# MissionSite top unreached locations



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#### Site Location Summary

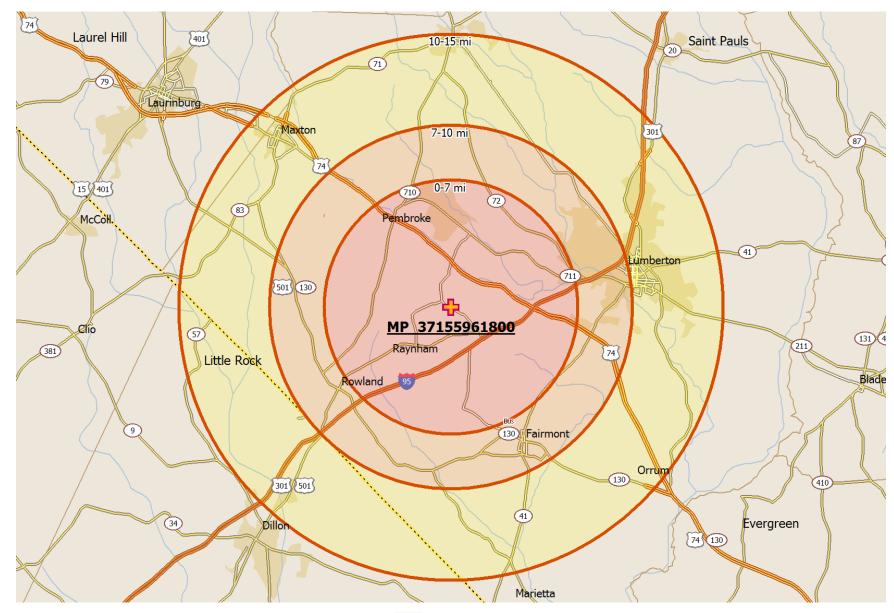
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	3703	Region 3: Southeast Coast
3	County Location	37155	Robeson
4	Zipcode	28383	Robeson
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.3	Fringe Settlements
7	Sitescape Subgroup	1.31	Settlements adjacent to a medium town
8	Sitescape Density Pattern	С	2500-50000-50000



The Caswell Beach Begue Franklin Carrboro Archdale Edenton Pembroke Falkland Salisbury High Per Cricket Gamewell Landis Kittrell Macclesfield Lattimore Gatesville <u>Intercultural Institute</u> Alliance Maiden B Forman Patterson Springs Cove City Skippers Corner Fallston Cajah's Montestial Ministry Joi Confestial Ministry Burlington Tryon Parkton Eureka Millers Creek Bal 3 u

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



ast Bend Robersonville Hope Mills Cameron Walnut Creek Butner Franklinton Sugar Mountain Spruce F Gerro Gordo Varnamtown Oak Island Franklinville Godwin Bermuda Rup Intercultural Institute Highlands Mint Hill Bethel Southern Pines Powellsville Silver City For for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Urbanicity

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

	RURAL /	СО	EXPLANATION
	URBAN	DE	
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	4	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	70	Micropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	5	Micropolitan high commuting: primary flow 30% or more to a large urban cluster
8	Percent Commuting to Metro	11	Percent commuting from non metro to metro areas

HIE DEACH SUIT LITY GREENEVERS EAST LAUITING

Tobaccoville Bostic Vanceboro Ansonville Cleveland Beech Mountain Burlington Roper Seven Spi tobaccoville Bostic Vanceboro Ansonville Cooleemee Richlands Caro Nage Head South Welden wton Ocean Isle Beach Southport Mount Pleasant Ramseur Macon Spire (or Contextual Institute Coorder tual Institute for Contextual Ministry Weldon Gorman Seaboard Windsor Lilesville Glen /5 pire Coorder tual Institute for Contextual Ministry

#### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	23,237	31,482	52,220
2010 Households	6,969	10,903	17,787
2010 Group Quarters Population	2,594	308	1,103

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	7	22	30
Language Diversity National Index	53	26	17
Foreign Born Diversity National Index	16	19	23
Ancestry Diversity National Index	1	0	1
Racial Diversity National Index	53	67	84

Fairfield Harbour Princeville Five Points Calabash Creswell Wake Forest Forest Hills Williamston Renne Southport Ansonville Boiling Spring Lakes Brevard Candor Hope Million Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Cak City Whitsett Rutherford top Condestor Alaman

## Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	1	True
Low-education County	1	True
Low-employment County	1	True
Persistent Poverty County	1	True
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

nelly-Springs Momeyer Catawba Smithfield Sea Breeze Keener Holly Springs Kittreil Powellsville Burk Lake Santeetlah Mountain View Lattimore Eastover Piney Green Stern Intercultural Institute eachland Grandfather Waxhaw Castalia Clarkton Rocky Mount Clinton Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-7 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	28	0.4%
Mainstay Communities	Established, Diverse Households	67	0.96%
Working Communities	Blue-collar, Working Families	64	0.92%
Country Communities	Rural, Agri. & Mining Families	4,876	69.97%
Aspiring Communities	Young Singles / Aspiring-Multihousing	672	9.64%
Urban Communities	High Density, Inner-city Neighborhoods	1,260	18.08%

Granite Falls Wingate Vandemere Windsor Belville Teachey Walstonburg Lenoir Morrisville Sharpsburg Parmele Liberty Weddington Spring Hope Belhaven Five Points Bethan Davidson Gaston Kill Devil Maggie Valley Biltmore Forest Alamance East Arcadia Atlantic Beach for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

The site location summary has been designed to aid APEPT missional response teams, church planters and church planting sponsors in determining potential sites for starting new ministries and new congregations and choosing appropriate personnel for the location. Below is a list of several issues that need to be considered in choosing a potential site location.

#### Issues for Your Consideration

- 1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for a "City Person" to minister effectively in a "country" location and vice versa.
- 2. The urbanicity designations on page 5 may have implications for ministry development. The extent of commuting within a metro area may need to be considered in choosing a potential building site or in developing evening events or ministries. The percent of the population that commute from a non-metro to metro area may also need to be taken into consideration.

Waynesville Spencer Mountain View Cameron Arapahoe East Arcadia Knightdale Teachey East Later and Cramerton Seven Springs Greenville Wrightsville Beach Halifax Intercultural Institute Roper Broadway Chapel Hill Patterson Springs Stallings Brogden State Confectual Ministry of Winterville Confectual Ministry Ellerbe Jamestown Marshville Pumpkin Center Coolege

# 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?

Vinton Knightdale Scetland Neck Randleman East Bend Kelford Jamesville Middlesex Clinton Black Me Fackinville Rutherfordton Stantonsburg Kenly Kings Mountain Surf Confectual Institute Flat Rock Ivanhoe Lowesville Pikeville Blowing Rock McDonald Dunn for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Aurora Magnolia Cooleemee Rhodhiss Saluda Whi10

# Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-7 mile band that are in each category. The index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-7 MILE BAND	% INDEX
Unreached Households	26,709	3,838	14.37%
Unreached %	61.87%	55.07%	89.01
Religious But NOT Evangelical HH	6,689	568	8.49%
Religious But NOT Evangelical %	15.5%	8.14%	52.56
Spiritual But NOT Relig or Evang HH	2,875	413	14.36%
Spiritual But NOT Relig or Evang %	6.66%	5.92%	88.92
Not Evangelical, Not Interested HH	17,661	2,916	16.51%
Not Evangelical, Not Interested %	40.91%	41.84%	102.27



Mint Hill Seaboard Bowmore Washington Park Whitakers Dallas White Oak Harrisburg Fletcher Ga Brogden Warrenton Westport West Jefferson High Point Stantons Intercultural Institute Matthews Swansboro Duck Red Springs Cramerton Como Winston-Son (on Confectual Ministry) Copyright 2011, Intercultural Institute for Contextual Ministry ilesville High Shoals Hickory Bethlehem Grover Na11

## **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	121	2	1.65%
Active BCNC Attenders	10,763	144	1.34%
Active Evangelical Households	8,771	212	2.42%
Active Evangelical Percent	20.32%	24.78%	121.95
Inactive Evangelical Households	7,687	185	2.41%
Inactive Evangelical Percent	17.81%	21.69%	121.79
# New Churches Needed	0	0	0%

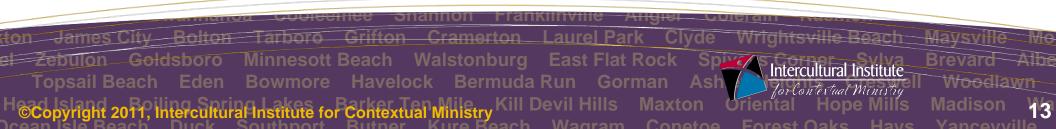




#### Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Raynham - Rowland	1.98 mi	43	Plateauing	16	Great Light Community Baptist Church	6.78 mi	0	Insufficient Data
2	Deep Branch - Lumberton	2.85 mi	101	Growing	17	Pembroke First - Pembroke	6.78 mi	114	Plateauing
3	Calvary Way - Pembroke	4.70 mi	0	Insufficient Data	18	Mount Airy - Pembroke	6.78 mi	288	Plateauing
4	Thompson - Lumberton	4.88 mi	33	Plateauing	19	Harpers Ferry - Pembroke	6.78 mi	170	Plateauing
5	Benson Chapel - Rowland	5.34 mi	88	Plateauing	20	Island Grove - Pembroke	e 6.78 mi	203	Plateauing
6	Beulah - Rowland	5.62 mi	71	Plateauing	21	Bear Swamp - Pembroke	6.78 mi	211	Growing
7	Dogwood - Rowland	5.62 mi	116	Plateauing	22	Baker's Chapel - Maxton	7.30 mi	185	Plateauing
8	Elrod - Rowland	5.62 mi	242	Plateauing	23	Fairmont First	7.36 mi	156	Plateauing
9	Faith - Rowland	5.62 mi	51	Declining	24	Friendship Missionary - Pembroke	7.40 mi	72	Plateauing
10	Gospel Tabernacle - Rowland	5.62 mi	132	Plateauing	25	West End - Lumberton	7.40 mi	100	Plateauing
11	Back Swamp - Rowland	5.62 mi	22	Insufficient Data	26	Grace Missionary - Lumberton	7.54 mi	36	Growing
12	Burnt Swamp - Lumberton	5.93 mi	94	Plateauing	27	New Point - Lumberton	7.78 mi	130	Growing
13	Willard's Chapel - Rowland	5.96 mi	0	Insufficient Data	28	Centerville - Lumberton	7.78 mi	0	Insufficient Data
14	Ministry of Jesus - Pembroke	6.05 mi	0	Insufficient Data	29	Vision of Hope - Lumberton	7.87 mi	46	Declining
15	Berea - Pembroke	6.19 mi	227	Growing	30	Freedom	7.87 mi	79	Plateauing



