# MissionSite top unreached locations

Atkinson

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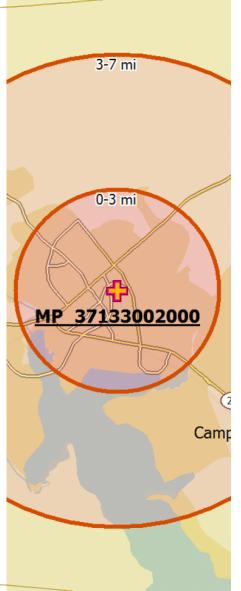
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#### Site Location Summary

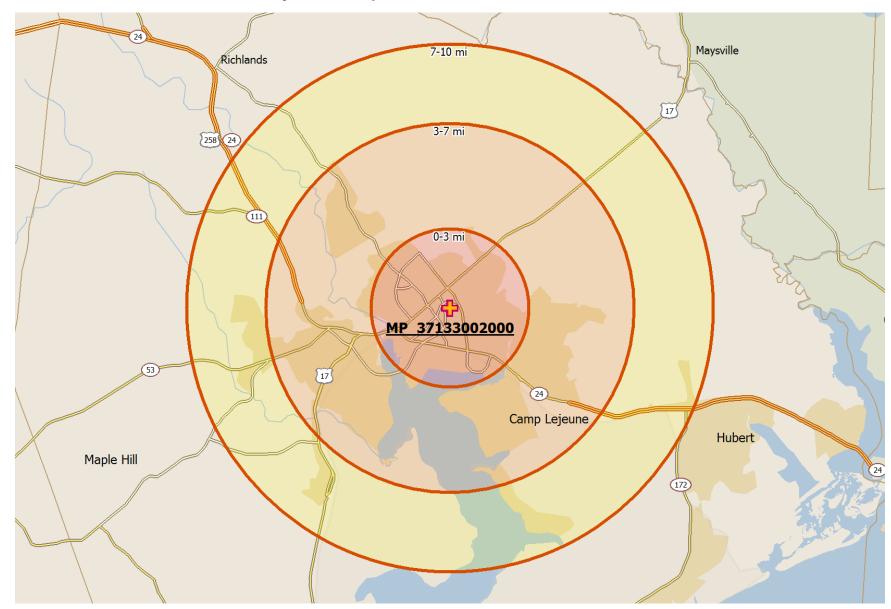
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	3702	Region 2: Central Coast
3	County Location	37133	Onslow
4	Zipcode	28546	Onslow
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	К	50000-50000-50000



iling Spring Lakes Grantsboro Stokesdale Crossnore Smithfield Fairmont Ramseur Durham Cedar Rock ield Harbour Lumber Bridge Salemburg Pine Knoll Shores Kenansville Care Intercultural Institute Pines Wentworth Murraysville Macon Rural Hall Rutherford College Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry eland St Helena Castle Havne South Weldon Avery Creek Sanford Zebulon Badin Parkton Greenevers

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



on Pink Hill Ivanhoe Morven Hayesville Sugar Mountain Haw River Orrum Lake Santeetlah Tabor City Feat woods Minnesott Beach Sharpsburg Keener Everetts Atlantic Beach Intercultural Institute Cove City Centerville Rocky Mount Four Oaks Valley Hill Gatesville Mac Viscon's Mills Kings Mountain Kiro Person Copyright 2011, Intercultural Institute for Contextual Ministry Cove City Centerville Rocky Mount Four Oaks Valley Hill Gatesville Mac Viscon's Mills Kings Mountain Atlantic Cove City Centerville Rocky Mount Four Oaks Valley Hill Gatesville Mac Viscon's Mills Kings Mountain Atlantic Copyright 2011, Intercultural Institute for Contextual Ministry Cove City Centerville Rocky Mount Four Oaks Valley Hill Gatesville Mac Viscon's Mills Kings Mountain Midway

#### 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	13	City: Small: Territory inside an urbanized area and inside a principal city 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

Rockingham <u>Rose Hill</u> Fairview South Weldon Elm City Marion Clinton Atlantic Beach Lewiston Woo Elk Nags Head Brices Creek Northwest China Grove Washington Park <u>Intercultural Institute</u> Clarkton Foring Lake Broadway Wendell Dobbins Heights Rennert Boiling Spring (*Intercultural Institute* St. Erwin Salk ©Copyright 2011, Intercultural Institute for Contextual Ministry

### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	48,623	47,199	37,915
2010 Households	18,087	15,554	7,211
2010 Group Quarters Population	3,125	6,152	20,317

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	45	31	30
Language Diversity National Index	49	45	57
Foreign Born Diversity National Index	63	62	55
Ancestry Diversity National Index	35	42	52
Racial Diversity National Index	64	53	46



## 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

Millers Creek Unionville West Marion Bailey Brunswick Washington Morenead City Sins Seven Lakes Rutherford College Macon Cajah's Mountain Taylorsville High Point Intercultural Institute Intercultural Institute for Contextual Ministry awndale Butner Richfield Pembroke Rosman Lowe Valley

## 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	1,877	10.38%
Mainstay Communities	Established, Diverse Households	2,840	15.7%
Working Communities	Blue-collar, Working Families	4,416	24.42%
Country Communities	Rural, Agri. & Mining Families	558	3.09%
Aspiring Communities	Young Singles / Aspiring-Multihousing	4,500	24.88%
Urban Communities	High Density, Inner-city Neighborhoods	3,895	21.53%

Robersonville Oakbore Centerville Ansonville Cedar Rock Sandy Creek Pollocksville Falcon Clinton E Claremont Matthews Maysville Lake Santeetlah Sherrills Ford McAder Intercultural Institute Wrightsville Bea Elizabethtown JAARS Morganton Conway Warsaw Brogden Webster for Contextual Ministry Creek Spivevs for Copyright 2011, Intercultural Institute for Contextual Ministry Fairview Louisburg Mineral Springs Wesley Chapel L8

# 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.

Aite Oak Louisburg Salem Concord Fayetteville Butters Lowesville Bryson City East Rockingham McE Pine Level Boiling Spring Lakes Edenton Belville Franklinton Sunset Boy Intercultural Institute Warrenton Seven Devils Belhaven Barker Ten Mile North Wilkesboro Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Star Maggie Valley Baleigh Cajab's Mountain Havesville

# 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?

Stony Point Castle Hayne Wrightsville Beach Glen Raven Kure Beach Salem Mineral Springs Erwin Re Caswell Beach Madison Holly Ridge Belhaven Staley Cape Carteret Intercultural Institute Stanley Fearrington Yadkinville Maiden Macon Morehead City Alt for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	38,600	12,204	31.62%
Unreached %	65.75%	67.47%	102.62
Religious But NOT Evangelical HH	9,399	3,197	34.01%
Religious But NOT Evangelical %	16.01%	17.67%	110.39
Spiritual But NOT Relig or Evang HH	5,946	1,568	26.37%
Spiritual But NOT Relig or Evang %	10.13%	8.67%	85.59
Not Evangelical, Not Interested HH	23,790	7,715	32.43%
Not Evangelical, Not Interested %	40.52%	42.66%	105.26



Pembroke Mulberry Caswell Beach Wallburg Bent Creek Boiling Springs Lake Norman of Catawba Greek Reener Pine Knoll Shores Scotland Neck Mount Pleasant Jacksonvill Intercultural Institute Confectual 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	8	25.81%
Active BCNC Attenders	6,004	904	15.06%
Active Evangelical Households	5,673	1,660	29.25%
Active Evangelical Percent	9.66%	9.18%	94.95
Inactive Evangelical Households	14,435	4,223	29.25%
Inactive Evangelical Percent	24.59%	23.35%	94.95
# New Churches Needed	0	1	0%



Warrenton Cajah's Mountain Dobbins Heights Valley Hill Banner Elk Seven Springs Aurora Red Oak Ro Silver Lake Dobson Stallings Nags Head Shannon Taylorsville Bowner Intercultural Institute alson Ellenboro Haw River Mayodan Brookford Cricket Cedar Point for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### 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	Korean	0.55 mi	37	Plateauing	16	Bethlehem	6.04 mi	504	Plateauing
2	Calvary	1.22 mi	38	Insufficient Data	17	Grants Creek	7.77 mi	197	Growing
3	New Life	1.45 mi	203	Growing	18	Bethel	8.94 mi	49	Growing
4	New River	1.53 mi	81	Growing	19	Rock Creek	8.96 mi	98	Growing
5	Brookwood	2.29 mi	157	Declining	20	Harris Creek	11.30 mi	217	Growing
6	Midville	2.52 mi	44	Declining	21	Memorial	12.78 mi	60	Growing
7	Seeking Jacksonville	2.59 mi	0	Insufficient Data	22	Piney Grove	13.15 mi	119	Plateauing
8	Centerview	2.64 mi	344	Growing	23	Maysville FBC	13.30 mi	169	Plateauing
9	Jacksonville FBC	3.05 mi	1,038	Growing	24	Richlands FBC	13.46 mi	255	Declining
10	Kellum	3.57 mi	180	Growing	25	Bear Creek	13.68 mi	205	Declining
11	Blue Creek	5.05 mi	168	Plateauing	26	Bethany	13.72 mi	214	Growing
12	Victory	5.13 mi	128	Growing	27	Salem	14.70 mi	228	Insufficient Data
13	Enon Chapel	5.19 mi	405	Plateauing	28	Maple Hill	15.45 mi	43	Plateauing
14	Galilee	5.57 mi	40	Growing	29	Swansboro FBC	15.87 mi	378	Plateauing
15	Tar Landing	5.97 mi	232	Declining	30	North Topsail Shores	17.03 mi	70	Growing

Lake Lure Holly Ridge Simpson Harkers Island Spring Hope Jamesville Gatesville Roanoke Rapids Gibson Greenevers Catawba Bent Creek Cove City Atkinson Henders Island Intercultural Institute Canton Fountain Black Mountain Washington Park Beulaville Buther Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Spirituality Indicators

