Home Tarboro Carolina Beach Cherryville Richlands Bent Creek New London Vander Point Millers Creek Harri Wallburg Haw River Rolesville Wesley Chapel Mount Holly Scotland New Confectual Ministry Confectual Ministry Ocean Isle Beach Zebulon Grifton Casar Rural Hall 55 Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	18.29%	17.97%	17.71%
Medium Users (4-6)	10.15%	11.36%	12%
Light Users (1-3)	19.75%	19.81%	19.88%
Quintiles (20%)			
Newspaper I (Heavy)	1.88%	1.86%	1.68%
Newspaper II	1.95%	2.1%	2.19%
Newspaper III	1.57%	1.66%	1.64%
Newspaper IV	0.69%	0.79%	0.81%
Newspaper V (Light)	1.19%	1.04%	0.98%

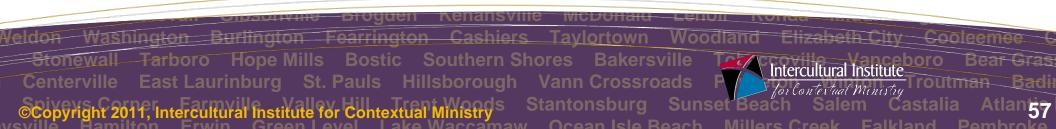
MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	21.78%	21.02%	20.72%
Magazines II	8.88%	9.56%	9.45%
Magazines III	11.69%	10.86%	10.78%
Magazines IV	12.63%	12.9%	12.81%
Magazines V (Light)	0.33%	0.58%	0.58%
Outdoor I (Heavy)	5.65%	6.55%	6.2%
Outdoor II	2.76%	2.87%	2.64%
Outdoor III	3.49%	3.67%	3.45%
Outdoor IV	14.54%	14.55%	14.05%
Outdoor V (Light)	22.4%	24.64%	25.44%
Yellow Pages I	16.58%	16.78%	17.03%
(Heavy)			
Yellow Pages II	5.93%	6.07%	5.73%
Yellow Pages III	6.36%	6.02%	5.52%
Yellow Pages IV	24.4%	24.62%	25.05%
Yellow Pages V (Light)	4.39%	5.06%	5.46%
Outdoor II Outdoor IV Outdoor V (Light) Outdoor V (Light) Yellow Pages I (Heavy) Yellow Pages II Yellow Pages III Yellow Pages IV	2.76% 3.49% 14.54% 22.4% 16.58% 5.93% 6.36% 24.4%	2.87% 3.67% 14.55% 24.64% 16.78% 6.07% 6.02% 24.62%	2.64% 3.45% 14.05% 25.44% 17.03% 5.73% 5.52% 25.05%



Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIL	JM	0-3		3-7
	MILES	MILES	MILES			MILES	N	MILES
Radio Drive Time Quntiles				TV Pri	me Time Quntiles (fifths /			
(fifths / 20%)				20%)				
Drive Time I & II (Heavy)	5.33%	3.63%	3.47%	Prime	Time I & II (Heavy)	5.51%	3	5.71%
Drive Time III (Medium)	0.69%	0.67%	0.65%	Prime	Time III (Medium)	2.37%	2	.18%
Radio IV & V (Light)	2.78%	2.54%	2.31%	Prime	Time IV & V (Light)	10.7%	1	1.17%
Radio Media Quntiles (fifths /	1			TV Ea	rly/Late Fringe Quntiles			
20%)				(fifths /	/ 20%)			
Radio I & II (Heavy)	10.07%	11.04%	11.38%	Fringe	I & II (Heavy)	37.01%	3	6.94%
Radio III (Medium)	4.26%	4.51%	4.36%	Fringe	III (Medium)	53.16%	5	53.84%
Radio IV & V (Light)	3.64%	3.81%	3.64%	Fringe	IV (Light)	54.09%	5	5.15%
Cable TV Quntiles (fifths /				TV All	Day Quntiles (fifths /			
20%)				20%)				
Cable I & II (Heavy)	12.46%	16.01%	17.67%	All Day	y I & II (Heavy)	11.37%	13	8.63%
Cable III (Medium)	4.86%	4.35%	4.1%	All Day	y III (Medium)	21.24%	2	2.34%
Cable IV & V (Light)	30.96%	33.06%	33.29%	All Day	y IV (Light)	15.69%	15	.92%