## Using the Spirituality Indicators

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

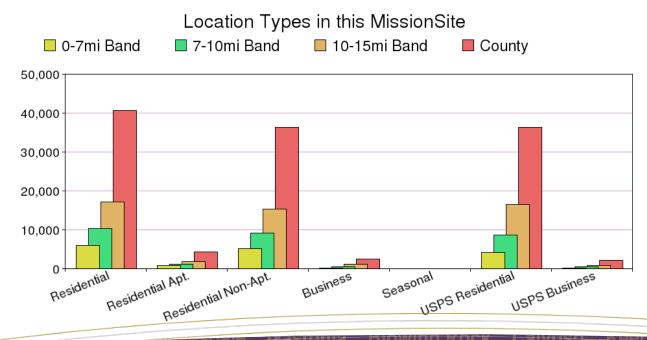
#### Issues for Your Consideration

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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	105,179	18,186	17.29%
2000 Population	123,339	21,277	17.25%
2010 Population	130,446	23,237	17.81%

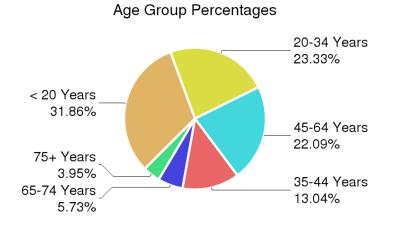


Location Type	0-7mi Band
Residential	6,010
Residential Apt.	886
Residential Non-Apt.	5,124
Business	162
Seasonal	0
USPS Residential	4,241
USPS Business	133

odland Robbinsville Glen Raven Harrisburg Lasker Taylortown Morganton Unionville Fayetteville Road et Angler Oak Ridge Fairplains Norman Lattimore Hemby Bridge Barker Intercultural Institute Sanford Mebane Rutherfordton Pembroke Belville Ranlo Catawba Confectual Ministry at Copyright 2011, Intercultural Institute for Contextual Ministry Comparing Comparing Hobbood Whitakers Bethel Contextual Ministry

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

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

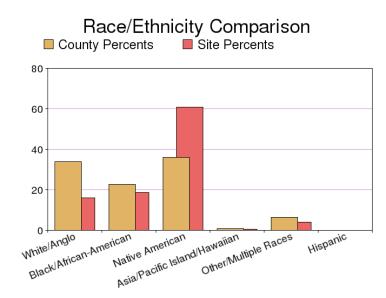


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	7.12%	7.15%	100.42
4-5 Years	3.21%	3%	93.46
6-8 Years	4.64%	4.56%	98.28
9-11 Years	4.43%	4.36%	98.42
12-13 Years	2.86%	2.83%	98.95
14-17 Years	5.84%	6.13%	104.97
18-19 Years	2.91%	3.84%	131.96
0-5 Years	10.33%	10.15%	98.26
6-12 Years	10.51%	10.35%	98.48
13-19 Years	10.18%	11.36%	111.59
< 20 Years	31.02%	31.86%	102.71
20-34 Years	20.54%	23.33%	113.58
35-44 Years	12.92%	13.04%	100.93
45-64 Years	23.85%	22.09%	92.62
65-74 Years	6.81%	5.73%	84.14
75+ Years	4.87%	3.95%	81.11
Median Age	34	32	94.68
Median Age (Male)	32	31	97.13
Median Age (Female)	36	34	95.25

White Plains East Bend Colerain Maggie Valley Goldston Bostic Tryon Hildebran Marshall Speed Greatway Whitsett Laurel Park Calabash Enochville Ogden Durham Brittercultural Institute Dallas Seaboa gar Mountain Spring Lake Atlantic Beach Proctorville Oxford Fairplains Foreit Kings Mountain Haxte Copyright 2011, Intercultural Institute for Contextual Ministry Process Contextual Ministry Process 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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.



COUNTY	BAND	INDEX
34%	15.94%	46.89
22.6%	18.56%	82.12
36.12%	60.88%	168.57
0.74%	0.53%	70.68
0.12%	0.05%	39.58
6.42%	4.05%	63
0%	3.92%	0
80,675	13,702	
12.59%	11.56%	108.91
	34% 22.6% 36.12% 0.74% 0.12% 6.42% 0%	34%       15.94%         22.6%       18.56%         36.12%       60.88%         0.74%       0.53%         0.12%       0.05%         6.42%       4.05%         0%       3.92%         80,675       13,702

Total Adults over age 25 years.	80,675	13,702	
Less than 9th Grade	12.59%	11.56%	108.91
No High School Diploma	17.64%	18.51%	95.34
High School Graduate	34.68%	35.98%	96.39
Some College, no degree	16.14%	15.67%	103
Associate Degree	6.28%	6.3%	99.76
College Degree	8.39%	8.25%	101.77
Graduate/Prof. degree	4.27%	3.74%	114.18

eachey Pleasant Garden Grantsboro Skippers Corner Elizabethtown Granite Falls Kenansville Waco Ash Lifeka Eden Hope Mills Topsail Beach Bolton Kernersville Calypso JAM Intercultural Institute James City Ogden Edenton Kittrell Oxford Norlina Banner Elk Home Confectual Ministry ©Copyright 2017, Intercultural Institute for Contextual Ministry Confectual Ministry

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	15.58%	17.49%	122.85
\$10,000 to \$19,999	19.7%	19.8%	100.5
\$20,000 to \$29,999	13.68%	14%	102.36
\$30,000 to \$49,999	22.06%	21.97%	99.6
\$50,000 to \$59,999	6.95%	6.95%	99.97
\$60,000 to \$69,999	6.62%	6.56%	99.12
\$70,000 to \$79,999	4.12%	3.19%	77.38
\$80,000 to \$89,999	2.5%	2.02%	81.02
\$90,000 to \$99,999	1.58%	1.33%	84.47
\$100,000 to \$124,999	3.94%	5.02%	127.45
\$125,000 to \$149,999	1.51%	0.47%	31.4
\$150,000 to \$199,999	1.01%	0.86%	85.63
\$200,000 to \$249,999	0.16%	0.09%	53.09
\$250,000 or more	0.61%	0.2%	32.97
Median Household	30,648	29,352	95.77
Average Household	42,655	39,097	91.66
Per Capita Household	14,567	11,806	81.05
Family/Non-Family Household			
Income			
Median Family Income	37,082	36,736	99.07
Average Family Income	49,144	44,977	91.52
Median Non-Family Income	19,814	18,675	94.25
Average Non-Family Income	28,737	25,198	87.68

ech Mountain Marion Glen Raven Vann Crossroads Crossnore Troy Laurinburg Brevard Grandfather H na Matthews Bermuda Run Oak Ridge Swannanoa Ellerbe Glen Alpine Intercultural Institute tain Lake Norman of Catawba Fearrington Dover Alamance Oak City As for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	68.2%	69.08%	101.28
Families with Children	37.64%	40.31%	107.09
Families without Children	30.57%	28.77%	94.13
Non-Family Households			
% Non-Family Households	31.8%	30.92%	97.25
Non-Families with Children	0.27	0.19	68.82
Non-Families without Children	31.53	30.74	97.49
Housing Units			Index
Total Housing Units	50,580	8,055	
Vacant percent	14.66%	13.48%	91.99
Owned percent	57.3%	57.33%	100.06%
Rented Percent	28.05%	29.19%	104.07
Households by Size			Index
Avg household size	2.93	2.96	101.02
Avg family hh size	3.74	3.76	100.53
Avg non-family hh size	1.18	1.17	99.15
Households By Count of Persons			Percent
One	11,728	1,884	16.06%
Two	8,812	1,311	14.88%
Three or Four	15,479	2,587	16.71%
Five+	7,148	1,187	16.61%

Keener Hoffman Momeyer Faith Benson Oak Island Whitsett St. Pauls Sharpsburg Valley Hill Frei field Pleasant-Garden Millers Creek Wake Forest Oakboro Light Oak Seather Newton Grove Jackson Burlington Roanoke Rapids Fletcher Hays Mooresville Lake Santeetlal for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

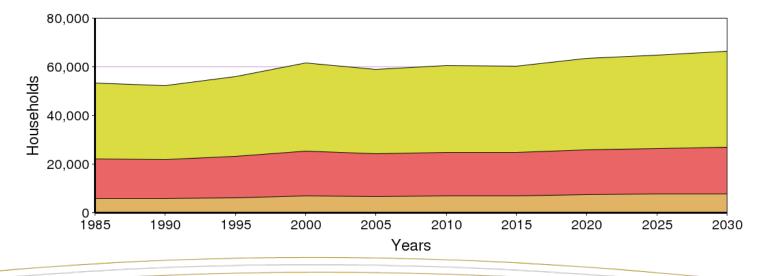
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	105,179	18,186	17.29%
2000 Population	123,339	21,277	17.25%
2010 Population	130,446	23,237	17.81%
2015 Population	134,872	23,934	17.75%

Household Change from 1985 to 2030

🔲 0-7mi Ring 🛛 📕 0-10mi Ring

📃 0-15mi Ring

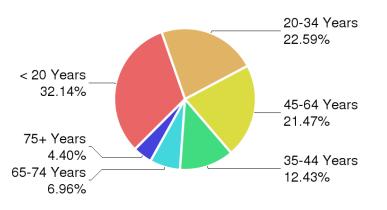


ille Norwood Chapel Hill Highlands Hillsborough Hudson Kings Grant Ingold Trinity Atkinson Stovall Glen Alpine Cornelius Vander Ramseur Wallace Pilot Mountain Pines Intercultural Institute Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Cont