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

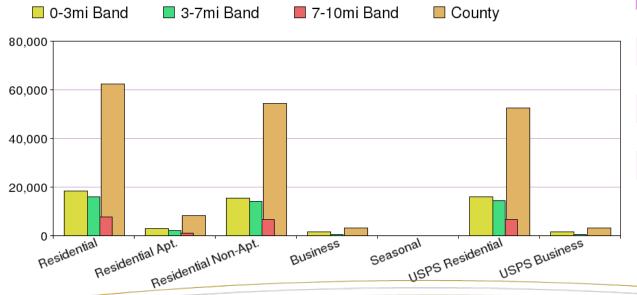
#### Issues for Your Consideration

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



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

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	
1990 Population	149,837	46,169	30.81%	1990 Households	40,658	
2000 Population	150,355	43,945	29.23%	2000 Households	48,122	
2010 Population	177,779	48,623	27.35%	2010 Households	58,708	
	Locati	on Types	in this Mission	9	Location <sup>-</sup>	T

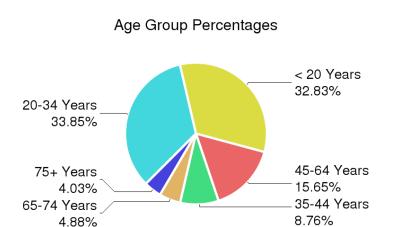


Location Type	0-3mi Band
Residential	18,523
Residential Apt.	3,015
Residential Non-Apt.	15,508
Business	1,712
Seasonal	0
USPS Residential	15,913
USPS Business	1,731

Kenty Bethel Atlantic Beach Powellsville Windsor Mar-Mac Havelock Pinehurst Jacksonville Lillington actives Morehead City Pittsboro Bermuda Run Franklinton Lewisville Electron Intercultural Institute sipee Warrenton Kelford Spiveys Corner Proctorville Wendell Rose Hill (or Contextual Ministry) Contextual Ministry Powells of Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 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.

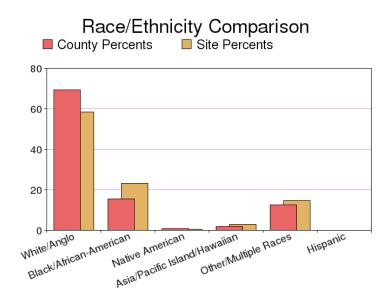


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	8.52%	11.17%	131.1
4-5 Years	3.15%	3.39%	107.62
6-8 Years	4.31%	4.65%	107.89
9-11 Years	3.62%	3.76%	103.87
12-13 Years	2.13%	2.18%	102.35
14-17 Years	5.45%	4.9%	89.91
18-19 Years	2.7%	2.79%	103.33
0-5 Years	11.67%	14.56%	124.76
6-12 Years	9.01%	9.53%	105.77
13-19 Years	9.21%	8.75%	95.01
< 20 Years	29.89%	32.84%	109.87
20-34 Years	37.86%	33.86%	89.43
35-44 Years	8.9%	8.76%	98.43
45-64 Years	15.9%	15.65%	98.43
65-74 Years	4.46%	4.88%	109.42
75+ Years	3%	4.03%	134.33
Median Age	26	31	119
Median Age (Male)	24	29	117.6
Median Age (Female)	28	33	116.22

er Bend Lake Junaluska Neuse Forest Sugar Mountain Stokesdale Macon Ahoskie Parkton Pineville Au aluda Pleasant Garden Bunn Altamahaw Mountain Home St. Pauls Lenger Matthews Sylva Mo Midway Brookford Barker Ten Mile Wilkesboro Creedmoor Icard Winf Voi Contextual Institute Soi Contextual Ministry ©Copyright 2011, Intercultural Institute 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%	58.53%	84.35
Black, African-American	15.44%	23.32%	150.97
Native American	0.74%	0.6%	80.15
Asian	1.72%	2.55%	148.41
Pacific Island, Hawaiian	0.19%	0.3%	153.23
Other/Multiple Races	12.51%	14.71%	117.59
Hispanic	0%	8.82%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	92,456	25,813	

Total Adults over age 25 years.	92,456	25,813	
Less than 9th Grade	3.71%	3.6%	103.13
No High School Diploma	7.24%	6.64%	109.12
High School Graduate	31.21%	29.09%	107.3
Some College, no degree	30.35%	30.88%	98.28
Associate Degree	9.55%	9%	106.02
College Degree	12.91%	14.18%	91.03
Graduate/Prof. degree	5.04%	6.62%	76.11

Grover Grandfather Swepsonville Wagram Burnsville Polkville Granite Fails Abeskie Micro Stoval Friew Yadkinville Webster Lake Junaluska Holly Ridge Lucama New Figure Intercultural Institute Black Mountain Williamston Shelby Ashley Heights Whispering Pines Figure Red Springs Castle Harter Copyright 2011, Intercultural Institute for Contextual Ministry Black Creek St Pa

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%	7.17%	117.4
\$10,000 to \$19,999	11.78%	12.19%	103.49
\$20,000 to \$29,999	12.55%	13.45%	107.23
\$30,000 to \$49,999	24.16%	24.35%	100.81
\$50,000 to \$59,999	10.25%	8.51%	83.04
\$60,000 to \$69,999	7.62%	6.79%	89.14
\$70,000 to \$79,999	6.44%	6.25%	96.98
\$80,000 to \$89,999	4.82%	4.88%	101.28
\$90,000 to \$99,999	3.09%	3.23%	104.79
\$100,000 to \$124,999	6.31%	6.28%	99.46
\$125,000 to \$149,999	2.71%	3.16%	116.7
\$150,000 to \$199,999	2.42%	2.64%	108.8
\$200,000 to \$249,999	0.41%	0.49%	119.51
\$250,000 or more	0.5%	0.59%	117.03
Median Household	44,398	46,713	105.21
Average Household	57,374	61,657	107.47
Per Capita Household	22,350	23,114	103.42
Family/Non-Family Household			
Income			
Median Family Income	50,862	51,992	102.22
Average Family Income	64,268	68,396	106.42
Median Non-Family Income	29,109	33,482	115.02
Average Non-Family Income	37,930	43,410	114.45

ental Wingate Woodfin Belhaven Princeton Aberdeen East Rockingham Odden Old Fort Carolina Short Anceboro White Plains Tryon Clemmons Swannanoa North Topsail Beach, Intercultural Institute Randleman Macclesfield Snow Hill Jonesville South Rosemary Moreh Confectual 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%	74.36%	100.73
Families with Children	41.32%	43.9%	106.25
Families without Children	32.5%	30.46%	93.71
Non-Family Households			
% Non-Family Households	26.18%	25.64%	97.94
Non-Families with Children	0.11	0.06	53.29
Non-Families without Children	26.06	25.58	98.14
Housing Units			Index
Total Housing Units	69,294	19,689	
Vacant percent	15.28%	8.14%	53.26
Owned percent	51.54%	46.5%	90.23%
Rented Percent	33.18%	45.36%	136.69
Households by Size			Index
Avg household size	2.49	2.52	101.2
Avg family hh size	2.99	2.99	100
Avg non-family hh size	1.09	1.13	103.67
Households By Count of Persons			Percent
One	12,809	3,866	30.18%
Two	20,827	6,252	30.02%
Three or Four	20,876	6,671	31.96%
Five+	4,196	1,298	30.93%

Canten Halifax Raemon Morrisville Pleasant Garden Weldon Navassa Conetoe East Arcadia Stedman Casar Yanceyville Elroy Roanoke Rapids Kenansville Sanford Wilmin Fast Rockingham Laurinbu ston Woodville Boiling Spring Lakes Sawmills Pine Knoll Shores Carolina for Confectual Ministry n Mesic White Copyright 2011, Intercultural Institute for Contextual Ministry Maysville Bayshore Nags Head Forfice Pineville

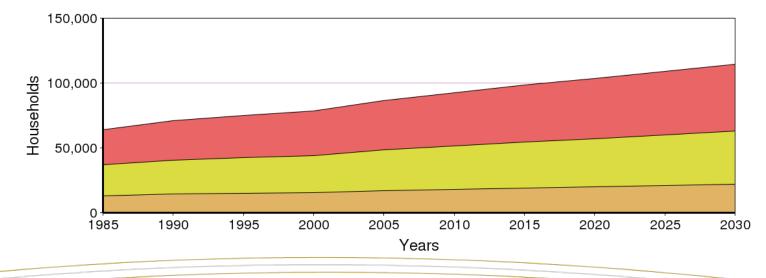
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	46,169	30.81%
2000 Population	150,355	43,945	29.23%
2010 Population	177,779	48,623	27.35%
2015 Population	201,281	52,991	26.33%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 🔲 0-7mi Ring

📕 0-10mi Ring

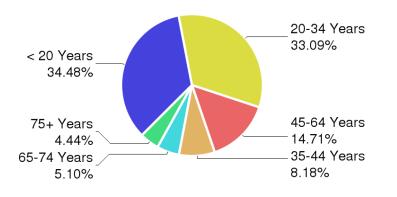


Midway St. Helena Plain view Archdale Polkville Cedar Point Brevard Garland Westport Raleigh G Ronda Boonville Duck Fallston Murraysville Moravian Falls Calabase Intercultural Institute Carrboro Winfall Roseboro Kenansville Beech Mountain Hertford Turi for Contextual Ministry Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-3 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

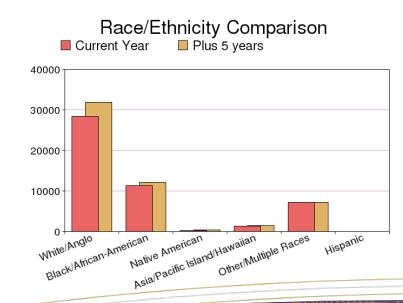


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	11.17%	11.76%	105.28
4-5 Years	3.39%	4.08%	120.35
6-8 Years	4.65%	5.82%	125.16
9-11 Years	3.76%	4.53%	120.48
12-13 Years	2.18%	2.51%	115.14
14-17 Years	4.9%	4%	81.63
18-19 Years	2.79%	1.77%	63.44
0-5 Years	14.56%	15.84%	108.79
6-12 Years	9.53%	11.64%	122.14
13-19 Years	8.75%	7%	80
< 20 Years	32.84%	34.48%	104.99
20-34 Years	33.86%	33.09%	97.73
35-44 Years	8.76%	8.18%	93.38
45-64 Years	15.65%	14.71%	93.99
65-74 Years	4.88%	5.1%	104.51
75+ Years	4.03%	4.44%	110.17
Median Age	26	31	122.24
Median Age (Male)	24	30	120.95
Median Age (Female)	28	34	119.49