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.26%	11.46%	11.29%
6:00am - 10:00am	12.4%	13.18%	12.68%
10:00am - 3:00pm	7.25%	7.41%	6.84%
3:00pm - 7:00pm	14.74%	16.16%	16.68%
7:00pm - Midnight	9.7%	11.71%	11.64%
Midnight - 6:00am	4.79%	5.35%	5.05%
Weekend Radio			
Listeners			
Dayparts [summary]	15.26%	15.87%	15.64%
6:00am - 10:00am	4.29%	4.07%	3.9%
10:00am-3:00pm	5.24%	4.76%	4.46%
3:00pm - 7:00pm	6.36%	7.62%	7.76%
7:00pm - Midnight	9.51%	9.39%	9.15%
Midnight - 6:00am	9.89%	10.87%	10.44%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.99%	7.47%	7.36%
Saturday: 8:00-11:00pm	7.73%	8.01%	7.84%
Sunday: 7:00-11:00pm	11.17%	10.13%	10.03%
9:00am-1:00pm	26.7%	26.51%	26.87%
9:00am-4:00pm	30.31%	30.18%	30.47%
4:00pm-7:00pm	25.19%	27.24%	27.15%
11:00pm-1:00am	41.81%	41.91%	42.29%
AVG Prime time	2.53%	2.95%	2.79%
Mon-Sun			

Elrod Fairfield Harbour Pinetops Apex Old Fort East Spencer Stedman Lenoir Richfield Oriental Cally Pantego Skippers Corner Roanoke Rapids New London Forest Oaks Takin East Southern Shores See Linden Speed Lake Lure Holden Beach China Grove Harrells Four for Confectual Ministry an East Laurin Copyright 2011, Intercultural Institute for Contextual Ministry Mebane Lewiston Woodville Raeford East Arcadia 58

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10		TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	17.06%	16.97%	16.54%		Sat: 7-10am	Sat: 7-10am 16.14%	Sat: 7-10am 16.14% 16.76%
7-9am	20.7%	21.09%	20.69%		Sat: 10am-1pm	Sat: 10am-1pm 7.45%	Sat: 10am-1pm 7.45% 7.38%
9am-12noon	22.79%	22.32%	22.87%		Sat: 1-4pm	Sat: 1-4pm 22.01%	Sat: 1-4pm 22.01% 23.08%
12noon-4pm	7.52%	7.87%	7.6%		Sat: 4-6pm	Sat: 4-6pm 5.89%	Sat: 4-6pm 5.89% 6.51%
4-6pm	38.24%	42.24%	42.02%		Sat: 6-7pm	Sat: 6-7pm 1.72%	Sat: 6-7pm 1.72% 1.59%
6-7pm	18.23%	19%	19.55%		Sat: 7-8pm	Sat: 7-8pm 0.72%	Sat: 7-8pm 0.72% 0.82%
7-7:30pm	1.31%	1.36%	1.25%		Sat: 8-11pm	Sat: 8-11pm 7.73%	Sat: 8-11pm 7.73% 8.01%
7:30-8pm	11.29%	11.93%	12.45%		Sat: 11pm-1am	Sat: 11pm-1am 4.25%	Sat: 11pm-1am 4.25% 4.6%
8-11pm	7.99%	7.47%	7.36%		Sat: 1am-7pm	Sat: 1am-7pm 20.22%	Sat: 1am-7pm 20.22% 22.86%
11pm-12am	33.9%	34.36%	35.1%		Sun: 7-10am	Sun: 7-10am 2.46%	Sun: 7-10am 2.46% 2.25%
11pm-1am	41.81%	41.91%	42.29%		Sun: 10am-1pm	Sun: 10am-1pm 7.62%	Sun: 10am-1pm 7.62% 6.83%
1-6am	28.48%	29.59%	29.3%		Sun: 1-4pm	Sun: 1-4pm 6.24%	Sun: 1-4pm 6.24% 6.01%
					Sun: 4-7pm	Sun: 4-7pm 14.7%	Sun: 4-7pm 14.7% 13.62%
					Sun: 7-11pm	Sun: 7-11pm 11.17%	Sun: 7-11pm 11.17% 10.13%
					Sun: 11pm-1am	Sun: 11pm-1am 6.46%	Sun: 11pm-1am 6.46% 5.79%
					Sun: 1-7am	Sun: 1-7am 22.61%	Sun: 1-7am 22.61% 21.76%

neron Mooresville Green Level Fuquay-Varina Sherrills Ford Stoneville Raeford Red Oak Spencer Mount Royal Pines Beaufort Granite Quarry Marvin Stovall East Flat Rock in Durham Keener Salem Foxfire Sylva River Road Haw River Greensboro Lake Norman of Cataw for Contextual Ministry Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for 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.