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

For each category both the current year and the projected percents for the 0-7 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

Projected Age Group Percentages

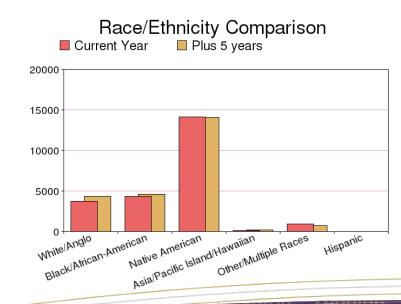


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	7.15%	7.52%	105.17
4-5 Years	3%	3.26%	108.67
6-8 Years	4.56%	4.91%	107.68
9-11 Years	4.36%	4.52%	103.67
12-13 Years	2.83%	2.85%	100.71
14-17 Years	6.13%	5.74%	93.64
18-19 Years	3.84%	3.35%	87.24
0-5 Years	10.15%	10.78%	106.21
6-12 Years	10.35%	10.87%	105.02
13-19 Years	11.36%	10.49%	92.34
< 20 Years	31.86%	32.14%	100.88
20-34 Years	23.33%	22.59%	96.83
35-44 Years	13.04%	12.43%	95.32
45-64 Years	22.09%	21.47%	97.19
65-74 Years	5.73%	6.96%	121.47
75+ Years	3.95%	4.4%	111.39
Median Age	34	32	94.94
Median Age (Male)	32	31	97.35
Median Age (Female)	36	34	96.12

nt Creek Cashiers Gorman Cofield Hot Springs Fairmont Old Fort Youngsville Morehead City Minnesot Cockingham East Bend Cherryville Rhodhiss Stonewall North Wilkesboro (Intercultural Institute Cricket East Flat Rock Fountain Misenheimer Windsor Wesley Chapel De Contextual Ministry Cocopyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-7 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	15.94%	18.16%	113.91
Black, African-American	18.56%	19.13%	103.1
Native American	60.88%	58.84%	96.64
Asian	0.53%	0.67%	127.33
Pacific Island, Hawaiian	0.05%	0.06%	132.39
Other/Multiple Races	4.05%	3.14%	77.57
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	13,702	14,138	
Less than 9th Grade	11.56%	10.89%	94.16
No High School Diploma	18.51%	16.82%	90.88
High School Graduate	35.98%	37.91%	105.37
Some College, no degree	15.67%	14.85%	94.79
Associate Degree	6.3%	7.07%	112.19
College Degree	8.25%	8.5%	103.09
Graduate/Prof. degree	3.74%	3.96%	106

Oxford Newland Ramseur Bostic Fayetteville Burgaw Calypso Cedar Point Arapahoe Stallings Hill Walnut Creek Belville Morven Ronda North Wilkesboro Wade Bowner Intercultural Institute Statesville Walnut Cove Atkinson Hoffman Henderson Leggett Minera for Contextual Ministry Princeville Coversion Woodville Hickory Royal Pines Charloget Copyright 2011, Intercultural Institute for Contextual Ministry Maggie Valley Forest Oaks Hot Springs Flop Bocky

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-7 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	17.49%	16.13%	92.24
\$10,000 to \$19,999	19.8%	20.31%	102.59
\$20,000 to \$29,999	14%	13.41%	95.78
\$30,000 to \$49,999	21.97%	21.42%	97.49
\$50,000 to \$59,999	6.95%	6.86%	98.74
\$60,000 to \$69,999	6.56%	7.2%	109.81
\$70,000 to \$79,999	3.19%	3.55%	106.51
\$80,000 to \$89,999	2.02%	2%	95.53
\$90,000 to \$99,999	1.33%	1.4%	105.13
\$100,000 to \$249,999	5.02%	5.81%	115.73
\$125,000 to \$149,999	0.47%	0.66%	139.07
\$150,000 to \$199,999	0.86%	0.97%	113.07
\$200,000 to \$249,999	0.09%	0.07%	83.14
\$250,000 or more	0.2%	0.21%	106.9
Median Household	29,352	30,658	104.45
Average Household	39,097	40,560	103.74
Per Capita Household	11,806	11,924	101
Family/Non-Family Household			
Income			
Median Family Income	36,736	39,360	107.14
Average Family Income	44,977	46,751	103.94
Median Non-Family Income	18,675	20,333	108.88
Average Non-Family Income	25,198	27,212	107.99

ead Island Cramerton Carolina Beach Ivanhoe Yadkinville Teachey Atlantic Beach Eden Stony Point Ch aport Everetts Vass Maysville Huntersville Belmont Fremont Hildebrard Fast Flat Rock Lake Park Wa Taylorsville Enfield Sylva St. Helena Granite Quarry River Bend Governation Contextual Ministry (or Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Cashiers

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-7 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	69.08%	66.41%	96.14
Families with Children	40.31	38.02	94.34
Families without Children	28.77	26.2	91.06
Non-Family Households			
% Non-Family Households	30.92%	33.59%	108.61
Non-Families with Children	0.19	0.14	108.61
Non-Families without	30.74	33.44	108.81
Children			
Housing Units			
Total Housing Units	8,055	8,075	100.25%
Vacant percent	13.48%	13.51%	100.21
Owned percent	57.33%	57.25%	99.86
Rented Percent	29.19%	29.25%	100.22
Households by Size			
Avg household size	2.96	3.06	103.38%
Avg family hh size	3.76	4.04	107.45%
Avg non-family hh size	1.17	1.12	95.73%
Households By Count of			
Persons			
One	1,884	2,045	108.55%
Тwo	1,311	1,025	78.18%
Three or Four	2,587	2,581	99.77%
Five+	1,187	1,334	112.38%

anite Quarry Murfreesbero Pleasant Hill Bermuda Run North Topsail Beach Chocowinity New Bern Moravi ten Marion Bethlehem Halifax Stallings Mount Holly Roanoke Rapids Intercultural Institute Iston Northwest Ocean Isle Beach Saratoga Maysville Wilson's Mills Wood for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Cape Carteret Albemarle Gamewell Dunn Icard 12

# **Ethnographic Summary**

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

BORN IN:	0-7	7-10	10-15
	MILES	MILES	MILES
Foreign Born Pop	545	725	2,282
Northern Europe	0	2	36
Western Europe	17	61	118
Southern Europe	13	0	5
Eastern Europe	3	29	56
Other Europe	0	0	0
Eastern Asia	44	60	78
So. Central Asia	178	48	103
SE Asia	37	86	128
Western Asia	0	0	0
Other Asia	0	0	0

Relesville Pink Hill South Weldon Elm City Kingstown JAARS Bryson City Morrisville Linden Millers Duck Huntersville Oakboro Rocky Mount Indian Trail Pineville Watha <u>Intercultural Institute</u> Conetoe Proctection ligh Point Barker Heights Stedman Wallace Franklinton Mars Hill Wrigh Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 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	0-7 MILES	7-10 MILES	10-15 MILES	SPOKEN AT HOME	0-7 MILES		7-10 MILES
English only	16,209	31,155	40,532	Other Indo-Euro	89		
English only Spanish	743	924	2,192	Asian/PI languages	0	4	
Other Indo-Euro	264	924 245	360	Chinese	0	38	
	204	240	300				
language	04	0.4	100	Japanese	0	0	
French (incl. Patois,	61	94	109	Korean	33	17	
Cajun)	•		<u>_</u>	Mon-Khmer,	0	0	
French Creole	0	1	3	Cambodian			
Italian	0	3	3	Miao, Hmong	0	0	
Portuguese	0	0	0	Thai	0	0	
German	23	77	126	Laotian	0	22	
Yiddish	0	0	2	Vietnamese	18	31	
Other West Germanic	0	0	0	Other Asian	3	2	
A Scandinavian	0	0	0	Tagalog	26	15	
Language				Other Pacific Is	0	4	
Greek	0	0	0	Other languages	8	0	
Russian	0	0	18	Navajo	0	0	
Polish	4	15	0	Other Native N.	4	0	
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	6	7	Hungarian	0	0	
Armenian	0	0	0	Arabic	0	0	
Persian	0	0	0	Hebrew	4	0	
Gujarathi	0	9	33	African languages	0	0	
Hindi	27	23	13	Other unspecified	0	0	
Urdu	60	13	13	· · · · · · · · · · · · · · · · · · ·			

on Rockingham Vann Crossroads Mills River St. James Harrellsville Louisburg Halifax Belton Belhav Kelly Calypso Swansboro Macon Carrboro Black Mountain Welcome Intercultural Institute Spring Lake Hookerton Archdale Polkville Bayboro China Grove Mi Confectual Ministry Crossnore South Henderson Grover Reidsville Tren26 ©Copyright 2011, Intercultural Institute for Contextual Ministry

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# Ancestry Summary

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

ANCESTRY	0-7	7-10	10-15	ANCESTRY	ANCESTRY 0-7	ANCESTRY 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	13,341	24,155	31,856	Irish	Irish 96	Irish 96 443
Arab	0	1	9	Italian	Italian 15	Italian 15 60
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 5
Austrian	0	0	7	Norwegian	Norwegian 0	Norwegian 0 15
British	5	72	65	Polish	Polish 10	Polish 10 50
Canadian	0	9	6	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	0	7	Russian	Russian 2	Russian 2 13
Czechoslovak	0	0	0	Scandinavian	Scandinavian 0	Scandinavian 0 8
Danish	0	6	0	Scotch-Irish	Scotch-Irish 63	Scotch-Irish 63 466
Dutch	5	29	63	Scottish	Scottish 93	Scottish 93 481
English	116	946	1,525	Slovak	Slovak 0	Slovak 0 0
European	5	115	227	Subsaharan African	Subsaharan African 15	Subsaharan African 15 245
Finnish	0	2	5	Swedish	Swedish 0	Swedish 0 64
French (not Basque)	51	101	182	Swiss	Swiss 0	Swiss 0 2
French Canadian	22	28	57	Ukrainian	Ukrainian 0	Ukrainian 0 9
German	117	377	725	US/American	US/American 947	US/American 947 2,174
Greek	0	0	0	Welsh	Welsh 0	Welsh 0 19
Hungarian	0	0	25	West Indian	West Indian 4	West Indian 4 11
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				 Other	Other 11,775	Other 11,775 18,403

