MissionSite top unreached locations

Seven Lakes Farmville CLINTON, NC ort Icard Fremont CENSUS TRACT: 37163970600 Multiply Marion Roanoke Rapids Sherrills For REGION: Region 3: Southeast Coast REPRODUCTION MONTOE COMO Ruth Hidebran COUNTY: Sampson Silver LakeSITESCAPE: Townscapeklinton k Citv In partnership with the: **DENSITY PATTERN: Katon** ittleton Norling Banner Elk Royal Pines Mineral Springs River Bend Intercultural Institute Broadway Chimney Rock Villen III **Burns** for Contextual Ministry Wake Forest Valley Hill Bolivia Holly Springs Avery Creek Bald Head Island Boiling Springs North Carolina Baptists Caring. Sharing. Daring. OCCopyright 2011 Intercultural Institute for Contextual Ministrys Canton

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MissionSite (TM) Table of Contents

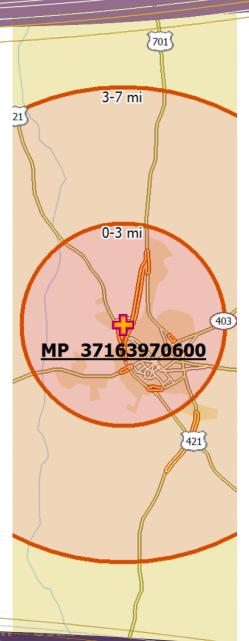
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Site Location Summary

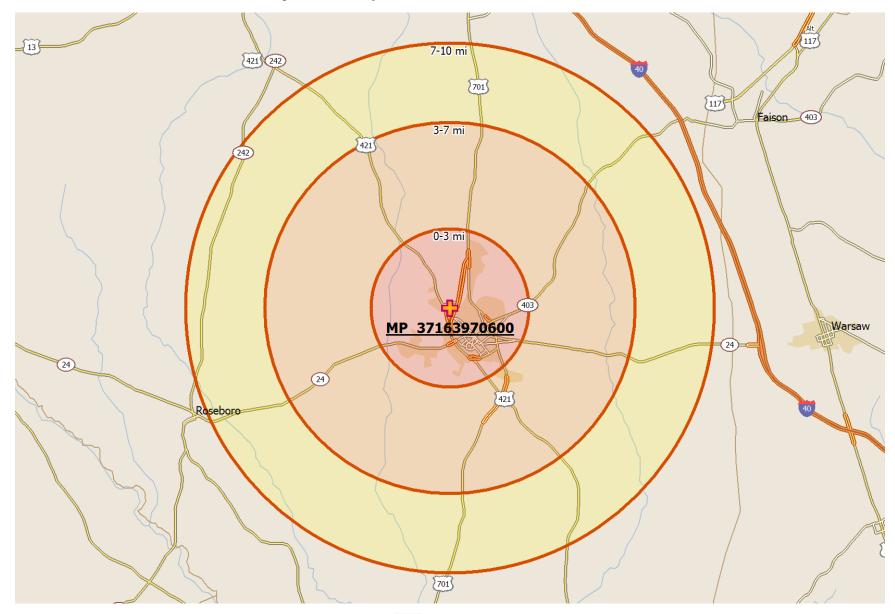
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	3703	Region 3: Southeast Coast
3	County Location	37163	Sampson
4	Zipcode	28328	Sampson
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	K	50000-50000-50000



Marvin Macon Fountain Tabor City Bonnetsville Sherrills Ford Powellsville Grantsberg James City Et Aloskie Wilson's Mills Bailey Sea Breeze Pink Hill Bowmore Morven Jackson Littleton Alamance Orrum Clayton Rockfish Westport Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Context