Morven Lumberton Wake Forest Lucama Pinchurst Spiveys Corner Greensboro Greenville Creswell Pembroke East Arcadia Carrboro Granite Quarry Mooresboro Wright Beach Kelford Roxboro Rockwell Mount Olive Franklin Princeville Albemarle Stanley Spring Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

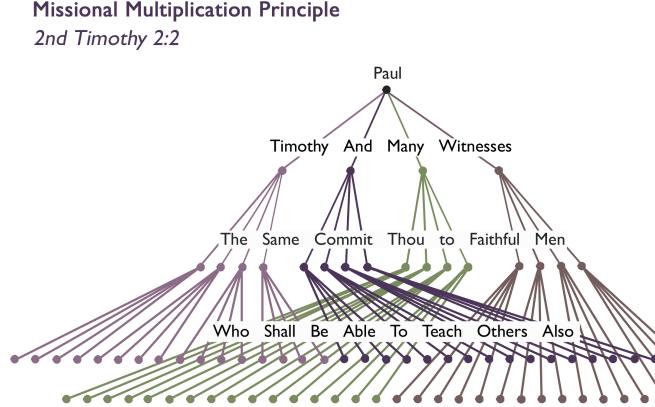
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Ucama East Flat Rock Elroy Roxobel River Road Spencer Mountain Red Oak Waxhaw Chadbourn New Show Hill Trent Woods Cleveland Mulberry Speed Stanfield Granite Intercultural Institute Penton Fuquay-Varina Walnut Creek Vanceboro Lake Lure Linden Alam Jor Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Biblical Missional Multiplication

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

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



Iountain Home Kill Devil Hills Piney Green Weldon Oxford Grantsboro Spencer Mountain Stedman Ocean The Falls Morganton Winston-Salem Kings Mountain Chapel Hill Silver Line Intercultural Institute Sneads Ferry Bogue Welcome Black Mountain Calabash Claremont Contextual Ministry Copyright 2011, Intercultural Institute 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.



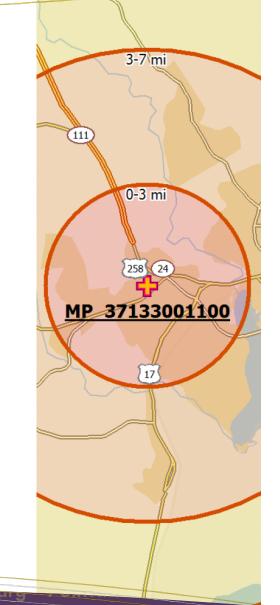


Your MissionSite and the Missional Suite

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



hgold Varnamtown Princeville Walstonburg Scotland Neck Orrum Fremont Plain View Ashley Heights S Weddington Spring Lake Lenoir Wrightsville Beach Liberty Harkers Island, King Mount Holly Bostic Gr Vingate Pleasant Hill Rolesville Sparta Mountain View Hope Mills Light for Confectual Ministry Of Confectual Ministry Forest Mooresboro Carrboro Flat Rock Littleton Va64 Wiston Woodville Hertford Kannapolis Favetteville Catawba Cajab's Mountain Marvin Belmont Hillsboro

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	Galilee	1522 Burgaw Hwy	0.49 mi	40	Growing
2	Blue Creek	Jacksonville, NC 28540 1251 Burgaw Hwy Jacksonville, NC 28540	1.06 mi	168	Plateauing
3	Victory	1830 Wilmington Hwy Jacksonville, NC 28540	1.43 mi	128	Growing
4	Tar Landing	3884 Richlands Hwy Jacksonville, NC 28540	2.24 mi	232	Declining
5	Seeking Jacksonville	105 Jean Cir Jacksonville, NC 28540	3.72 mi	0	Insufficient Data
6	Brookwood	903 Henderson Dr Jacksonville, NC 28540	4.34 mi	157	Declining
7	Jacksonville FBC	1985 Gum Branch Rd Jacksonville, NC 28540	4.67 mi	1,038	Growing
8	New River	1310 Hargett St Jacksonville, NC 28540	4.70 mi	81	Growing
9	Calvary	122 Thompson St Jacksonville, NC 28540	4.88 mi	38	Insufficient Data
10	Harris Creek	108 Harris Creek Rd Jacksonville, NC 28540	5.24 mi	217	Growing
11	Bethel	173 Briarneck Rd Jacksonville, NC 28540	6.19 mi	49	Growing
12	Bethlehem	4764 Gum Branch Rd Jacksonville, NC 28540	6.26 mi	504	Plateauing
13	Korean	99 University Dr Jacksonville, NC 28546	6.33 mi	37	Plateauing
14	New Life	49 Village Dr Jacksonville, NC 28546	6.48 mi	203	Growing
15	Midville	10 East Dr Jacksonville, NC 28546	7.59 mi	44	Declining