Decree Zebulon Atkinson Warrenton South Weldon Summerfield Beaufort Salem Magnolia Marvin In Raynham Nags Head Emerald Isle Balfour Fremont Richfield Valley Intercultural Institute Fearrington Greensboro Minnesott Beach Mount Pleasant Grover Jor Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Mandale Rockwell Bogue

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## Using the Demographic Indicators

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

#### Issues for Your Consideration

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

Ctorville Belville Banner Elk Chadbourn Bladenboro Enfield Delway Fountain Emerald Isle Biltmore For Fanceyville Castalia Tobaccoville Locust Boardman Gaston Wilkesborg West Marion Ranlo Orrum E bints Bath Kings Mountain Cricket Etowah Washington Wrightsville Bear For Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Haw River Wilson's Mills Pilot Mountain Edenton Asker

# Using the Demographic Indicators

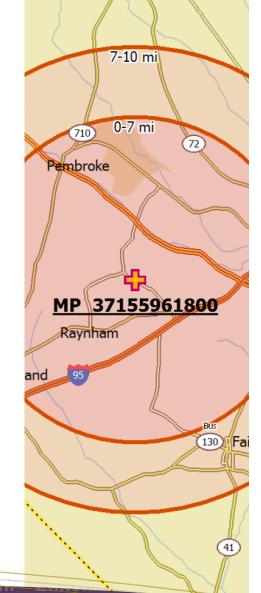
#### Issues for Your Consideration - continued

- 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?

Colerain Kelford Thomasville Orrum Mooresville Jacksonville Lumberton Woodland Holly Ridge Clarem Lesex Beaufort Tryon Mayodan Youngsville St. Pauls Mebane Atlantic Intercultural Institute Vest Jefferson Matthews James City Flat Rock Princeville Hillsborough Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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.



Mountain Balley Cricket Trent Woods Conway River Bend Kitty Hawk Balfour Navassa Cullowhee Site Asheville Halifax Danbury Catawba Cedar Point Burnsville Vann Creater Stonewall Calabash B on Wilmington Norlina South Weldon Fuquay-Varina Winterville Rowlan for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	6,969	100%	3,837	100%
AFFLUENT SUBURBIA	5	0.07%	4	0.1%
America's Wealthiest	0	0%	0	0%
Dream Weavers	5	0.07%	4	0.1%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	23	0.33%	15	0.39%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	23	0.33%	15	0.39%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	10	0.14%	6	0.16%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	10	0.14%	0	0%
Family Convenience	0	0%	6	0.16%
Mid-Market Enterprise	0	0%	0	0%

ightsville Saluda Beaufort Pollocksville Laurinburg Leland Pine Knoll Shores Roxobel Manteo Autryvil aleon Surf City Mocksville Cornelius Granite Quarry Mount Airy Panteger Made Cameron Peletier State in Newland Roxboro Bent Creek Tarboro Knightdale Brices Creek Love Intercultural Institute for Contestual Ministry ©Copyright 2011, Intercultural Institute for Contextual 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 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	6,969	100%	3,837	100%
BLUE COLLAR BACKBONE	1	0.01%	1	0.03%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	1	0.01%	1	0.03%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	57	0.82%	37	0.96%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	57	0.82%	37	0.96%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	63	0.9%	43	1.12%
Steadfast Conservative	58	0.83%	40	1.04%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	5	0.07%	3	0.08%

ettsboro Bath Warsaw Vandemere Norwood Greenville Chimney Rock Village Brevard Murphy Shanner Everetts Weldon Weaverville Garysburg Louisburg Laurel Park Pero Intercultural Institute Richfield Maxton Cedar Rock Lake Lure Robbins Siler City Bermu (Sonfextual Ministry Confextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Balfour Drexel Rosman 32

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	6,969	100%	3,837	100%
REMOTE AMERICA	4,865	69.81%	2,365	61.64%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	4,865	69.81%	2,365	61.64%
ASPIRING CONTEMP'S	625	8.97%	463	12.07%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	625	8.97%	463	12.07%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	11	0.16%	5	0.13%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	11	0.16%	0	0%
Hinterland Fam.	0	0%	5	0.13%

Trach Richlands Wendell Navassa Norlina Greenevers West Marion Hickory Newland Ramseur Kenig Laurel Park Stovall Waco Minnesott Beach Lenoir Everetts Atking Intercultural Institute St. Helena Raynham Barker Heights Gorman Toast Pollocksville Rho 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 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	6,969	100%	3,837	100%
STRUGGLING SOCIETIES	1,135	16.29%	769	20.04%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	96	1.38%	65	1.69%
Struggling city Centers	1,039	14.91%	704	18.35%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	125	1.79%	91	2.37%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	59	0.85%	41	1.07%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	66	0.95%	50	1.3%
VARYING LIFESTYLES	47	0.67%	38	0.99%
Military Family Life	0	0%	0	0%
Major University Towns	47	0.67%	38	0.99%
Gray Perspectives	0	0%	0	0%

Ithport Stoneville Aurora Nags Head Moravian Falls Graham Wallburg Castalia Bailey Star Bethania Wilmington Barker Ten Mile Rocky Mount Marshville Red Oak Hights Intercultural Institute Hill East Spencer Dunn Tryon Atkinson Norwood East Laurinburg Rule Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Record Spring Lake La Grange Half Moon Havelock

# Identifying Focus Groups in this Location

Within the 0-7 mile, 7-10 mile and 10-15 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

#### Issues for Your Consideration

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

Pembroke Fairfield Harbour Woodlawn Kings Grant Boiling Spring Lakes Bogue Kinston Beech Mount resource Wrightsville Beach Middleburg Half Moon Crossnore Mars Hill Intercultural Institute even Lakes Fair Bluff Clarkton Goldston Seven Devils Hayesville Hen for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

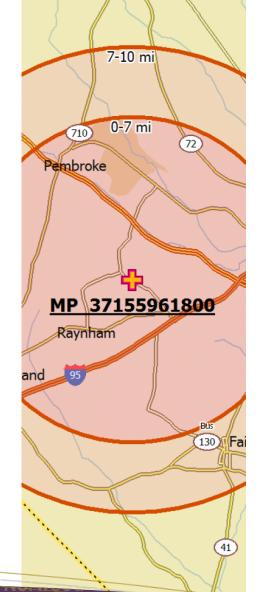
#### **Potential Cultural Bridges**

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).



Autryville Randleman Harrellsville Norman Hildebran Fayetteville Clinton Southport Pink Hill Ivanhoe Williamston Garland Raleigh Pine Level Mount Gilead Calypso Norther Intercultural Institute Drexel Roxobel Mount Olive Rowland Youngsville Micro Bunn Fuque for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
PC-HH Own	63%	65%	67%
Use Comp. for	56%	52%	51%
Internet/E-mail			
HH Owns DVD Player	44%	38%	35%
PC-Network-HH Has One	35%	29%	25%
Use Comp. for Accounting	32%	24%	20%
Use Comp. for Comp.	31%	32%	34%
Games			
Use Comp. for Word	24%	24%	26%
Processing			
Use Comp. for Education	22%	25%	27%
Use Comp. for Shopping	22%	22%	24%
Internet Use: E-Mail	17%	24%	30%

Walkertown Bath Spivers Corner Winston-Salem St. Pauls Garland Ellerbe Laurinburg Wadesboro Fa Hebane White Oak Sylva Hobgood Sharpsburg Alliance Icard Back Intercultural Institute lisenheimer Castle Hayne Star Forest Oaks Butner South Weldon Pink Jor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Speed Pinebluff Milton Speads Ferry Raleigh Faison

**Online Games** 

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-7	7-10	10-15	BRIDGES		0-7
	MILES	MILES	MILES		MILES	
Listening To Music	68%	67%	67%	Any Ailment	57%	
Reading Books	59%	56%	54%	Hypertension/High Blood	30%	
Dining Out (Not Fast	37%	39%	42%	Pressure		
Food)				Gen./Fam. Practitioner	30%	
Cooking for Fun	37%	35%	35%	High Cholesterol	29%	
Go To A Beach/Lake	34%	32%	31%	Overweight (30 Pounds Or	24%	
Card Games	32%	33%	35%	More)		
Board Games	28%	27%	28%	Dentist	20%	
Gardening	24%	25%	26%	Insomnia/Sleep Disorder	17%	
Visit State Fair	24%	19%	17%	None Of These	17%	
Education Courses	23%	20%	18%	Any Arthritis	16%	
				Arthritis (Osteoarthritis)	15%	

nelius Bethel <u>Gramerton Calypso Brogden Glen Raven Chocowinity</u> Falcon Barker Ten Mile High Point Fairmont Cullowhee Wingate Vandemere Hamilton Stovall Sandy Creek And Newton Grove Seagrove Bladenboro St. James Trent Woods McAdenville Valley Hill Drexel Jor Confertual Ministry Copyright 2011, Intercultural Institute for Confextual Ministry

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-7	7-10	10-15	BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Live Theater	22.11%	20.04%	18.9%	Movies: Fam.	29.01%	27.23%	25.86%
Live Theater Most Often	19.77%	17.35%	16.07%	Movies: Horror	26.39%	24.15%	21.76%
Dance Performance	15.09%	13.4%	11.88%	Movies: Mystery	25.3%	23.8%	22.07%
Concert	14.47%	17.72%	19.94%	College Football Reg.	2.46%	3.13%	3.76%
Dance Performance Most	12.96%	11.03%	9.61%	Season			
Often				NFL Football Reg.	2.4%	2.96%	3.36%
Rock/Pop Concerts Most	9.34%	10.72%	11.53%	Season			
Often				Auto Racing Events	2.18%	1.95%	1.87%
Movies: Comedy	41.85%	42.17%	41.7%	NBA Basketball Reg.	2.12%	2.37%	2.51%
Movies: Action/Adventure	31.85%	34.73%	35.89%	Season			
Movies: Science Fiction	29.55%	25.34%	21.94%	College Football	1.88%	1.89%	1.9%
				Post-Season			