Bessemer City Albernarie Atlantic Beach Long View Leland Peachland Clinton Piney Green Roberson Hac Cornelius Farmville Hot Springs Rennert Vandemere Blowing Roper Labor City Carthage Pine Level Ily Ridge Oakboro Oak Ridge Castalia Bostic Bald Head Island Simpson (ontextual Ministry Baybero Wi Copyright 2011, Intercultural Institute for Contextual Ministry Whitsett Shallotte Aulander Ossipee Green Level Mars

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	58.53%	60.05%	102.6
Black, African-American	23.32%	22.79%	97.75
Native American	0.6%	0.68%	113.91
Asian	2.55%	2.52%	98.95
Pacific Island, Hawaiian	0.3%	0.32%	106.94
Other/Multiple Races	14.71%	13.64%	92.73
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	25,813	31,853	
Less than 9th Grade	3.6%	3.23%	89.86
No High School Diploma	6.64%	5.6%	84.35
High School Graduate	29.09%	28.13%	96.71
Some College, no degree	30.88%	30.55%	98.91
Associate Degree	9%	9.5%	105.55
College Degree	14.18%	15.71%	110.8
Graduate/Prof. degree	6.62%	7.28%	110.07

King Kure Beach Pine Knoll Shores Powellsville Ocracoke Sparta Dallas Lowell Unionville Enfield Wo Carthage Marshville High Point Lucama Jonesville Smithfield Fremon Intercultural Institute Crossroads Huntersville Clinton Flat Rock Maiden Wadesboro Troy Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	7.17%	6.7%	93.43
\$10,000 to \$19,999	12.19%	11.02%	90.43
\$20,000 to \$29,999	13.45%	11.98%	89.05
\$30,000 to \$49,999	24.35%	22.76%	93.46
\$50,000 to \$59,999	8.51%	8.72%	102.52
\$60,000 to \$69,999	6.79%	7.12%	104.77
\$70,000 to \$79,999	6.25%	6.75%	97.51
\$80,000 to \$89,999	4.88%	5.47%	104.38
\$90,000 to \$99,999	3.23%	3.36%	103.9
\$100,000 to \$249,999	6.28%	7.55%	120.3
\$125,000 to \$149,999	3.16%	3.86%	122.01
\$150,000 to \$199,999	2.64%	3.29%	124.64
\$200,000 to \$249,999	0.49%	0.58%	119.6
\$250,000 or more	0.59%	0.62%	106.45
Median Household	46,713	50,836	108.83
Average Household	61,657	68,223	110.65
Per Capita Household	23,114	24,782	107.22
Family/Non-Family Household			
Income			
Median Family Income	51,992	57,167	109.95
Average Family Income	68,396	76,374	111.66
Median Non-Family Income	33,482	36,420	108.77
Average Non-Family Income	43,410	47,282	108.92

rossreads Eden Wrightsville Beach Stony Point Pembroke Woodland Oxford Etowah Chimney Rock Ville Arapahoe Marvin Holly Springs Hertford McFarlan Broadway Calypson Maiden Borue East Spencer ral Springs Lucama Reidsville Holly Ridge Garysburg Dillsboro Mount for Contextual Ministry Contextual Ministry McCopyright 2011, Intercultural Institute for Contextual Ministry Weddington Hays Andrews Walnut Cove Hemby Brid 23

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 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	74.36%	73.36%	98.65
Families with Children	43.9	42.39	96.54
Families without Children	30.46	31.73	104.17
Non-Family Households			
% Non-Family Households	25.64%	26.64%	103.92
Non-Families with Children	0.06	0.03	103.92
Non-Families without	25.58	26.61	104.04
Children			
Housing Units			
Total Housing Units	19,689	20,793	105.61%
Vacant percent	8.14%	8.26%	101.55
Owned percent	46.5%	46.41%	99.8
Rented Percent	45.36%	45.32%	99.92
Households by Size			
Avg household size	2.52	2.58	102.38%
Avg family hh size	2.99	3.11	104.01%
Avg non-family hh size	1.13	1.11	98.23%
Households By Count of			
Persons			
One	3,866	4,330	112%
Two	6,252	6,062	96.96%
Three or Four	6,671	7,084	106.19%
Five+	1,298	1,599	123.19%

Orrum Winton <u>Weddington Roseboro Milton Black Mountain</u> Harkers Island Wanchese Shelby Landis Sharpsburg Kannapolis Barker Ten Mile Cedar Rock Wesley Chapel And Shelby Vrights ville Beach Cherryville Sanford Chimney Rock Village Northlakes Sandy Creek Live Contextual Institute Contextual Ministry Copyright 2011, Intercultural Institute for 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	2,313	2,555	309	Eastern Africa	Eastern Africa 5	Eastern Africa 5 42
Northern Europe	84	135	20	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	74	79	30	Northern Africa	Northern Africa 7	Northern Africa 7 0
Southern Europe	98	87	2	Southern Africa	Southern Africa 9	Southern Africa 9 0
Eastern Europe	38	76	0	Western Africa	Western Africa 13	Western Africa 13 33
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	279	231	28	Oceania	Oceania 11	Oceania 11 31
So. Central Asia	37	38	0	Caribbean	Caribbean 249	Caribbean 249 431
SE Asia	611	533	29	Central Amer.	Central Amer. 508	Central Amer. 508 543
Western Asia	5	13	0	South America	South America 155	South America 155 248
Other Asia	0	0	0	North America	North America 130	North America 130 35
				Born at sea	Born at sea 0	Born at sea 0 0

Wall Light Oak Bostic Newton Mebane Peletier Ayden Reidsville Sunset Beach Minnesott Beach Roxe Hatthews Royal Pines Spring Hope Wentworth McFarlan White Plains Intercultural Institute Sims Waco Tobaccoville Grantsboro Red Cross Bermuda Run Pine Love Gen Alpine Lowesville Fr 25 Becopyright 2011, Intercultural Institute for Contextual Ministry

# 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	35,379	43,539	13,388	Other Indo-Euro	0	16	4
Spanish	2,615	43,539 3,974	429	Asian/PI languages	0	0	4
Other Indo-Euro	571	1,138	172	Chinese	44	35	2
	571	1,130	172			243	2 38
language	104	204	100	Japanese	261 74		
French (incl. Patois,	194	394	103	Korean Mara Kharaar		82	2
Cajun)	10	70	0	Mon-Khmer,	0	24	0
French Creole	16	79	0	Cambodian	0	0	0
Italian	55	63	3	Miao, Hmong	0	0	0
Portuguese	0	126	0	Thai	12	11	0
German	120	219	62	Laotian	0	13	0
Yiddish	0	0	0	Vietnamese	111	63	4
Other West Germanic	13	13	0	Other Asian	8	0	0
A Scandinavian	35	12	0	Tagalog	425	307	23
Language				Other Pacific Is	78	46	89
Greek	73	71	0	Other languages	61	159	10
Russian	0	31	0	Navajo	0	51	5
Polish	22	64	0	Other Native N.	0	13	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	22	8	0	Hungarian	9	6	0
Armenian	0	0	0	Arabic	22	28	0
Persian	0	0	0	Hebrew	8	14	0
Gujarathi	0	36	0	African languages	13	34	5
Hindi	13	0	0	Other unspecified	9	13	0
Urdu	8	6	0	·			

Hill Vanceboro Woodland Ansonville Duck Cullowhee Kenly Fletcher Highlands Kure Beach Middles Henderson Chimney Rock Village Zebulon Red Cross Fairview Dun Meldon Monroe Wades utherfordton Mount Olive Dallas East Arcadia Navassa Lake Lure Black For Contextual Ministry Kirkland Prin Jocopyright 2011, Intercultural Institute for Contextual Ministry McFarlan Grandfather Fremont Holly Ridge Lumber B26

# 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	34,847	43,817	11,390	Irish	Irish 3,003	Irish 3,003 4,612
Arab	75	51	12	Italian	Italian 1,686	Italian 1,686 2,182
Armenian	0	7	0	Lithuanian	Lithuanian 92	Lithuanian 92 56
Austrian	40	22	5	Norwegian	Norwegian 178	Norwegian 178 449
British	124	169	45	Polish	Polish 619	Polish 619 963
Canadian	119	36	13	Portuguese	Portuguese 90	Portuguese 90 178
Croatian	5	74	0	Romanian	Romanian 41	Romanian 41 10
Czech	54	65	12	Russian	Russian 105	Russian 105 87
Czechoslovak	12	56	0	Scandinavian	Scandinavian 5	Scandinavian 5 63
Danish	7	41	2	Scotch-Irish	Scotch-Irish 718	Scotch-Irish 718 745
Dutch	212	337	63	Scottish	Scottish 478	Scottish 478 1,117
English	2,493	2,581	1,005	Slovak	Slovak 0	Slovak 0 46
European	65	276	52	Subsaharan African	Subsaharan African 420	Subsaharan African 420 414
Finnish	51	30	8	Swedish	Swedish 172	Swedish 172 161
French (not Basque)	859	1,144	242	Swiss	Swiss 12	Swiss 12 82
French Canadian	288	402	80	Ukrainian	Ukrainian 17	Ukrainian 17 60
German	3,338	6,059	1,082	US/American	US/American 2,810	US/American 2,810 3,661
Greek	135	130	33	Welsh	Welsh 141	Welsh 141 165
Hungarian	101	150	18	West Indian	West Indian 305	West Indian 305 324
Iranian	0	0	0	Yugoslavian	Yugoslavian 25	Yugoslavian 25 1
				Other	Other 15,950	Other 15,950 16,812

Seagrove Old Fort Fast Arcadia Taylorsville Wake Forest Chapel Hill Forest Oaks Sparta Weldon As Eastover Spindale Cape Carteret Rich Square Trenton Highlands Camera Richlands Dallas Carthage enton Sandyfield Scotland Neck Bladenboro East Rockingham Bonnetsv Active Intercultural Institute of Confectual Ministry Budge Lansing Brogden Grover

## 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?

Navassa Graham Raeford Mount Olive Clarkton Morganton Troy Hairwoon Sneads Ferry Peletier Coffeid Cajah's Mountain Hobgood Cherryville North Wilkesboro Green Middlesex Dills Kose Hill Sugar Mountain Kittrell Summerfield Mulberry Black Creek Ma Lord Intercultural Institute Jor Contextual Ministry Stocopyright 2011, Intercultural Institute for Contextual Ministry

# Using the Demographic Indicators

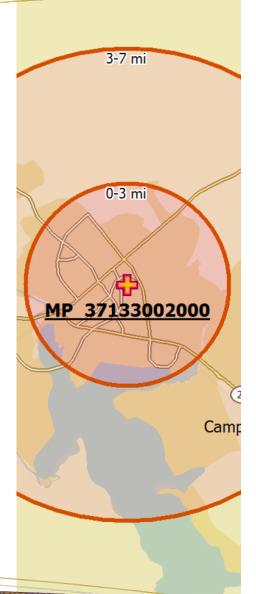
#### Issues for Your Consideration - continued

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



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.