Site Location Summary - Map of the Site Location



Vendell Bessemer City Barker Ten Mile Asheville Biltmore Forest Woodfin Norlina Littleton Bald Head Is at Heel Wallace Raynham Cove City Belwood Casar South Weldon Black bore Abeskie Bonnetsville Oriental Kelly Elroy Fremont Bath Concord Green Level Chadbourn 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 / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	6	Noncore adjacent to a small metro area with town of at least 2,500 residents
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban	6	Noncore - counties that are neither metropolitan or micropolitan
	Codes		
5	NCES Urban Centric	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or
	Locale Codes		equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	49	Small town core commuting: No additional code
7	ERS RUCA Commuting	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small urban
	Value		cluster)
8	Percent Commuting to	18	Percent commuting from non metro to metro areas
	Metro		

Tayne Marion Madison Seven Devils Sanford Mooresville Swannanoa Lincolnton Bent Creek Enochvilk Haccamaw Pembroke Midland Cary Yanceyville Broadway Chadbourg Intercultural Institute Goldsbore A ry Creek Lillington Spiveys Corner Monroe Earl Maysville Lenoir Fay for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	11,784	9,952	8,082
2010 Households	4,455	3,523	2,876
2010 Group Quarters Population	965	114	41

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	24	16	16
Language Diversity National Index	35	54	52
Foreign Born Diversity National Index	9	2	1
Ancestry Diversity National Index	18	9	6
Racial Diversity National Index	82	83	82

Sparta Windsor Harrells Graham Barker Ten Mile Navassa Boone Cullowhee Roxobel Pumpkin Ge Star Belhaven Southport Foxfire Clinton Brunswick Greenevers Ings Mountain Walkertown Bladenboro Saxapahaw Sugar Mountain Creve for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

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Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	405	9.09%
Mainstay Communities	Established, Diverse Households	331	7.43%
Working Communities	Blue-collar, Working Families	736	16.52%
Country Communities	Rural, Agri. & Mining Families	285	6.4%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,535	34.46%
Urban Communities	High Density, Inner-city Neighborhoods	1,163	26.11%

Ionroe Carthage Boardman Balfour St. Pauls Morganton Atlantic Beach Lake Waccamaw Seven Devils Knightdale Lake Santeetlah White Lake Mar-Mac Mount Olive Dunn <u>Intercultural Institute</u> Wade Indian Valley Pinehurst Vanceboro Biltmore Forest Polkville Cooleemee Pitts *Intercultural Institute* Kingstown Kitt Confectual Ministry Stephens Norwood La Grange Beech Mountain Stant 815

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.

ewisten Woodville Maysville Fletcher Boonville Winfall Bryson City Westport Jefferson Richlands Silve City Whitsett Belwood Apex Kenly Fremont Blowing Rock Winterville Alberto Archdale Ramseu c Southern Pines Pink Hill Asheboro Kenansville Sherrills Ford Askew for Confectual Ministry th Henderson for Copyright 2011, Intercultural Institute for Contextual Ministry Grange Toast Wentworth McLeansville Keidsville Sugar

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?

hley Heights Kure Beach Delway Oriental Seven Lakes Blowing Rock New Bern Garland East Rockingha Stem Lexington Flat Rock Mount Pleasant Plymouth Ellerbe Harrells <u>Intercultural Institute</u> eads Ferry Gibsonville Pilot Mountain Kittrell Fairplains McDonald Salis <u>Intercultural Institute</u> Vass Dunn A de Copyright 2011, Intercultural Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	15,164	3,103	20.46%
Unreached %	65.41%	69.64%	106.47
Religious But NOT Evangelical HH	4,463	1,043	23.37%
Religious But NOT Evangelical %	19.25%	23.42%	121.62
Spiritual But NOT Relig or Evang HH	1,766	313	17.72%
Spiritual But NOT Relig or Evang %	7.62%	7.02%	92.22
Not Evangelical, Not Interested HH	9,119	1,793	19.66%
Not Evangelical, Not Interested %	39.33%	40.24%	102.3



nd Clyde Sharpsburg Jonesville Wagram Varnamtown Snow Hill Arapahoe Elrod Hertford Washingto Hest Marion Morganton Lake Park Goldston Crossnore Granite Falls Intercultural Institute Laurel Park Swepsonville Coats Westport Kings Grant Balfour Frankling Confectual Ministry Copyright 2011, Intercultural Institute for Confectual Ministry Copyright 2011, Intercultural Institute for Confectual Ministry Copyright 2014, Intercultural Institute for Confectual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCNC Churches	61	6	9.84%
Active BCNC Attenders	4,992	904	18.11%
Active Evangelical Households	4,274	721	16.86%
Active Evangelical Percent	18.44%	16.18%	87.76
Inactive Evangelical Households	3,746	632	16.86%
Inactive Evangelical Percent	16.16%	14.18%	87.76
# New Churches Needed	0	0	0%