**College Baseball** 

1.71%

1.66%

1.77%

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-7	7-10	10-15	BRIDGES	BRIDGES 0-7	BRIDGES 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Swimming	24.37%	23.9%	25.16%	Jogging/R	Jogging/Running 6.03%	Jogging/Running 6.03% 8.94%
Walking for Exercise	24.12%	27.67%	30.14%	Football	Football 5.42%	Football 5.42% 7.67%
Freshwater Fishing	18.31%	16.48%	16.4%	Camping 7	Camping Trips 4.76%	Camping Trips 4.76% 5.66%
Bowling	17.03%	17.2%	17.89%	Aerobics	Aerobics 4.51%	Aerobics 4.51% 6.34%
Billiards/Pool	15.34%	15.88%	16.34%	Power Boa	Power Boating 4.46%	Power Boating 4.46% 4.67%
Martial Arts	14.25%	10.24%	7.77%	Baseball	Baseball 4.44%	Baseball 4.44% 6.09%
Basketball	12.41%	13.91%	14.6%	Ice Skating	Ice Skating 4.31%	Ice Skating 4.31% 4.78%
Tennis	12.04%	9.89%	8.71%	Roller Ska	Roller Skating 4.08%	Roller Skating 4.08% 4.54%
Weight Training	11.88%	12.06%	12.35%	Using Care	Using Cardio 3.9%	Using Cardio 3.9% 5.59%
Golf	11.69%	10.61%	10.45%	Machine	Machine	Machine
Racquetball	11.29%	8.63%	7%	Volleyball	Volleyball 3.88%	Volleyball 3.88% 5.27%
Stationary Cycling	10.92%	10.63%	10.5%	Jet Skiing	Jet Skiing 3.72%	Jet Skiing 3.72% 3.88%
Mountain/Road Biking	10.26%	9.61%	9.53%	Canoeing/	Canoeing/Kayaking 3.65%	Canoeing/Kayaking 3.65% 3.84%
Target Shooting	9.3%	7.79%	7.44%	Horseback	Horseback Riding 3.51%	Horseback Riding 3.51% 3.51%
				Soccer	Soccer 3.31%	Soccer 3.31% 3.98%

Alfour Prospect Rocky Hount Cleveland Mar-Mac Thomasville Cofield Sedalia Hickory Danbury East Beulaville Carthage Maiden Ocracoke Turkey Bayshore Franklinville Alberry Kitty Hawk Hays Ha Red Oak Cary Red Springs Surf City Etowah Southern Pines Nashville Confectual Ministry Confectual Ministry Connelly Springs Fountain Mag

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Softball	3.24%	4.24%	4.9%
Yoga	3.12%	4.12%	4.72%
Saltwater Fishing	2.92%	3.75%	4.62%
Rowing	2.92%	2.54%	2.34%
Snorkeling	2.71%	3.26%	3.54%
Hunting	2.69%	3.63%	4.94%
Backpacking/Hiking	2.6%	3.5%	4.54%
Fly Fishing	2.46%	3%	3.39%
Skateboarding	2.45%	2.78%	2.91%
Motorcycling	2.36%	2.9%	3.47%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Hockey	2.35%	2.62%	2.74%
Downhill & X-Country	2.29%	2.56%	2.92%
Skiing			
Snowmobiling	2.29%	2.59%	2.72%
Snowboarding	2.26%	2.53%	2.63%
Water Skiing	2.2%	2.51%	2.83%
Sailing	2.16%	2.33%	2.47%
Rock Climbing	2.1%	2.28%	2.4%
Surfing & Windsurfing	2.09%	2.19%	2.18%
Archery	1.99%	2.21%	2.5%
Auto Racing	1.9%	2.03%	2.33%

Southport Fairview Micro Monroe Washington Park Pantego Indian <u>Intercultural Institute</u> Con Coats Topsail Beach Mineral Springs Lowell Hildebran Askewville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### Potential Cultural Barriers -- Introduction (part 1)

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

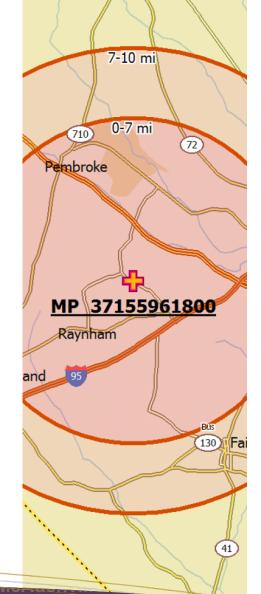
#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



Spring Lake Creswell Farmville Maxton Surf City Bermuda Run Oriental Sins Middleburg Thomasville Kure Beach Marshville Pleasant Hill Siler City Hoffman Simpson Sandra Sunset Beach Forest City Tryon Boiling Spring Lakes Misenheimer McFarlan Pine Knoll Shores (or 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.

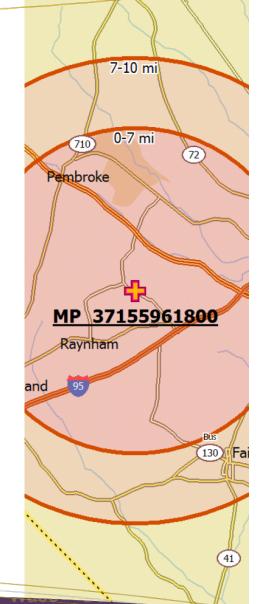
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Landis Lansing Spencer Swannanoa Faison Topsail Beach Asheville Cary Roxboro Grover Maccles McAdenville Brogden Leggett Lake Park Pantego Cricket Bessemer Clark Intercultural Institute South Rosemary Hamlet Spiveys Corner Mars Hill Fairview Robbinsville of Confectual Ministry Confectual 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 -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-7	7-10	10-15	BARRIERS
	MILES	MILES	MILES	
Important Continue Learning	56%	56%	55%	I Am A Workaholic
New Things				Happy With My Standard
ike To Pursue	43%	34%	29%	Living
Challenge/Novelty/Change				Prefer To Have Few
Find It Difficult To Say No To	38%	38%	38%	Possessions As Possible
/ly Kids				Woman's Place Is In The
f Won Lottery Would Never	32%	30%	29%	Rarely Sit Down to a Mea
Nork Again				Together At Home
Гоо Much Sponsorship In Arts/Sports	31%	31%	31%	We Should Strive for Equ for All
ike to Stand Out In A Crowd	30%	29%	27%	Only Work Current Job for
Speak My Mind Even If It	29%	34%	35%	Money
Jpsets People				Like To Do Unconvention
Oon't Judge People/Way They	28%	30%	31%	Things
_ive Life				I Am A Perfectionist
ike Control Over People And	27%	31%	33%	On Whole People Get WI
Resources				They Deserve
Friends More Important Than	26%	24%	22%	Can't Bear Untidiness
My Fam.				Very Happy With My Life
∕larijuana Should Be ₋egalized	25%	23%	22%	ls
Money Is Best Measure Of Success	23%	23%	23%	

BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
I Am A Workaholic	23%	24%	24%
Happy With My Standard Of Living	21%	18%	16%
Prefer To Have Few Possessions As Possible	21%	23%	24%
Woman's Place Is In The Home	21%	25%	28%
Rarely Sit Down to a Meal Together At Home	20%	19%	19%
We Should Strive for Equality for All	19%	19%	18%
Only Work Current Job for The Money	17%	17%	16%
Like To Do Unconventional Things	17%	21%	23%
I Am A Perfectionist	13%	12%	11%
On Whole People Get What They Deserve	11%	11%	11%
Can't Bear Untidiness	10%	9%	8%
Very Happy With My Life As It Is	9%	10%	9%

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 Fair Bluff
 Sparta
 Barker Heights
 Fairmont
 Raemon
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 Kelford
 East Spencer
 Provident Spencer
 Rich Square
 River Road

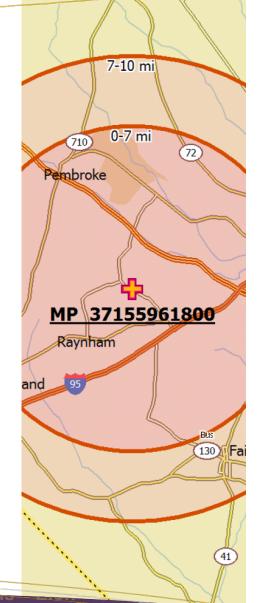
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#### **Potential Cultural Themes**

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.



Vadesboro Wanchese Bonnetsville Murphy Unionville Sandy Creek Andrews Raeford Broadway Midlan boro Southern Pines Cullowhee Ayden Mount Pleasant Halifax Trent Wars Shannon Bessemer City B anite Falls Goldsboro Simpson Brices Creek Southport Stantonsburg For Confertual Ministry Confertual Ministry Weddington 45 Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

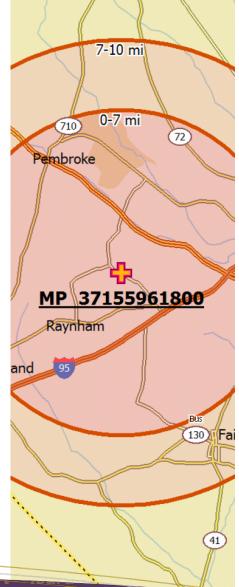
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