Jonesville Garysburg Brogden North Wilkesboro Aberdeen Milton Splveys Corner Princeton Pleasan West Marion Southern Shores Sandyfield Parmele Fayetteville Bethel Ministry Tryon Liberty Laurinburg Richfield Murraysville Mount Olive Delwo Totonfextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bernetsville Bath Rich Square Mount Pleasa 30

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 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	18,087	100%	12,432	100%
AFFLUENT SUBURBIA	391	2.16%	269	2.16%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	6	0.03%	4	0.03%
Small Town Success	283	1.56%	196	1.58%
New Suburbia Fam.	102	0.56%	69	0.56%
UPSCALE AMERICA	1,486	8.22%	1,011	8.13%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,290	7.13%	866	6.97%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	113	0.62%	83	0.67%
Successful Urban Sprawl	83	0.46%	62	0.5%
SM TWN SUCCESS	2,645	14.62%	1,785	14.36%
Successful Urban Sprawl	28	0.15%	62	0.5%
2nd City Homebodies	2,309	12.77%	20	0.16%
Prime Middle America	39	0.22%	1,504	12.1%
Urban Optimists	269	1.49%	27	0.22%
Family Convenience	0	0%	172	1.38%
Mid-Market Enterprise	0	0%	0	0%

fall Woodfin Avery Creek Clyde Mineral Springs Tabor City Greensboro Forest Oaks Dundarrach Light Dover Randleman Salemburg Laurinburg Nashville Drexel Newland Intercultural Institute Lansing Butner Pinebluff Sparta Creedmoor Atlantic Beach Ashley How Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	18,087	100%	12,432	100%
BLUE COLLAR BACKBONE	472	2.61%	316	2.54%
Nuevo Hispanic Fam.	12	0.07%	8	0.06%
Working Rural Suburbia	25	0.14%	15	0.12%
Lower Income Essentials	43	0.24%	29	0.23%
Small Town Endeavors	392	2.17%	264	2.12%
AMER. DIVERSITY	195	1.08%	128	1.03%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	92	0.51%	59	0.47%
Professional Urbanites	1	0.01%	1	0.01%
Urban Advancement	89	0.49%	60	0.48%
Amer. Great Outdoors	13	0.07%	8	0.06%
Mature America	0	0%	0	0%
METRO FRINGE	3,944	21.81%	2,721	21.89%
Steadfast Conservative	2,793	15.44%	1,914	15.4%
Moderate Conventionalists	469	2.59%	315	2.53%
Southern Blues	358	1.98%	252	2.03%
Urban Grit	324	1.79%	240	1.93%
Grass-Roots Living	0	0%	0	0%

Veldon Marvin Oak City Bessemer City Clarkton Sylva Archdale Macon Northwest Peletier Ashley Her Canton Elrod Rolesville Askewville Grifton Fountain Prospect Laur Park Pittsboro Elroy Hisro Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Converse ast Rockingham Change Hill Lake Waccamaw Whitakers Indian Trail Eairfield Harbour Roxboro R

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	18,087	100%	12,432	100%
REMOTE AMERICA	535	2.96%	315	2.53%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	456	2.52%	267	2.15%
Coal & Crops	79	0.44%	48	0.39%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,550	14.1%	1,848	14.86%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	1,095	6.05%	811	6.52%
Stable Careers	1,205	6.66%	869	6.99%
Aspiring Hispania	250	1.38%	168	1.35%
RURAL VILLAGES & FARMS	23	0.13%	181	1.46%
Aspiring Hispania	0	0%	168	1.35%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	23	0.13%	0	0%
Small Town Connections	0	0%	13	0.1%
Hinterland Fam.	0	0%	0	0%

Ruth Hoffman Vandemere Eden Mount Holly Ocracoke Hudson Granite Falls Valley Hill Williamste Inomasville Seven Devils Gorman Bayshore Icard Sharpsburg Weare Intercultural Institute St. James Fuquay-Varina Bonnetsville East Spencer Topsail Beach for Confectual Ministry Copyright 2011, Intercultural Institute 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 & P	ercent
Total	18,087	100%	12,432	100%
STRUGGLING SOCIETIES	2,046	11.31%	1,366	10.99%
Rugged Southern Style	390	2.16%	228	1.83%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	1,557	8.61%	1,056	8.49%
College Town Communities	99	0.55%	82	0.66%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	1,849	10.22%	1,353	10.88%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	506	2.8%	354	2.85%
Urban Diversity	417	2.31%	300	2.41%
New Generation Activists	70	0.39%	47	0.38%
Getting By	856	4.73%	652	5.24%
VARYING LIFESTYLES	1,950	10.78%	1,139	9.16%
Military Family Life	1,950	10.78%	1,139	9.16%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Kernersville Dundarrach Roxboro Murphy Neuse Forest Earl Skippers Corner Burgaw Midland Garner Rockwell Seagrove Denton Lake Waccamaw Oxford Statesville With Intercultural Institute wall Conetoe Lowesville Clinton Westport Delway Fremont Whitsett for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

Page Hays Bolivia Newland Lincolnton Beech Mountain Cashiers Fairplains Laurinburg Kirkland Litt Biscoe Elizabeth City Fairmont Lumber Bridge Alamance Hillsborough <u>Intercultural Institute</u> Spencer Wi Iland Rutherfordton Bridgeton Lumberton Mayodan Cary Cape Cartere (Source Vial Ministry) ©Copyright 2011, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Bridges**

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

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

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

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



Marshall Salisbury Proctorville Southern Pines Gastonia Chimney Rock Village Danbury Rocky Mount F James City Ocracoke Midland Greenville Roseboro Kelly Landis Provide Springs Wesley Chapel Peletier Lake Park Red Springs Leggett Stoneville Roxobel Gibso Gontextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry aggie Valley Oak Ridge Plymouth Elkin Haw River B36

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%	79%	79%
Use Comp. for Internet/E-mail	55%	57%	58%
Internet Use: E-Mail	48%	49%	50%
Use Comp. for Comp. Games	42%	44%	44%
Use Comp. for Word Processing	39%	40%	39%
Use Comp. for Education	36%	37%	36%
Use Comp. for Shopping	35%	36%	36%
Use Comp. for Digital Camera	35%	36%	35%
Photo Editing			
HH Owns DVD Player	32%	33%	33%
Use Comp. for Banking	31%	32%	32%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: Banking	28%	30%	30%
Internet Use: News/ Weather	26%	27%	28%
Use Comp. for News/Info./Data	22%	23%	23%
Service			
PC-Network-HH Has One	17%	17%	18%
Use Comp. for Accounting	15%	16%	17%
HH Owns Video/Webcam	14%	15%	15%
Internet Use: Shopping: Gathered	14%	14%	13%
Info. for Shopping			
Internet Use: Read Magazines/	13%	13%	12%
Newspapers			
Internet Use: Research/ Education	13%	13%	13%
Use Comp. for Personal Financial	13%	13%	13%
Mngmnt			

Wesley Chapel Pilot Mountain Stony Point Plain View Middleburg Henderson Hayesville Clyde Stor Ogden Brogden Kelly Havelock Holly Springs McLeansville Myrtle Grover Cordo Norman Roberso Cameron Saxapahaw Duck Autryville Pleasant Hill Canton Mills Riv Confertual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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	69%	70%	70%
Reading Books	57%	57%	56%
Dining Out (Not Fast Food)	52%	53%	54%
Card Games	45%	47%	46%
Board Games	38%	40%	40%
Go To A Beach/Lake	36%	37%	37%
Cooking for Fun	35%	36%	37%
Gardening	27%	27%	28%
Visit Zoo	18%	19%	19%
Going To	18%	18%	18%
Bars/Nightclubs/Dancing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	68%	68%	68%
Gen./Fam. Practitioner	39%	41%	41%
Backache	24%	26%	25%
Hypertension/High Blood	23%	23%	22%
Pressure			
Dentist	22%	22%	22%
Eye Dr.	21%	21%	21%
None Of These	19%	19%	19%
Any Arthritis	16%	16%	16%
Overweight (30 Pounds Or	15%	16%	16%
More)			
High Cholesterol	15%	15%	15%

nceboro Tryon <u>Chocewinity</u> Ayden Plain View Cornelius <u>Autryville</u> Tabor City <u>Summerfield</u> <u>Mountain Horak Island</u> Patterson Springs Wagram Creedmoor Peachland Sanford <u>Intercultural Institute</u> Faith Aberder Weldon Kenly Speed Bermuda Run Cape Carteret Hoffman Parmele <u>for Contextual Ministry</u> Pleasant Gard Copyright 2011, Intercultural Institute for Contextual Ministry Seven Lakes Rennert Chimney Rock Village Toast McF38