Colerain Pinehurst Dunn Monroe Morrisville Mulberry Sugar Mountain Carthage Spivers Corner Roseb Hendersonville Dallas Rosman Mount Olive Fair Bluff Ashley Heights Intercultural Institute aurel Park Archdale Wanchese Sylva Weldon Welcome Greenville Ta Goopyright 2011, Intercultural Institute for Contextual Ministry Corporting 2011, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Bethany	1077 Nine Mile Rd Richlands, NC 28574	8.11 mi	214	Growing
17	Rock Creek	6099 Gum Branch Rd Jacksonville, NC 28540	8.25 mi	98	Growing
18	Centerview	1165 Piney Green Rd Jacksonville, NC 28546	8.60 mi	344	Growing
19	Kellum	1175 Kellum Loop Rd Jacksonville, NC 28546	8.99 mi	180	Growing
20	Maple Hill	4501 NC Highway 50 Maple Hill, NC 28454	9.61 mi	43	Plateauing
21	Enon Chapel	102 Barbara Ave Midway Park, NC 28544	9.97 mi	405	Plateauing
22	Richlands FBC	100 Rand St Richlands, NC 28574	11.71 mi	255	Declining
23	Grants Creek	1401 Old 30 Rd Maysville, NC 28555	13.83 mi	197	Growing
24	Salem	198 Sneads Ferry Rd Sneads Ferry, NC 28460	14.20 mi	228	Insufficient Data
25	Sharon - Chinquapin	2775 S NC 41 50 Hwy Chinquapin, NC 28521	15.03 mi	114	Plateauing
26	Shiloh - Chinquapin	4601 S NC 50 Hwy Chinquapin, NC 28521	15.03 mi	121	Growing
27	North Topsail Shores	808 Old Folkstone Rd Sneads Ferry, NC 28460	15.33 mi	70	Growing
28	The Isle of Topsail Church - Surf City	110 N River Dr Surf City, NC 28445	16.19 mi	0	Insufficient Data
29	Providence	406 E Ócean Rd Holly Ridge, NC 28445	16.19 mi	175	Plateauing
30	Surf City - Surf City	304 Wilmington Ave Surf City, NC 28445	17.43 mi	157	Insufficient Data



APPENDIX: BCNC Churches by Distance - Continued

			DIATANAE		
	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Cedar Fork	668 Cedar Fork Church Rd Beulaville, NC 28518	18.22 mi	33	Insufficient Data
32	Hallsville	1291 Hallsville Rd Beulaville, NC 28518	18.22 mi	80	Plateauing
33	New Hope	4317 E Nc 24 Hwy Beulaville, NC 28518	18.22 mi	50	Declining
34	Memorial	904 Main St Maysville, NC 28555	18.24 mi	60	Growing
35	Bear Creek	116 Great Neck Landing Rd Hubert, NC 28539	18.39 mi	205	Declining
36	Piney Grove	212 Piney Grove Baptist Ch Rd Swansboro, NC 28584	18.63 mi	119	Plateauing
37	Maysville FBC	201 Main St Maysville, NC 28555	18.68 mi	169	Plateauing
38	Beulaville - Beulaville	601 E Main St Beulaville, NC 28518	19.86 mi	175	Plateauing
39	Potters Hill	181 Pink Hill Rd Pink Hill, NC 28572	20.15 mi	21	Growing
40	Swansboro FBC	614 W Corbett Ave Swansboro, NC 28584	21.18 mi	378	Plateauing
41	Piney Grove - Pollock	282 Piney Grove Rd Pollocksville, NC 28573	21.21 mi	26	Growing
42	Barlow Vista - Hampstead	22340 US Highway 17 N Hampstead, NC 28443	21.79 mi	191	Plateauing
43	Pollocksville - Pollocksville	408 Green Hill St Pollocksville, NC 28573	22.90 mi	65	Growing
44	Poston Deaf Mission - Wallace	4121 S NC Highway 11 Wallace, NC 28466	23.35 mi	0	Insufficient Data
45	Poston - Wallace	4121 S NC Highway 11 Wallace, NC 28466	23.35 mi	104	Plateauing

Chingham Calabash Turkey Vanceboro Havelock Tarboro Mountain Home Magnolia Yanceyville Bake Chocowinity Grover Newton Grove Mulberry Farmville Henderson Intercultural Institute Leggett Nags Head Five Points Lake Norman of Catawba Lansing Grave Intercultural Institute Confectual Ministry Cramerton Toast Ivanhoe Minnesott Beach Holly Spr 68 Geopyright 2011, Intercultural Institute for Contextual Ministry Flkin Cameron Askewville Edepton Weaverville Calve



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