THEMES	0-7 MILES	7-10 MILES	10-15 MILES	THEMES	0-7 MILES	7-10 MILES	10-15 MILES
You Should Seize Opportunities In Life		54%	55%	Try Not To Worry About The Future	17%	18%	17%
Important To Respect Customs And Beliefs	50%	51%	54%	Provide My Kids With The Little Extras	16%	18%	18%
Important Feel Respected By My Peers	43%	40%	37%	Children Should Be Allowed To Express Themselves	15%	13%	11%
Good At Fixing Things Have Keen Sense Of Adventure	42% 41%	39% 37%	36% 34%	Consider Myself Interested In The Arts	10%	15%	17%
Prefer Work Part Of Team Than Alone	40%	40%	39%	Enjoy Spending Time With My Fam.	10%	11%	12%
Important To Juggle Various Tasks	31%	33%	33%	Real Men Don't Cry Worried About Pollution Caused	8% 7%	11% 10%	12% 12%
Looking for New Ideas To Improve Home	26%	25%	23%	By Cars Is An Important Part Of Who I Am	6%	9%	10%
Like To Just Enjoy Life Prefer To Have Few	23% 21%	22% 23%	21% 24%	Like Spending Most Time With Fam.	3%	3%	4%
Possessions As Possible Like To Understand About	21%	27%	30%	Decor Particular Interest To Me Feel Very Alone In The World	2% 2%	3% 3%	3% 4%
Nature People Have To Take Me As They Find Me	20%	21%	21%	Would Like To Set Up Own Business	1%	2%	3%

Elm City Hookerton Turkey Stallings Peletier Flat Rock North Topsail Beach Teachey Mebane Norlina kingham Lake Park Rich Square Jackson Liberty Asheville Seven Devis Intercultural Institute Stantonsburg Walstonburg La Grange Kings Mountain Burnsville Fox Fox Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

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



Anton Wingate Waynesville Plain View Franklin Hayesville Kinston Columbia Ingold Pineville Ranio torthiakes Eden Catawba Orrum Hudson Wilmington Cofield Dobson Intercultural Institute Bunn Gorman Patterson Springs Castalia Chapel Hill Graham Mante Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Pinehurst 47

## **Potential Shared Places:**

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-7	7-10	10-15		PLACE	PLACE 0-7	PLACE 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Fast Food/Drive-In	87.38%	87.53%	87.5%		Subway	Subway 21.84%	Subway 21.84% 25.18%
Restaurant-Visit Any					Domino's Pizza	Domino's Pizza 20.58%	Domino's Pizza 20.58% 19.89%
Fam. Restaurants/Steak	74.11%	74.55%	75.87%		Dairy Queen	Dairy Queen 20.49%	Dairy Queen 20.49% 20.14%
Houses-Visit Any					Wendy's	Wendy's 20.37%	Wendy's 20.37% 24.99%
McDonald's	54.81%	55.53%	56.06%		Krispy Kreme	Krispy Kreme 19.33%	Krispy Kreme 19.33% 16.98%
Kentucky Fried Chicken (KFC)	43.84%	42.48%	40.45%		Black Angus	Black Angus 18.34%	Black Angus 18.34% 12.79%
Arby's	37.26%	32.24%	29.25%		Restaurant	Restaurant	Restaurant
Applebee's	33.61%	31.38%	30.44%		Pizza Hut	Pizza Hut 18.17%	Pizza Hut 18.17% 21.12%
Sonic	32.73%	27.06%	23.96%		Sizzler	Sizzler 17.97%	Sizzler 17.97% 12.86%
A and W	29.22%	21.67%	16.87%		Bob Evans	Bob Evans 17.12%	Bob Evans 17.12% 14.3%
Burger King	25.66%	30.4%	33.01%		Dunkin' Donuts	Dunkin' Donuts 16.33%	Dunkin' Donuts 16.33% 14.97%
Golden Corral	23.13%	20.86%	19.15%		Little Caesar's	Little Caesar's 15.91%	Little Caesar's 15.91% 14.02%
Taco Bell	22.25%	23.92%	25.11%		Jack-In-The-Box	Jack-In-The-Box 15.14%	Jack-In-The-Box 15.14% 12.41%
Denny's	21.89%	18.9%	16.88%				

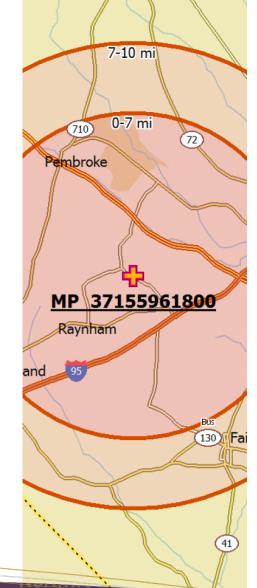
Henderson Richfield Plain View Sandyfield Elon Bayboro Goldston Five Points Milton Middlesex The Woods Caston Five Points Milton Middlesex The Wadesboro Teachey Stallings Lexington Winton Maiden Crossnore Intercultural Institute Voodfin Sandyfield Rutherford College Welcome Simpson Holly Ridge Leland Bent Confectual Ministry For Confectual Ministry King Prince 48

#### **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!



Rowland Milton Duck Hildebran Jamesville Vass Pittsboro Mint Hill Garner Macon Wadesboro Catawba Burnsville Hookerton Ocracoke Eastover Newport Beautor Intercultural Institute Flat Rock Pumpkin Center Cove City Williamston Troy Hickory Spruce Intercultural Institute Kelly Pinetops for Contextual Ministry Charlotte Burlington Bethania Bath Ranlo Hoffman49

## **Potential Shared Projects**

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Voted in fed/state/local election	39.77%	39.67%	40.01%
Recycled products	23.64%	23.44%	24.3%
Worked as volunteer (non political)	11.66%	11.76%	12.31%
Engaged in fund raising	8.39%	8.8%	9.21%
Church Board	8.15%	7.55%	7.06%
Religious club member	7.56%	7.56%	7.6%

PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	6.25%	5.45%	5.09%
Visited an elected official	5.86%	4.66%	3.98%
Union member	5.73%	5.11%	4.87%
Wrote to editor of mag or newspaper	5.52%	5.19%	5.12%
Took active part in local civic issue	4.99%	4.82%	4.67%
Veterans club member	4.79%	3.85%	3.42%

Oak City West Jefferson Wagram Jackson Pittsboro Wallburg Casar Minnesott Beach Murphy Be Harietta Gastonia Vass Hightsville Bethania Fairview Ossipee Spruce Intercultural Institute ats Winton Blowing Rock Granite Falls Statesville Wesley Chapel Ivan for Contextual Ministry Ocopyright 2011, Intercultural Institute for Contextual Ministry Boone Farmville Wilson's Mills Wentwor 50

#### **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.



ard Butner Mount Gilead Woodfin Weldon Cornelius Pumpkin Center Sandyfield Marietta Taylorsville Jefferson Ranlo Tabor City Lumber Bridge Brogden Lake Junaluska Carthage Ocracoke Skippers Corner Elm City Salem Winston-Salem For Confectual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry White Oak Huntersville Cricket Sandy Creek

## **Potential Print Media Content:**

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-7	7-10	10-15
	MILES	MILES	MILES
Novel	14.75%	13.86%	13.7%
Children's Books	9.37%	10.28%	10.98%
Cookbooks	8.44%	8.51%	8.57%
Mystery	7.94%	7.9%	8.35%
Romance	7.27%	6.98%	6.89%
Religious (not Bibles)	7.05%	7.79%	8.23%
Supermarket	5.29%	5.08%	4.96%
Biography	5.17%	5.11%	5.13%
History	4.72%	4.7%	4.91%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Gen. Editorial	54.15%	54.2%	53.13%
Newspaper	47.87%	53.65%	56.42%
Distributed			
Womens	36.74%	40.05%	41.31%
Service	30.09%	30.07%	30.63%
Fishing/Hunting	19.14%	16.07%	14.67%
Mens	17.76%	18.45%	18.62%
Music	15.01%	16.84%	16.9%
Sports	13.91%	13.96%	13.88%
Automotive	13.39%	12.41%	12.22%



### Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-7	7-10	10-15
	MILES	MILES	MILES
Gen. News	49.95%	48.78%	48.92%
Sport	37.78%	34.61%	32.93%
Classified	33.82%	33.18%	33.01%
Editorial Page	29.03%	27.35%	26.96%
Comics	25.81%	24.68%	24.53%
Food/Cooking	22.39%	21.96%	22.04%
Business/Finance	21.09%	21.47%	22.01%
Movie Listings & Reviews	19.18%	20.04%	20.56%
Home/Gardening	18.99%	18.12%	18.03%
TV/Radio Listings	17.28%	18.78%	19.78%
Science/Technology	13.43%	13.12%	13.32%
Fashion	12.87%	13.55%	13.75%
Travel	12.51%	13.27%	14%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Country	37.15%	28.57%	25.08%
Adult Contemporary	21.39%	18.13%	16.62%
Oldies	19.16%	15.86%	13.89%
CHR Contemp Hit Radio	14.77%	14.91%	15.32%
Urban Contemporary	14.49%	23.72%	25.78%
Variety	12.99%	11.82%	10.87%
Rock	11.22%	9.46%	8.89%
Classic Rock	6.83%	6.06%	6.17%
Adult Standards	6.69%	5.15%	4.26%
News/Talk	6.61%	6.41%	6.63%
Religious	4.4%	4.53%	4.82%
Jazz	4.19%	6.65%	7.35%
Gospel	3.76%	5.41%	5.87%
All News	2.24%	3.27%	3.78%
Alternative	2.2%	3.24%	4%
Hispanic	1.52%	1.58%	1.96%
Soft Contemporary	1.5%	2.58%	3.29%
Sports	1.08%	1.58%	1.94%