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	29.35%	30.13%	29.72%
Live Theater	22.32%	22.59%	21.23%
ive Theater Most Often	18.17%	18.6%	17.48%
Rock/Pop Concerts Most	13.71%	13.65%	13.76%
Often			
Comedy Club	10.1%	9.56%	9.63%
Country Concerts Most	9.83%	11.23%	10.85%
Often			
Novies: Comedy	42.74%	42.6%	41.87%
Movies: Action/Adventure	39.9%	39.63%	39.44%
Novies: Fam.	23.12%	23.26%	22.58%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Drama	22.11%	21.61%	21.37%
Movies: Mystery	19.46%	19.36%	19.07%
Movies: Romantic Comedy	18.87%	18.31%	18.17%
MLB Baseball Reg. Season	7.35%	7.32%	7.23%
NFL Football Reg. Season	6.58%	6.42%	6.29%
College Football Reg.	5.03%	5.1%	5.2%
Season			
Bowling	4.86%	5.54%	4.77%
NBA Basketball Reg.	3.78%	3.61%	3.43%
Season			
College Basketball Reg. Season	3.34%	3.5%	3.6%

Stonewall Leland Rural Hall Fuquay-Varina Clayton Graham Stovall Cameron McLeansville Ruth G sville Fountain Milton Rhodhiss East Flat Rock Duck River Bend Asker Indian Trail Lake Lure Hig abor City Barker Heights Hoffman Rockingham Farmville Marion Haml Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Sylva Robersonville Emerald Isle Lake Park Magnol 39

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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	40.33%	40.53%	39.55%	Golf	Golf 11.45%	Golf 11.45% 11.88%
Swimming	34.44%	36.61%	36.58%	Baseball	Baseball 10.62%	Baseball 10.62% 10.91%
Bowling	25.13%	26.9%	26.33%	Volleyball	Volleyball 10.49%	Volleyball 10.49% 11.21%
Billiards/Pool	19.73%	20.88%	21.16%	Aerobics	Aerobics 9.41%	Aerobics 9.41% 9.14%
Jogging/Running	16.87%	16.89%	16.1%	Soccer	Soccer 8.44%	Soccer 8.44% 8.87%
Basketball	16.82%	17.2%	17.05%	Hunting	Hunting 7.7%	Hunting 7.7% 8.42%
Using Cardio Machine	16.05%	16.77%	16%	Softball	Softball 7.6%	Softball 7.6% 7.74%
Weight Training	15.7%	16.04%	15.89%	Target Sho	Target Shooting 7.54%	Target Shooting7.54%7.93%
Camping Trips	15.66%	16.91%	16.69%	Saltwater	Saltwater Fishing 6.77%	Saltwater Fishing 6.77% 7.18%
Freshwater Fishing	15.11%	16.51%	18.08%	Tennis	Tennis 6.61%	Tennis 6.61% 6.7%
Football	14.77%	15.91%	15.55%	Power Boa	Power Boating 6.52%	Power Boating 6.52% 6.6%
Stationary Cycling	13.79%	14.28%	13.56%	Yoga	Yoga 6.49%	Yoga 6.49% 6.24%
Mountain/Road Biking	12.27%	12.65%	12.43%	Motorcycli	Motorcycling 5.69%	Motorcycling 5.69% 6%
Backpacking/Hiking	11.79%	12.32%	11.6%	Roller Ska	Roller Skating 5.57%	Roller Skating 5.57% 5.37%

Harkers Island Sugar Mountain Linden Rich Square Whitsett Elm City Seven Lakes Oak Ridge Enoch Ocracoke Danbury Ocean Isle Beach Woodland Morrisville Marietta Black Creek Saxapahaw Old Fort Speed Misenheimer Grantsboro Copyright 2011, Intercultural Institute for Contextual Ministry Moravian Falls Momenter Ten Mile Boone

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Canoeing/Kayaking	5.5%	5.4%	5.36%
Ice Skating	4.87%	4.59%	4.37%
Horseback Riding	4.8%	5.16%	5.5%
Martial Arts	4.68%	4.76%	4.27%
Snorkeling	4.39%	4.09%	3.91%
Jet Skiing	4.06%	3.96%	3.84%
Fly Fishing	4.05%	4.09%	4.25%
Water Skiing	4.04%	4.17%	4.07%
Archery	3.98%	4.16%	4.26%
Downhill & X-Country Skiing	3.97%	3.74%	3.64%

MILES
3.59%
3.05%
3.15%
2.88%
2.85%
2.74%
2.66%
2.39%
2.63%
2.43%

Indrews Havesville Greenevers Polkville Mulberry Cullowhee Sherrills Ford Roanoke Rapids Stoneville Erwin Valley Hill Bent Creek Concord Selma Bermuda Run Smithfiel And Four Oaks Mountain He arview Lake Lure Boiling Springs Granite Falls Henderson Rosman Live for Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Creek Concert Stovall Wilkesboro Danbury Five Points Wilson's Mileson's Mileson's

#### 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.



an Trail Harkers Island West Marion Fletcher Vanceboro Murfreesboro Polkville Marvin Plymouth Salis Rex Bessemer City Belwood Ossipee Kings Mountain Wentworth Lake Waccamaw Spencer Mountain Edenton Holden Beach Lewiston (Soutestual Ministry) Copyright 2011, Intercultural Institute 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.

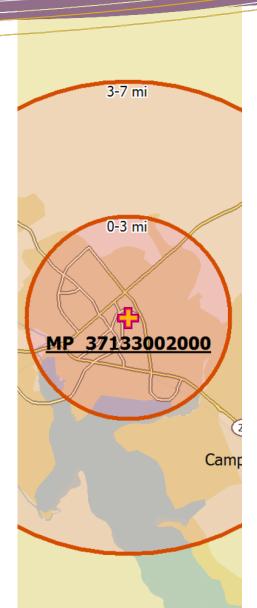
CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



arle Spiveys Corner Casar Bolivia Kenly Butner Colerain Haw River Boonville Lowell Fast Flat Rock Jamestown Woodfin Rockingham Coats Oak City Trent Woods Moravier Intercultural Institute Robbins Boiling Spring Lakes Five Points Bayboro Beech Mountain ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

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

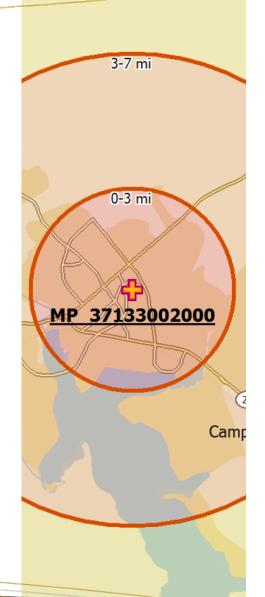
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning	53%	53%	52%	Marijuana Should Be Legalized	21%	21%	20%
New Things			0270	Like to Stand Out In A Crowd	20%	20%	20%
Speak My Mind Even If It Upsets	39%	38%	37%	I Am A Workaholic	19%	18%	18%
People				Like To Pursue	17%	16%	16%
Find It Difficult To Say No To My	36%	37%	38%	Challenge/Novelty/Change			
Kids				Rarely Sit Down to a Meal	16%	17%	17%
Like Control Over People And	33%	33%	33%	Together At Home			
Resources	000/	000/	000/	We Should Strive for Equality	14%	13%	13%
Woman's Place Is In The Home	32%	32%	33%	for All	4.00/	4.00/	4.00/
Don't Judge People/Way They Live Life	29%	29%	28%	Only Work Current Job for The Money	13%	13%	13%
Prefer To Have Few Possessions As Possible	29%	28%	27%	Happy With My Standard Of	12%	11%	11%
Like To Do Unconventional	200/	29%	30%	Living	11%	11%	10%
Things	28%	29%	30%	On Whole People Get What They Deserve	1170	11%	10%
Too Much Sponsorship In Arts/Sports	27%	26%	26%	Indulge My Kids With The Little Extras	9%	9%	9%
If Won Lottery Would Never	26%	26%	26%	Very Happy With My Life As It Is	8%	7%	7%
Work Again				Little I Can Do To Change My	8%	8%	8%
Money Is Best Measure Of Success	25%	25%	25%	Life			
Friends More Important Than My Fam.	21%	21%	20%				

Benson Murfreesbore Cove City Wade Woodlawn Zebulon JAARS Westport Myrtle Grove Gatesville Hill Hayesville Snow Hill Cedar Rock Mount Olive Bethlehem Biltmore Intercultural Institute Pilot Mountain Prospect Yanceyville Castalia Millers Creek Washine for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### **Potential Cultural 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.



Henderson Pineville South Weldon Clemmons Fletcher Harrells Fallston Bailey Roper Boone Hudse Lucama Cooleemee Mountain Home Ansonville Brevard Lilesville Vinterultural Institute Fremont Wrightsville Beach Mint Hill Faith Watha Montreat Brook for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Manages Coldston Mohano Harrisburg Half Monte Mohano Harrisburg Harrib

## **Potential Cultural Themes:**

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	60%	61%	62%	Worried About Pollution Caused By Cars	19%	19%	19%
You Should Seize Opportunities In Life	56%	55%	55%	Like To Just Enjoy Life Looking for New Ideas To Improve	19% 19%	19% 19%	18% 18%
Prefer Work Part Of Team Than Alone	37%	37%	37%	Home Provide My Kids With The Little	17%	16%	16%
Like To Understand About	36%	36%	36%	Extras			
Nature Important Feel Respected By My Peers	33%	32%	32%	Is An Important Part Of Who I Am Try Not To Worry About The Future	16% 13%	16% 13%	16% 13%
Good At Fixing Things Important To Juggle Various	32% 31%	31% 30%	30% 30%	Enjoy Spending Time With My Fam.	12%	12%	12%
Tasks Prefer To Have Few	29%	28%	27%	Children Should Be Allowed To Express Themselves	7%	6%	6%
Possessions As Possible				Like Spending Most Time With	5%	5%	5%
People Have To Take Me As They Find Me	26%	27%	26%	Fam. Feel Very Alone In The World	5%	5%	4%
Have Keen Sense Of Adventure Real Men Don't Cry	25% 22%	24% 23%	24% 22%	Decor Particular Interest To Me Would Like To Set Up Own	5% 4%	4% 3%	4% 3%
Consider Myself Interested In The Arts	21%	20%	19%	Business			

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Ansonville Robbinsville Brunswick Yadkinville Burgaw New London Oxford Ronda Pink Hill Pilot Mot Brices Creek Fair Bluff Emerald Isle Princeton Midland Davidson Intercultural Institute Valley Hill Jacksonville Roxboro Bear Grass Severn Sylva Snow Hill for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Brices Creek Fair Bluff Emerald Isle Princeton Midland Davidson Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

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

dell Cricket Maggie Valley Gaston Hoffman Jamesville Rural Hall Flat Rock Seven Lakes Oak Ridge destoro Eden Light Oak Lake Santeetlah Boiling Spring Lakes Burnsville Intercultural Institute ay Canton Neuse Forest Yanceyville Cooleemee Leland Chadbourn becopyright 2011, Intercultural Institute for Contextual Ministry

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### **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.