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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	Immanuel - Clinton	0.41 mi	148	Plateauing	16	Serenity - Clinton	8.15 mi	102	Plateauing
2	Hickory Grove - Clinton	0.52 mi	28	Insufficient Data	17	Turkey - Turkey	8.42 mi	53	Declining
3	Iglesia Bautista Maranatha	0.52 mi	60	Insufficient Data	18	Piney Grove - Faison	9.43 mi	75	Plateauing
4	Clinton First - Clinton	0.67 mi	283	Plateauing	19	Mary's Chapel - Clinton	9.61 mi	74	Declining
5	Grove Park - Clinton	1.01 mi	295	Plateauing	20	Poplar Grove - Faison	9.88 mi	25	Growing
6	Rowan - Clinton	2.96 mi	90	Plateauing	21	Corinth - Salemburg	9.90 mi	28	Insufficient Data
7	Brown - Clinton	4.22 mi	11	Declining	22	Salemburg - Salemburg	10.30 mi	129	Plateauing
8	White Oak - Clinton	4.49 mi	53	Plateauing	23	Roseboro First - Roseboro	10.40 mi	64	Plateauing
9	Mount Vernon - Clinton	4.53 mi	157	Plateauing	24	Piney Green - Salemburg	10.46 mi	80	Growing
10	Harmony - Clinton	5.65 mi	54	Declining	25	Freedom - Salemburg	10.59 mi	73	Declining
11	Elizabeth Missionary - Roseboro	6.17 mi	20	Plateauing	26	New Hope - Turkey	10.72 mi	37	Declining
12	Mount Gilead - Clinton	6.72 mi	107	Declining	27	Mintz - Roseboro	10.98 mi	119	Growing
13	New Bethel - Clinton	6.74 mi	109	Plateauing	28	Peters Creek - Roseboro	11.23 mi	73	Plateauing
14	Beulah - Turkey	7.22 mi	27	Growing	29	Beaver Dam - Roseboro	11.23 mi	174	Plateauing
15	Union Grove - Clinton	8.11 mi	85	Plateauing	30	Ingold - Clinton	11.79 mi	39	Declining

Plain View Southport Monroe Duck Burlington Statesville North Topsail Beach Fairfield Harbour Sevential Statesville North Topsail Beach Fairfield Harbour Sevential Statesville Topsail Beach Fairfield Harbour Sevential Statesville North Topsail Beach Fairfield Harbour Sevential North Topsail Sevential Institute Sevential Market Sevential Ministry North Bonnetsville Record Fairfield Institute for Contextual Ministry Sevential Seventia Sevential Sevential Sevential Sevential

Using the Spirituality Indicators

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

Issues for Your Consideration

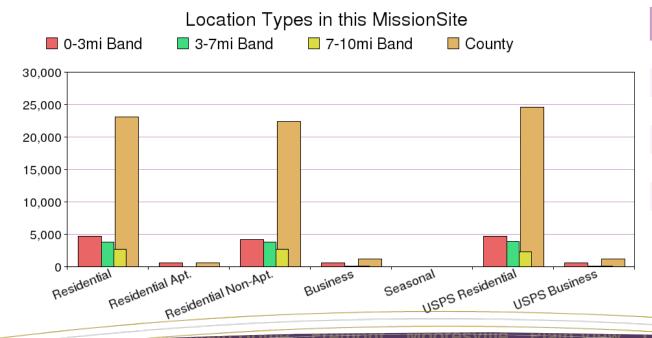
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	47,297	11,188	23.65%
2000 Population	60,161	11,614	19.3%
2010 Population	64,023	11,784	18.41%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	17,526	4,317	24.63%
2000 Households	22,273	4,498	20.19%
2010 Households	23,184	4,455	19.22%