## **Potential Multimedia Content:**

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV 0-7 7-10 10-15	MULTIMEDIA: TV	MULTIMEDIA: TV 0-7	MULTIMEDIA: TV 0-7 7-10
MILES MILES MILES		MILES	MILES MILES
Soapnet 51.96% 51.38% 51.24%	TV Info From Sunday TV	TV Info From Sunday TV 27.29%	TV Info From Sunday TV 27.29% 27%
Fox News Channel         50.85%         53.78%         56.1%	Magazine	Magazine	Magazine
Other 46.48% 48.71% 48.94%	TBS Superstation	TBS Superstation 27.06%	TBS Superstation         27.06%         20.57%
Video-On-Demand	TV Info From Local Cable	TV Info From Local Cable 24.82%	TV Info From Local Cable 24.82% 19.59%
MSNBC 41.13% 38.93% 37.37%	Listings Channel	Listings Channel	Listings Channel
Sci-Fi Channel 38.25% 36.77% 36.39%	TV Info From Newspapers	TV Info From Newspapers 23.41%	TV Info From Newspapers 23.41% 23.98%
Satellite Dish         35.17%         39.83%         43.47%	MTV2	MTV2 22%	MTV2 22% 17.88%
TV Info From Other 34.03% 29.71% 26.98%	The Golf Channel	The Golf Channel 21.87%	The Golf Channel         21.87%         21.61%
Adult Pay Per View TV 32.77% 32.74% 32.72%	Nickelodeon	Nickelodeon 21.81%	Nickelodeon 21.81% 23.34%
	TCM (Turner Classic Movies)	TCM (Turner Classic Movies) 21.69%	TCM (Turner Classic Movies) 21.69% 22.96%
Nick At Nite 29.45% 28.19% 27.36%	Premium Chan	Premium Chan 21.67%	Premium Chan 21.67% 18.36%
Lifetime 28.73% 26.73% 25.26%	Video-On-Demand	Video-On-Demand	Video-On-Demand
USA Network 28.35% 25.83% 24.65%	TV Guide Channel	TV Guide Channel 21.45%	TV Guide Channel 21.45% 19.62%
Subscribe Digital         27.74%         28.96%         29.42%	Subscribe Cable TV	Subscribe Cable TV 20.48%	Subscribe Cable TV         20.48%         17.57%
Cable			

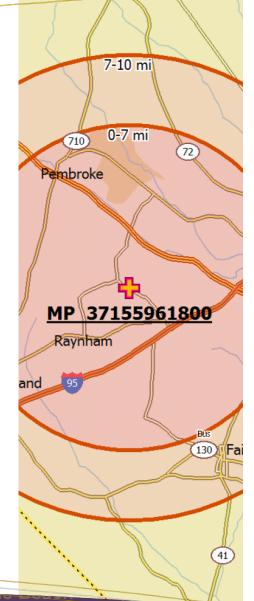
ander North Wilkesbore Cleveland Parmele Maiden Ellerbe Morrisville China Grove Hendersonville Hei Candor Oxford Staley Vander Robbins Alliance Pembroke Watha Intercultural Institute Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry

#### **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.



## Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	14.73%	14.9%	15.36%
Medium Users (4-6)	8.44%	8.23%	8.34%
Light Users (1-3)	14.58%	15.22%	15.93%
Quintiles (20%)			
Newspaper I (Heavy)	0.36%	0.68%	0.84%
Newspaper II	1.82%	1.72%	1.59%
Newspaper III	3.25%	2.7%	2.43%
Newspaper IV	0.89%	0.79%	0.74%
Newspaper V (Light)	0.33%	0.7%	0.88%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	13.04%	16.09%	17.61%
Magazines II	9.31%	9.49%	9.4%
Magazines III	7.44%	8.51%	9.07%
Magazines IV	5.24%	8.34%	10%
Magazines V (Light)	0.37%	0.57%	0.67%
Outdoor I (Heavy)	3.18%	5.24%	6.13%
Outdoor II	3.4%	4.28%	4.41%
Outdoor III	3.34%	4.22%	4.42%
Outdoor IV	7.1%	10.38%	12.59%
Outdoor V (Light)	9.36%	14.78%	17.85%
Yellow Pages I	14.82%	15.46%	15.68%
(Heavy)			
Yellow Pages II	9.11%	8.94%	8.53%
Yellow Pages III	15.8%	14.56%	12.99%
Yellow Pages IV	23.23%	24.12%	24.53%
Yellow Pages V	3.96%	4.55%	4.73%
(Light)			

Colesville Powellsville Fair Bluff La Grange Mint Hill Stanley Andrews Seven Lakes Mount Olive Conway Warrenton Chadbourn Troy Fletcher Carolina Beach Apex Biltmore For Aulander Intercultural Institute Devils Walkertown Long View Cedar Rock Roanoke Rapids Summerfie To Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Lake Bach Mountain Dover Tabor City Garys

# Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM 0-7	7-10	10-15
MILES	MILES	MILES
adio Drive Time Quntiles		
(fifths / 20%)		
Drive Time I & II (Heavy) 3.35%	2.93%	2.75%
Drive Time III (Medium) 0.32%	0.5%	0.62%
Radio IV & V (Light) 0.73%	1.35%	1.63%
Radio Media Quntiles (fifths /		
20%)		
Radio I & II (Heavy) 4.85%	7.55%	8.93%
Radio III (Medium) 2.37%	2.73%	3.16%
Radio IV & V (Light) 2.04%	2.69%	2.91%
Cable TV Quntiles (fifths /		
20%)		
Cable I & II (Heavy) 20.15%	17.06%	15.47%
Cable III (Medium) 12.32%	10.29%	8.94%
Cable IV & V (Light) 41.15%	41.54%	40.91%



# Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	2.97%	5.55%	7.1%
6:00am - 10:00am	6.58%	9.51%	11.06%
10:00am - 3:00pm	4.56%	7.98%	8.63%
3:00pm - 7:00pm	5.82%	10.14%	12%
7:00pm - Midnight	5.05%	7.71%	9.09%
Midnight - 6:00am	6.03%	7.48%	7.52%
Weekend Radio			
Listeners			
Dayparts [summary]	6.04%	9.32%	11.04%
6:00am - 10:00am	9.75%	7.44%	6.07%
10:00am-3:00pm	7.07%	6.28%	5.68%
3:00pm - 7:00pm	2.54%	4.74%	5.58%
7:00pm - Midnight	5.7%	7.68%	8.49%
Midnight - 6:00am	7.18%	10.35%	11.28%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.88%	6%	6.15%
Saturday:	14.27%	12.29%	11.01%
8:00-11:00pm			
Sunday: 7:00-11:00pm	5.91%	7.4%	8.09%
9:00am-1:00pm	29.45%	28.19%	27.36%
9:00am-4:00pm	30.66%	30.29%	29.91%
4:00pm-7:00pm	21.21%	24.46%	26.09%
11:00pm-1:00am	49.9%	48.48%	47.01%
AVG Prime time	2.14%	3.59%	4.04%
Mon-Sun			

oro Watha Pantego Bolton West Marion Star Dunn Green Level Fountain Middleburg Indian Beach Sea Breeze Lake Waccamaw Gibsonville Cullowhee South Weldon Intercultural Institute tesville Warsaw Eastover Cornelius Ingold Eureka Oxford Duck An for Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-7	7-10	10-15	<b>TV VIEWERS</b>	TV VIEWERS 0-7	TV VIEWERS 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	7.27%	10.93%	12.63%	Sat: 7-10am	Sat: 7-10am 8.96%	Sat: 7-10am 8.96% 11.54%
7-9am	14.27%	16.61%	17.35%	Sat: 10am-1pm	Sat: 10am-1pm 4.04%	Sat: 10am-1pm 4.04% 5.62%
9am-12noon	27.05%	24.03%	22.65%	Sat: 1-4pm	Sat: 1-4pm 31.1%	Sat: 1-4pm 31.1% 29.1%
12noon-4pm	3.62%	6.26%	7.27%	Sat: 4-6pm	Sat: 4-6pm 14.03%	Sat: 4-6pm 14.03% 11.81%
4-6pm	33.02%	37.63%	40.16%	Sat: 6-7pm	Sat: 6-7pm 0.4%	Sat: 6-7pm 0.4% 0.75%
6-7pm	21.29%	19.95%	19.31%	Sat: 7-8pm	Sat: 7-8pm 0.29%	Sat: 7-8pm 0.29% 0.5%
7-7:30pm	0.53%	0.84%	0.98%	Sat: 8-11pm	Sat: 8-11pm 14.27%	Sat: 8-11pm 14.27% 12.29%
7:30-8pm	3.75%	6.4%	8.09%	Sat: 11pm-1am	Sat: 11pm-1am 11.84%	Sat: 11pm-1am 11.84% 10.08%
8-11pm	5.88%	6%	6.15%	Sat: 1am-7pm	Sat: 1am-7pm 28.35%	Sat: 1am-7pm 28.35% 25.83%
11pm-12am	41.13%	38.93%	37.37%	Sun: 7-10am	Sun: 7-10am 2.85%	Sun: 7-10am 2.85% 2.62%
11pm-1am	49.9%	48.48%	47.01%	Sun: 10am-1pm	Sun: 10am-1pm 4.97%	Sun: 10am-1pm 4.97% 5.1%
1-6am	31.19%	31.76%	31.33%	Sun: 1-4pm	Sun: 1-4pm 2.73%	Sun: 1-4pm 2.73% 3.32%
				Sun: 4-7pm	Sun: 4-7pm 6.73%	Sun: 4-7pm 6.73% 8.39%
				Sun: 7-11pm	Sun: 7-11pm 5.91%	Sun: 7-11pm 5.91% 7.4%
				Sun: 11pm-1am	Sun: 11pm-1am 2.55%	Sun: 11pm-1am 2.55% 3.76%
				Sun: 1-7am	Sun: 1-7am 10.9%	Sun: 1-7am 10.9% 14.05%

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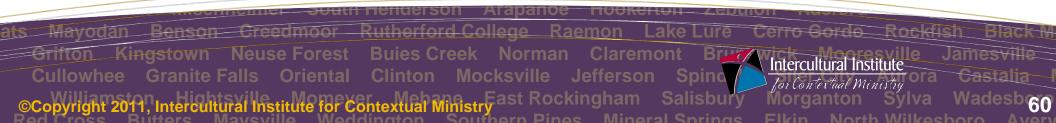
rent woods Walstonburg East Arcadia Eden Oriental Marshall Erwin Jefferson Newton Stantonsburg merald Isle Brookford Pikeville Benson Boiling Spring Lakes Kannapolis <u>Intercultural Institute</u> Macon Morehead City Cove City Elk Park Sims Leggett Duck Brices <u>Intercultural Institute</u> Confectual Ministry Cornelius Grover Hamlet Norlina Raynham Goldst 59 (or Contextual Ministry Cornelius Grover Hamlet Norlina Raynham Goldst 59

# Using the Cultural Bridges, Barriers and Themes

The Cultural Bridges provide lists of activities and interests that are common among some groups of people in this mission site. Missional team members and church planters may use this data as the basis for creating intentional redemptive relationships. The Cultural Barriers list gives attitudes that may become a barrier to the spread of the gospel. The Cultural Themes are attitudes that may be the basis for developing a gospel presentation.