LACE	0-3	3-7	7-10		PLACE	PLACE 0-3	PLACE 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fast Food/Drive-In	85.82%	85.98%	86.12%		Olive Garden	Olive Garden 18.92%	Olive Garden 18.92% 18.85%
Restaurant-Visit Any					Sonic	Sonic 18.15%	Sonic 18.15% 19.23%
Fam. Restaurants/Steak	81.98%	83.58%	83.52%		IHOP (International House Of	IHOP (International House Of 17.86%	IHOP (International House Of 17.86% 17.87%
Houses-Visit Any					Pancakes)	Pancakes)	Pancakes)
McDonald's	59.49%	60.59%	60.53%		Dairy Queen	Dairy Queen 16.83%	Dairy Queen 16.83% 16.95%
Burger King	39.78%	39.47%	39.33%		Red Lobster	Red Lobster 16.37%	Red Lobster 16.37% 15.82%
Taco Bell	33.11%	34.1%	33.94%		Denny's	Denny's 15.53%	Denny's 15.53% 15.61%
Applebee's	32.22%	33.98%	34.24%		Golden Corral	Golden Corral 14.7%	Golden Corral 14.7% 15.49%
Subway	29.34%	29.1%	29.57%		Outback Steakhouse	Outback Steakhouse 14%	Outback Steakhouse 14% 13.63%
Wendy's	28.01%	27.58%	28.3%		Cracker Barrel	Cracker Barrel 13.77%	Cracker Barrel 13.77% 15.16%
Kentucky Fried Chicken (KFC)	27.81%	26.96%	27.55%		Chick-Fil-A	Chick-Fil-A 13.24%	Chick-Fil-A 13.24% 13.69%
Pizza Hut	25.26%	25.85%	25.55%		Chili's Grill and Bar	Chili's Grill and Bar 12.98%	Chili's Grill and Bar 12.98% 12.98%
Arby's	22.83%	23.55%	23.82%		Popeyes	Popeyes 12.92%	Popeyes 12.92% 12.29%
Domino's Pizza	21.04%	21.88%	20.65%				

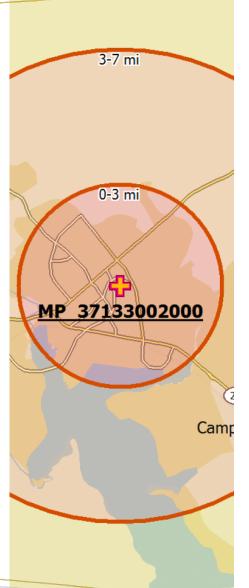


#### **Potential Shared Projects**

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!



At Garden Belwood Cleveland Weaverville South Henderson Everetts Royal Pines Rich Square Cherryville East Bend Hightsville Valdese Winfall Marshville Snow Hill Calypso Forest Bethania Fallston Hillsborough Gorman Franklinville Walstonbur For Confectual Ministry Fletcher Maysville Oak City Milton Sedalia Indian Be49 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	42.9%	43.07%	42.57%
Recycled products	31.6%	32.28%	31.69%
Worked as volunteer (non political)	17.05%	17.59%	16.92%
Engaged in fund raising	11.95%	12.33%	11.74%
Religious club member	8.1%	8.12%	7.93%
Wrote to editor of mag or newspaper	7.38%	7.68%	7.15%

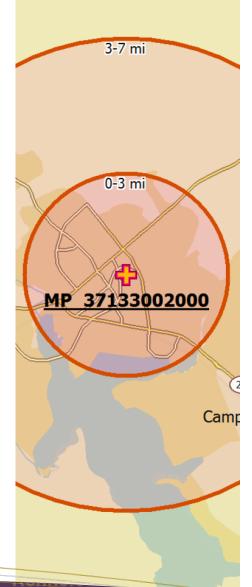
0-3	3-7	7-10
MILES	MILES	MILES
6.77%	7.3%	6.86%
5.95%	6.03%	5.66%
5.33%	5.37%	5.27%
5.29%	5.58%	5.18%
5.28%	5.55%	5.38%
5.2%	5.08%	4.96%
	MILES   6.77%   5.95%   5.33%   5.29%   5.28%	MILES MILES   6.77% 7.3%   5.95% 6.03%   5.33% 5.37%   5.29% 5.58%   5.28% 5.55%

etier Avery Creek Jacksonville Bent Creek Harrells Winston-Salem Askewville Parkton Shannon Far He exfire Pittsbero Holly Ridge Alamance Proctorville Stony Point Richland Stongville Gaston Bogue Intreat Boone Sneads Ferry East Bend Maysville Roxboro Ivanhoe Bland Intercultural Institute Intercultural Institute for Contextual Ministry Hecopyright 2011, Intercultural Institute for Contextual Ministry Value Gaston Dobbins Heights Vander Fountain Wilson Value Va

#### **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.



sker Belhaven Clyde Fallston Pilot Mountain Stokesdale Wesley Chapel Drexel Silver City Leland Mes Spencer Mountain Stovall Randleman Dover Emerald Isle Havelock Asheville Coats Albemarle Wilson Star Simpson Old Fort River Road Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **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	17.78%	18.05%	17.39%
Children's Books	11.77%	11.62%	11.66%
Mystery	9.92%	9.89%	10.2%
Cookbooks	9.37%	9.2%	9.33%
Religious (not Bibles)	8.41%	8.42%	8.62%
Romance	7.61%	7.83%	7.74%
History	6.76%	6.83%	6.72%
Biography	6.19%	6.09%	5.9%
Personal/Business Self-help	5.41%	5.19%	5.19%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	68.52%	68.43%	67.16%
Gen. Editorial	49.05%	48.67%	48%
Womens	45.47%	45.49%	44.6%
Service	35.24%	36.03%	35.81%
Mens	20.16%	19.98%	19.44%
<b>Business/Finance</b>	17.73%	17.28%	16.79%
Sports	16.36%	16.38%	15.64%
Parenthood	15.63%	15.46%	15.04%
Health	14.95%	15.38%	15.33%

en Candor Alliance Boone Nags Head Fairmont Lewisville Clayton Dobbins Heights Rosman Angier Esboro Oxford Chadbourn Lexington Wendell Henderson Havelock River Intercultural Institute Iland Dunn Robersonville Knightdale Spruce Pine Kirkland Biscoe Berger Contextual Ministry of Lakes Lewis V<sup>III</sup> 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	54.89%	55.96%	55.3%
Classified	33.89%	34.37%	34.66%
Sport	29.37%	29.45%	29.62%
Editorial Page	28.22%	28.93%	29.06%
Comics	27.15%	27.62%	27.59%
Movie Listings & Reviews	27.02%	27.55%	26.69%
Business/Finance	25.66%	25.51%	25.24%
Food/Cooking	23.45%	23.81%	24.03%
TV/Radio Listings	23.02%	23.37%	23.32%
Home/Gardening	19.26%	19.73%	19.73%
Travel	18.59%	19.04%	18.59%
Science/Technology	16.16%	16.4%	15.98%
Fashion	15.15%	15.05%	14.63%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	22.67%	25.14%	25.68%
Urban Contemporary	20.14%	17.65%	17.27%
CHR Contemp Hit Radio	17.05%	16.61%	16.7%
Adult Contemporary	16.6%	16.71%	16.54%
Rock	11.29%	11.59%	11.46%
Oldies	9.92%	9.7%	9.63%
News/Talk	9.52%	9.38%	9.06%
Classic Rock	9.01%	9.25%	9.04%
Alternative	7.63%	7.33%	7.15%
Variety	7.59%	7.04%	6.96%
Religious	6.83%	7.07%	6.97%
Soft Contemporary	5.64%	5.57%	5.59%
Jazz	5.29%	4.73%	4.72%
All News	4.2%	3.87%	3.8%
Classic Hits	4.16%	4.34%	4.33%
Gospel	3.71%	3.45%	3.75%
All Talk	3.4%	3.17%	3.02%
Public	3.14%	3.43%	3.3%

Ayden Macclesfield Farmville Sherrills Ford Rockwell Pinebluff Lumber Bridge Littleton Mineral Sprif Southport Lewisville Cape Carteret Wendell Rosman North Wilkesboro Intercultural Institute Summerfield Cooleemee Beech Mountain Columbus Walstonburg Anso For Confectual Ministry Ocracoke Abe Copyright 2011, Intercultural Institute for Contextual Ministry

### **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

	3-7	7-10
MILES	MILES	MILES
61.29%	62.23%	62.19%
51.02%	51.58%	51.25%
46.94%	46.83%	47.52%
39.16%	37.33%	37.3%
37.06%	37.93%	37.47%
35.01%	35.63%	35.08%
33.76%	34.49%	33.2%
30.36%	31.47%	31.16%
28.12%	29.82%	29.38%
27.97%	27.7%	28.31%
27.74%	27.25%	27.15%
26.7%	26.9%	27.27%
	61.29% 51.02% 46.94% 39.16% 37.06% 35.01% 33.76% 30.36% 28.12% 27.97% 27.97%	61.29% 62.23%   51.02% 51.58%   46.94% 46.83%   39.16% 37.33%   37.06% 37.93%   35.01% 35.63%   33.76% 34.49%   30.36% 31.47%   28.12% 29.82%   27.97% 27.7%   27.74% 27.25%

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Nick At Nite	26.27%	26.89%	26.93%
TCM (Turner Classic	25.6%	25.87%	25.66%
Movies)			
Video-On-Demand Movies	25.59%	26.51%	25.08%
ABC Fam.	24.78%	24.61%	24.05%
TV Info From Newspapers	23.74%	23.67%	24.13%
USA Network	23.73%	24.01%	23.58%
Hallmark Channel	22.93%	23.01%	22.98%
BET (Black Entertainment	22.66%	22.13%	21.94%
TV)			
Lifetime	21.72%	21.8%	21.38%
TV Info From Monthly Cable	21.7%	21.68%	22.22%
Guide			
ESPN2	21.53%	20.72%	20.72%
The Golf Channel	20.48%	20.23%	20.17%

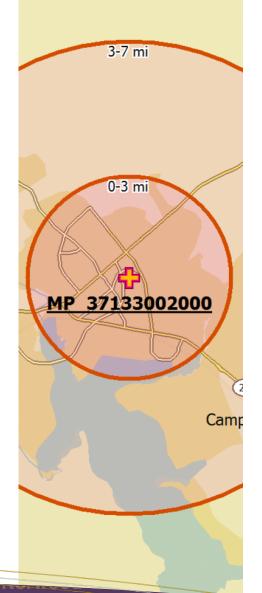
Whiteville Lowell Broadway Lattimore Asheboro Hamlet Fairmont Cornelius Taylortown Spruce P Rose Hill Jacksonville Foxfire Vander Haw River Belwood Kitty Hawk Intercultural Institute Iston Aulander Old Fort Calypso Wrightsboro Eden Kings Grant Peac for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### **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.



Spindale Wake Forest Stonewall Mooresville Elon Grover Cerro Gordo Misenheimer Shannon Nags Hea Bostic Chocowinity Ivanhoe Bayshore Richlands Cullowhee Flat An Intercultural Institute of Spring Lakes Alliance Conetoe Wingate Pilot Mountain Ellenboro Have for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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+)	17.71%	17.67%	17.74%
Medium Users (4-6)	12.26%	12.63%	11.98%
Light Users (1-3)	20.13%	20.24%	19.9%
Quintiles (20%)			
Newspaper I (Heavy)	1.77%	1.65%	1.69%
Newspaper II	2.2%	2.25%	2.17%
Newspaper III	1.7%	1.7%	1.67%
Newspaper IV	0.77%	0.77%	0.81%
Newspaper V (Light)	0.95%	0.95%	0.97%

0-3	3-7	7-10
MILES	MILES	MILES
20.38%	20.43%	20.77%
9.53%	9.44%	9.52%
10.55%	10.62%	10.83%
12.53%	12.68%	12.86%
0.58%	0.56%	0.61%
7.39%	6.58%	6.31%
3.13%	2.78%	2.7%
3.77%	3.45%	3.49%
13.97%	13.64%	14.04%
26.04%	26.07%	25.42%
16.42%	16.95%	16.98%
5.97%	5.56%	5.77%
6.54%	5.76%	5.6%
25.22%	25.49%	25.09%
5.85%	5.91%	5.44%
	MILES   20.38%   9.53%   10.55%   12.53%   0.58%   7.39%   3.13%   3.77%   13.97%   26.04%   16.42%   5.97%   6.54%   25.22%	MILES MILES   20.38% 20.43%   9.53% 9.44%   10.55% 10.62%   10.55% 10.62%   12.53% 12.68%   0.58% 0.56%   7.39% 6.58%   3.13% 2.78%   3.77% 3.45%   13.97% 13.64%   26.04% 26.07%   16.42% 16.95%   5.97% 5.56%   6.54% 5.76%   25.22% 25.49%

Bayshore Casar Morrisville Wrightsboro Newton Huntersville Rutherfordton Belmont Norman Tak South Rosemary Millers Creek Stoneville Autryville Gorman Rolesville Intercultural Institute mony Candor Franklinton Wadesboro Rockfish Murfreesboro Rocking for Contextual Ministry Contextual Ministry Contextual Institute for Contextual Ministry Contextual Ministry

## Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-3 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	MEDIUM	0-3	3-7	7
	MILES	MILES	MILES		MILES	MILES	N
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths	/		
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	3.25%	3.33%	3.43%	Prime Time I & II (Heavy)	3.36%	3.39%	3
Drive Time III (Medium)	0.69%	0.67%	0.65%	Prime Time III (Medium)	2.01%	2.06%	2
Radio IV & V (Light)	2.53%	2.35%	2.31%	Prime Time IV & V (Light)	11.56%	11.39%	1
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	11.21%	11.46%	11.45%	Fringe I & II (Heavy)	36.26%	36.24%	36
Radio III (Medium)	4.25%	4.33%	4.42%	Fringe III (Medium)	54.29%	55.03%	54
Radio IV & V (Light)	3.69%	3.54%	3.68%	Fringe IV (Light)	54.68%	55.27%	55
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	18%	18.8%	17.72%	All Day I & II (Heavy)	15.41%	14.81%	14
Cable III (Medium)	4.36%	4.07%	4.06%	All Day III (Medium)	22.57%	22.11%	22
Cable IV & V (Light)	34.78%	33.99%	33.49%	All Day IV (Light)	17.13%	16.85%	16



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.92%	10.94%	11.26%
6:00am - 10:00am	13.49%	12.84%	12.81%
10:00am - 3:00pm	8.63%	7.28%	6.97%
3:00pm - 7:00pm	17.98%	17.59%	16.68%
7:00pm - Midnight	12.25%	11.77%	11.64%
Midnight - 6:00am	6.14%	5.22%	5.12%
Weekend Radio			
Listeners			
Dayparts [summary]	15.58%	15.44%	15.66%
6:00am - 10:00am	3.56%	3.62%	3.85%
10:00am-3:00pm	4.89%	4.63%	4.5%
3:00pm - 7:00pm	8.49%	7.99%	7.78%
7:00pm - Midnight	9.01%	8.9%	9.17%
Midnight - 6:00am	11.24%	10.28%	10.48%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.39%	7.44%	7.4%
Saturday: 8:00-11:00pm	7.38%	7.38%	7.83%
Sunday: 7:00-11:00pm	9.65%	9.82%	9.95%
9:00am-1:00pm	26.27%	26.89%	26.93%
9:00am-4:00pm	29.79%	30.28%	30.53%
4:00pm-7:00pm	27.56%	27.44%	27.38%
11:00pm-1:00am	42.22%	42.73%	42.38%
AVG Prime time Mon-Sun	3.24%	2.85%	2.83%

iamic Beach wurphy Biscoe

Stanley Momeyer Fairview Konansville West Marion Sedalia Rolesville Mount Glead Dobbins Heights Princeville Spiveys Corner Bent Creek Beech Mountain Kirkland Intercultural Institute Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Stanley Sedalia Rolesville Mountain Sedalia Rolesville Mount Glead Dobbins Heights Intercultural Institute for Contextual Ministry Stanley Sedalia Rolesville Mountain Kirkland Sedalia Rolesville Mountain Rolesville Mariatta Andrews Barker Ten Mile Oxford Faison

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10		<b>TV VIEWERS</b>	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	17.29%	16.66%	16.53%		Sat: 7-10am	Sat: 7-10am 16.09%	Sat: 7-10am 16.09% 16%
7-9am	21.53%	20.72%	20.72%		Sat: 10am-1pm	Sat: 10am-1pm 6.75%	Sat: 10am-1pm 6.75% 6.74%
9am-12noon	21.72%	22.86%	22.93%		Sat: 1-4pm	Sat: 1-4pm 22.44%	Sat: 1-4pm 22.44% 22.32%
12noon-4pm	8.07%	7.42%	7.6%		Sat: 4-6pm	Sat: 4-6pm 6.74%	Sat: 4-6pm 6.74% 6.62%
4-6pm	43.14%	42.46%	42.33%		Sat: 6-7pm	Sat: 6-7pm 1.37%	Sat: 6-7pm 1.37% 1.42%
6-7pm	19.11%	19.67%	19.53%		Sat: 7-8pm	Sat: 7-8pm 0.89%	Sat: 7-8pm 0.89% 0.78%
7-7:30pm	1.44%	1.27%	1.27%		Sat: 8-11pm	Sat: 8-11pm 7.38%	Sat: 8-11pm 7.38% 7.38%
7:30-8pm	12.34%	12.8%	12.55%		Sat: 11pm-1am	Sat: 11pm-1am 4.57%	Sat: 11pm-1am 4.57% 4.33%
8-11pm	7.39%	7.44%	7.4%		Sat: 1am-7pm	Sat: 1am-7pm 23.73%	Sat: 1am-7pm 23.73% 24.01%
11pm-12am	35.01%	35.63%	35.08%		Sun: 7-10am	Sun: 7-10am 2.12%	Sun: 7-10am 2.12% 2.04%
11pm-1am	42.22%	42.73%	42.38%		Sun: 10am-1pm	Sun: 10am-1pm 6.14%	Sun: 10am-1pm 6.14% 6.44%
1-6am	31.1%	30.35%	29.63%		Sun: 1-4pm	Sun: 1-4pm 5%	Sun: 1-4pm 5% 5.28%
					Sun: 4-7pm	Sun: 4-7pm 12.69%	Sun: 4-7pm 12.69% 12.99%
					Sun: 7-11pm	Sun: 7-11pm 9.65%	Sun: 7-11pm 9.65% 9.82%
					Sun: 11pm-1am	Sun: 11pm-1am 5.14%	Sun: 11pm-1am 5.14% 5.25%
					Sun: 1-7am	Sun: 1-7am 20.35%	Sun: 1-7am 20.35% 20.78%

on Pleasant Garden Trinity Kenly Princeville Salem Mount Pleasant Vann Crossroads Silver City Tobac estimate Pittsboro Jonesville Lucama Lansing Rose Hill Blowing Rock Intercultural Institute Lexington Welcome Winterville St. Pauls Maysville Seaboard Vas a 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.