#### Issues for Your Consideration

- 1. Please read pages 62 and 63 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.
- 2. Look through the cultural bridges listed on pages 37-41. Has anyone on the missional team been personally involved or interested in any of these bridge areas in the past? How can the team get involved in these activities with people who live and/or work in the mission site area?
- 3. Review the cultural barriers listed on page 44. Discuss how each of the attitudes reflected in this mission site may become a barrier to the spread of the gospel. Also discuss what steps the missional team may take to overcome these barriers.
- 4. Review the cultural themes listed on page 46. Choose two or three of the major themes that are prevalent at this mission site and begin developing presentations that wrap the gospel around these themes. Discuss how to "steer" the conversation to these themes and bridge into the gospel presentation.



# Using the Shared Places, Projects, Media Content and Usage

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

#### Issues for Your Consideration

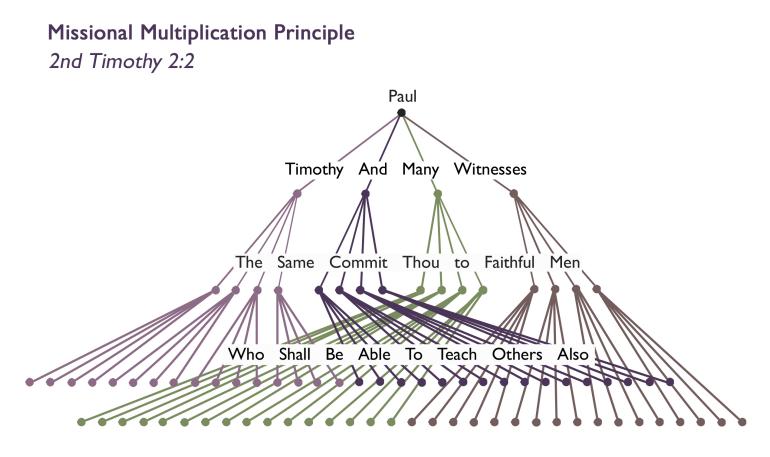
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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



## **Biblical Missional Multiplication**

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

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



 Jount Airy
 Clyde
 Marvin
 Hays
 Bridgeton
 Powellsville
 Burgaw
 Kure Beach
 Forest Hills
 Indian Trail
 Ridgeton

 Kboro
 Speed
 Rose Hill
 Eden
 Castle Hayne
 Grantsboro
 Carthage
 Murrare
 Intercultural Institute

 Neuse Forest
 West Marion
 Bethlehem
 Salisbury
 Icard
 Morrisville
 Hild
 Intercultural Institute
 Spencer
 South

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 Atlantic Rose
 Halifax
 Concerville
 Mulberry
 Troy
 62

## **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.



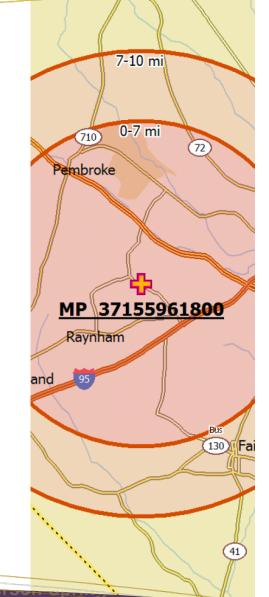
#### ove Valley Topsail Beach Belmont West Marion Peachland Newland Bessemer City Fountain Parkton Furraysville Lake Junaluska Harrells Rowland Williamston Wilson Dur Intercultural Institute tashville Marshville Monroe Powellsville Severn Neuse Forest Lattimor for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

#### Your MissionSite and the Missional Suite

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

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

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



Sims Lake Park Cajah's Mountain Holly Ridge Enochville Wrightsville Beach East Rockingham Morehead Weilsville Lucama Spindale Rhodhiss Columbus Swannanoa Moravian Confectual Institute Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Mount Airy Cooleemee Marietta Fairmont

## Notes and Sources

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



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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Raynham - Rowland	5660 US Highway 301 S Rowland, NC 28383	1.98 mi	43	Plateauing
2	Deep Branch - Lumberton	4082 Deep Branch Rd Lumberton, NC 28360	2.85 mi	101	Growing
3	Calvary Way - Pembroke	307 S Jones St Pembroke, NC 28372	4.70 mi	0	Insufficient Data
4	Thompson - Lumberton	239 Thompson Rd Lumberton, NC 28358	4.88 mi	33	Plateauing
5	Benson Chapel - Rowland	270 Benson Chapel Rd Rowland, NC 28383	5.34 mi	88	Plateauing
6	Beulah - Rowland	1942 Sampson Rd Rowland, NC 28383	5.62 mi	71	Plateauing
7	Dogwood - Rowland	520 Dogwood Church Rd Rowland, NC 28383	5.62 mi	116	Plateauing
8	Elrod - Rowland	538 McRae Rd Rowland, NC 28383	5.62 mi	242	Plateauing
9	Faith - Rowland	1667 NC Highway 710 S Rowland, NC 28383	5.62 mi	51	Declining
10	Gospel Tabernacle - Rowland	234 Midway Rd Rowland, NC 28383	5.62 mi	132	Plateauing
11	Back Swamp - Rowland	501 S Chicken Rd Rowland, NC 28383	5.62 mi	22	Insufficient Data
12	Burnt Swamp - Lumberton	216 Evergreen Church Rd Lumberton, NC 28360	5.93 mi	94	Plateauing
13	Willard's Chapel - Rowland	5103 Elrod Rd Rowland, NC 28383	5.96 mi	0	Insufficient Data
14	Ministry of Jesus - Pembroke	402 Normal St Pembroke, NC 28372	6.05 mi	0	Insufficient Data
15	Berea - Pembroke	120 N Odum St Pembroke, NC 28372	6.19 mi	227	Growing

Beaufort Columbus Oak Island Granite Quarry Lucama Elk Park Fountain Bayboro Waco Madison Sun City Bolivia Magnolia Atlantic Beach Lenoir Barker Ten Mile Gaston Maiden Bath Ashley Heights Knightdale Kelly Ocracoke for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Denton Jacksonville Vancevville Morganton Wallace

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Great Light Community Baptist Church	North Chicken Road/Mount Airy Drive Pembroke, NC 28372	6.78 mi	0	Insufficient Data
17	Pembroke First - Pembroke	308 Union Chapel Rd Pembroke, NC 28372	6.78 mi	114	Plateauing
18	Mount Airy - Pembroke	7209 Nc Highway 72 Pembroke, NC 28372	6.78 mi	288	Plateauing
19	Harpers Ferry - Pembroke	1545 Harpers Ferry Church Rd Pembroke, NC 28372	6.78 mi	170	Plateauing
20	Island Grove - Pembroke	6045 Nc Highway 710 Pembroke, NC 28372	6.78 mi	203	Plateauing
21	Bear Swamp - Pembroke	1948 Saint Anna Rd Pembroke, NC 28372	6.78 mi	211	Growing
22	Baker's Chapel - Maxton	581 Old Baker Rd Maxton, NC 28364	7.30 mi	185	Plateauing
23	Fairmont First	416 S Main St Fairmont, NC 28340	7.36 mi	156	Plateauing
24	Friendship Missionary - Pembroke	2173 Prospect Rd Pembroke, NC 28372	7.40 mi	72	Plateauing
25	West End - Lumberton	504 West Dr Lumberton, NC 28358	7.40 mi	100	Plateauing
26	Grace Missionary - Lumberton	1103 Rowan Rd Lumberton, NC 28358	7.54 mi	36	Growing
27	New Point - Lumberton	3410 S Martin Luther King Dr Lumberton, NC 28358	7.78 mi	130	Growing
28	Centerville - Lumberton	3428 Hwy 41 S Lumberton, NC 28358	7.78 mi	0	Insufficient Data
29	Vision of Hope - Lumberton	59 Fernwood Cir Lumberton, NC 28360	7.87 mi	46	Declining
30	Freedom	4020 W McDuffie Crossing Rd Lumberton, NC 28360	7.87 mi	79	Plateauing

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## APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Mount Olive - Lumberton	1476 Mt Olive Church Rd Lumberton, NC 28360	7.87 mi	71	Declining
32	Iglesia Bautista Hispana Bet-El - Lumbert	99 Rozier Church Rd Lumberton, NC 28360	7.87 mi	99	Insufficient Data
33	Raft Swamp - Lumberton	590 Caton Rd Lumberton, NC 28360	7.87 mi	41	Growing
34	Oak Grove - Lumberton	6901 North Chicken Rd Lumberton, NC 28360	7.87 mi	52	Plateauing
35	Tabernacle - Pembroke	3764 NC Highway 711 Lumberton, NC 28360	7.87 mi	178	Declining
36	Faith of Calvary - Lumberton	3870 W Carthage Rd Lumberton, NC 28360	7.87 mi	84	Plateauing
37	West Lumberton - Lumberton	2320 W 5th St Lumberton, NC 28358	7.91 mi	191	Plateauing
38	Union Chapel Community - Pembroke	4148 Union Chapel Rd Pembroke, NC 28372	8.01 mi	154	Declining
39	Rowland First - Rowland	401 W Main St Rowland, NC 28383	8.05 mi	75	Plateauing
40	Cedar Grove - Fairmont	410 S Morro St Fairmont, NC 28340	8.16 mi	34	Growing
41	Mount Moriah - Laurinburg	1213 Mount Moriah Rd Maxton, NC 28364	8.16 mi	14	Plateauing
42	Baltimore - Fairmont	171 Baltimore Church Rd Fairmont, NC 28340	8.61 mi	78	Plateauing
43	Clybonville - Lumberton	1941 Carthage Rd Lumberton, NC 28358	8.83 mi	107	Declining
44	North Lumberton - Lumberton	1901 Carthage Rd Lumberton, NC 28358	8.89 mi	54	Declining
45	McDonald - Fairmont	108 S 3rd St Fairmont, NC 28340	9.07 mi	11	Plateauing

KODDINS Washington Park Pr

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