Swansboro Hudsen Dobbins Heights Nags Head Walstonburg Middlesex Lattimore Arapahoe Fores off Waxhaw Lake Lure Trinity Hildebran Danbury Aulander Indian Trais Intercultural Institute Silver Lake Southern Pines Robbins Morganton Black Creek Drexel Store for Confertual 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

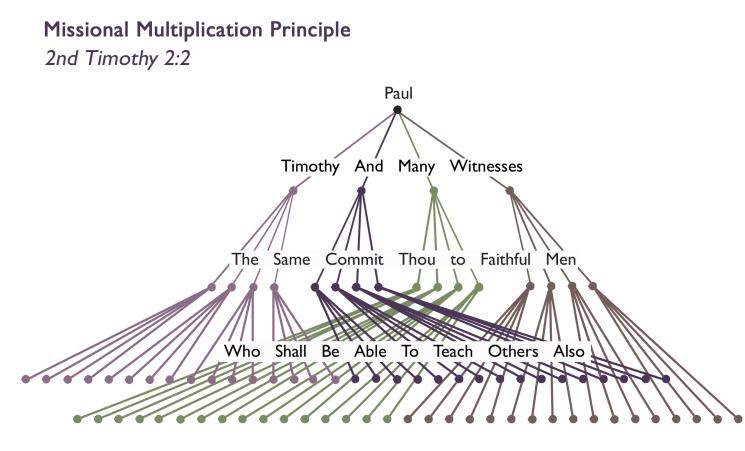
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Momeyer Harkers Island Kernersville Navassa Highlands Kannapolis Aberdeen Resman Casar Old F Fairview White Lake Richfield Roxboro Rural Hall McAdenville Avery <u>Intercultural Institute</u> Washington Ha Noon Sanford Eastover Lattimore Whitsett Washington Park Buies Creve Intercultural Institute dwin Unionville Copyright 2011, Intercultural Institute for Contextual 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.



Winfall Ramseur Farmville Franklinville Balfour Oakboro Williamston West Marion Cherryville Troutine officer River Bend Fairview Fremont Colerain Shannon Raeford Prince Intercultural Institute Whitakers Reidsville Pittsboro Grifton Winterville Sugar Mountain For Contextual Ministry VI 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.



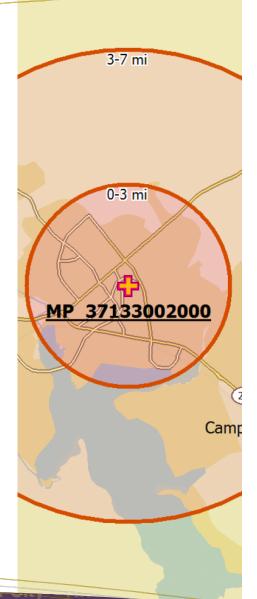


#### Your MissionSite and the Missional Suite

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:

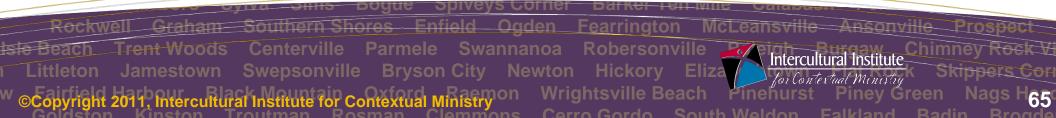
- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org



The Liberty Ocracoke Washington Park Wadesboro Creedmoor Green Level Old Fort Pineville Bethel East Laurinburg Star Indian Trail Marvin Clayton Lowell Sawmills Care Intercultural Institute andor Rocky Mount Midland River Road Taylorsville Severn Hamlet Confectual Ministry Bath Wilmer Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### Notes and Sources

- 1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
- 2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.
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- 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	Korean	99 University Dr Jacksonville, NC 28546	0.55 mi	37	Plateauing
2	Calvary	122 Thompson St Jacksonville, NC 28540	1.22 mi	38	Insufficient Data
3	New Life	49 Village Dr Jacksonville, NC 28546	1.45 mi	203	Growing
4	New River	1310 Hargett St Jacksonville, NC 28540	1.53 mi	81	Growing
5	Brookwood	903 Henderson Dr Jacksonville, NC 28540	2.29 mi	157	Declining
6	Midville	10 East Dr Jacksonville, NC 28546	2.52 mi	44	Declining
7	Seeking Jacksonville	105 Jean Cir Jacksonville, NC 28540	2.59 mi	0	Insufficient Data
8	Centerview	1165 Piney Green Rd Jacksonville, NC 28546	2.64 mi	344	Growing
9	Jacksonville FBC	1985 Gum Branch Rd Jacksonville, NC 28540	3.05 mi	1,038	Growing
10	Kellum	1175 Kellum Loop Rd Jacksonville, NC 28546	3.57 mi	180	Growing
11	Blue Creek	1251 Burgaw Hwy Jacksonville, NC 28540	5.05 mi	168	Plateauing
12	Victory	1830 Wilmington Hwy Jacksonville, NC 28540	5.13 mi	128	Growing
13	Enon Chapel	102 Barbara Ave Midway Park, NC 28544	5.19 mi	405	Plateauing
14	Galilee	1522 Burgaw Hwy Jacksonville, NC 28540	5.57 mi	40	Growing
15	Tar Landing	3884 Richlands Hwy Jacksonville, NC 28540	5.97 mi	232	Declining

Brogden Wilmington Pinetops Fairplains Murraysville Wentworth Mebane Claremont Chapel Hill Cetth Weldon Bald Head Island Drexel Dover Cofield Foxfire Wesley Charles Intercultural Institute Ston Woodville Roxobel Pineville Monroe Delway Whispering Pines Gar Intercultural Institute To Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Bethlehem	4764 Gum Branch Rd Jacksonville, NC 28540	6.04 mi	504	Plateauing
17	Grants Creek	1401 Old 30 Rd Maysville, NC 28555	7.77 mi	197	Growing
18	Bethel	173 Briarneck Rd Jacksonville, NC 28540	8.94 mi	49	Growing
19	Rock Creek	6099 Gum Branch Rd Jacksonville, NC 28540	8.96 mi	98	Growing
20	Harris Creek	108 Harris Creek Rd Jacksonville, NC 28540	11.30 mi	217	Growing
21	Memorial	904 Main St Maysville, NC 28555	12.78 mi	60	Growing
22	Piney Grove	212 Piney Grove Baptist Ch Rd Swansboro, NC 28584	13.15 mi	119	Plateauing
23	Maysville FBC	201 Main St Maysville, NC 28555	13.30 mi	169	Plateauing
24	Richlands FBC	100 Rand St Richlands, NC 28574	13.46 mi	255	Declining
25	Bear Creek	116 Great Neck Landing Rd Hubert, NC 28539	13.68 mi	205	Declining
26	Bethany	1077 Nine Mile Rd Richlands, NC 28574	13.72 mi	214	Growing
27	Salem	198 Sneads Ferry Rd Sneads Ferry, NC 28460	14.70 mi	228	Insufficient Data
28	Maple Hill	4501 NC Highway 50 Maple Hill, NC 28454	15.45 mi	43	Plateauing
29	Swansboro FBC	614 W Corbett Ave Swansboro, NC 28584	15.87 mi	378	Plateauing
30	North Topsail Shores	808 Old Folkstone Rd Sneads Ferry, NC 28460	17.03 mi	70	Growing

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Relasville
Elroy
Penbroke
Bear Grass
Angier
Garner
Cove City
Winston-Salem
Avery Greek
Mount-Notes

Offental
Pink Hill
River Road
Pumpkin Center
Pittsboro
Biscoe
Fair Hill
Holgood
Holgo

### APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Piney Grove - Pollock	282 Piney Grove Rd Pollocksville, NC 28573	17.52 mi	26	Growing
32	Pollocksville - Pollocksville	408 Green Hill St Pollocksville, NC 28573	17.89 mi	65	Growing
33	Peletier First Missionary - Cape Carteret	1300 Highway 58 Swansboro, NC 28584	18.25 mi	91	Declining
34	Cape Carteret - Cape Carteret	101 Anita Forte Dr Cape Carteret, NC 28584	19.24 mi	479	Growing
35	The Isle of Topsail Church - Surf City	110 N River Dr Surf City, NC 28445	19.79 mi	0	Insufficient Data
36	Providence	406 E Ocean Rd Holly Ridge, NC 28445	19.79 mi	175	Plateauing
37	Sharon - Chinquapin	2775 S NC 41 50 Hwy Chinquapin, NC 28521	20.31 mi	114	Plateauing
38	Shiloh - Chinquapin	4601 S NC 50 Hwy Chinquapin, NC 28521	20.31 mi	121	Growing
39	Emerald Isle - Emerald Isle	304 Emerald Plantation Rd Emerald Isle, NC 28594	20.53 mi	0	Insufficient Data
40	Trenton Baptist	206 W Jones St Trenton, NC 28585	20.69 mi	55	Declining
41	Surf City - Surf City	304 Wilmington Ave Surf City, NC 28445	20.81 mi	157	Insufficient Data
42	Cornerstone Gospel Baptist Church	5180 Highway 24 Newport, NC 28570	21.23 mi	22	Insufficient Data
43	Cedar Fork	668 Cedar Fork Church Rd Beulaville, NC 28518	22.65 mi	33	Insufficient Data
44	Hallsville	1291 Hallsville Rd Beulaville, NC 28518	22.65 mi	80	Plateauing
45	New Hope	4317 E Nc 24 Hwy Beulaville, NC 28518	22.65 mi	50	Declining

Tina Midland Elizabeth City Connelly Springs Smithfield Southern Pines Roanoke Rapids Matthews Zebu Sandyfield Wrightsville Beach Centerville Bunn Warsaw Bolton Farmy Anthews Silver City Marsha ance Greenville Roxobel Red Cross Linden Colerain Marshville Trent for Contextual Ministry ppers Corner Copyright 2011, Intercultural Institute for Contextual Ministry



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