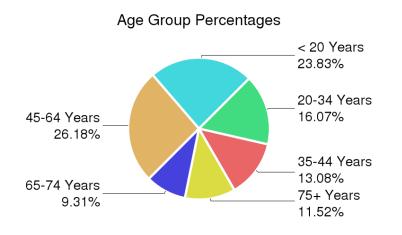


Location Type	0-3mi Band
Residential	4,744
Residential Apt.	568
Residential Non-Apt.	4,176
Business	649
Seasonal	0
USPS Residential	4,698
USPS Business	594

Manteo Wake Forest Harrells Hope Mills Topsail Beach Varnamtown Lewiston Woodville Banner Elk Hirington Atlantic Beach Matthews Raleigh Swansboro Raynham Teacher Foxfire Chapel Hill Oxford Blowing Rock Bogue Salemburg Fountain Whitsett Statesville McA for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

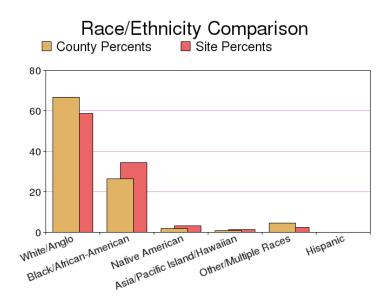


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.77%	4.07%	85.32
4-5 Years	2.84%	2.14%	75.35
6-8 Years	4.53%	3.68%	81.24
9-11 Years	4.44%	3.75%	84.46
12-13 Years	2.9%	2.61%	90
14-17 Years	5.65%	4.96%	87.79
18-19 Years	2.79%	2.62%	93.91
0-5 Years	7.61%	6.21%	81.6
6-12 Years	10.42%	8.72%	83.69
13-19 Years	9.89%	8.89%	89.89
< 20 Years	27.92%	23.82%	85.32
20-34 Years	18.67%	16.07%	86.07
35-44 Years	13.57%	13.08%	96.39
45-64 Years	25.7%	26.17%	101.83
65-74 Years	7.87%	9.31%	118.3
75+ Years	6.28%	11.52%	183.44
Median Age	38	43	113.35
Median Age (Male)	36	39	108.16
Median Age (Female)	39	45	116.02

Beach Clarkton Bald Head Island Greenville Butters Peletier Lansing Rockingham Maggie Valley Sank Serie Vander Hudson Nags Head Saluda Harrellsville Siler City Bunn Intercultural Institute IIS Scotland Neck Middlesex Claremont Mocksville Forest Oaks Minera Ortextual Ministry PCopyright 2011, Intercultural Institute for Contextual Ministry Biver Road Lake Norman of Catawba Milton Chadbour

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	66.56%	58.64%	88.1
Black, African-American	26.39%	34.51%	130.79
Native American	1.86%	3.11%	167.28
Asian	0.52%	1.08%	208.46
Pacific Island, Hawaiian	0.21%	0.13%	59.49
Other/Multiple Races	4.46%	2.53%	56.67
Hispanic	0%	9.79%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	42,143	8,341	
Less than 9th Grade	10.06%	9.38%	107.34
No High School Diploma	14.67%	13.7%	107.08
High School Graduate	36.8%	31.79%	115.74
Some College, no degree	19.85%	21.08%	94.16
Associate Degree	7.53%	7.19%	104.73

8.22%

2.86%

12.02%

4.83%

68.39

59.18

A Half Moon leard Rhodhiss West Canton Raleigh Franklinton Fallston Elizabethtown Cofield Saratog Rutherford College Mount Gilead Pilot Mountain Pinehurst St. Pauls intercultural Institute llocksville Garner East Spencer Northwest Askewville Aberdeen Clemn (Contextual Ministry) Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

College Degree

Graduate/Prof. degree

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	11.1%	13.83%	164.39
\$10,000 to \$19,999	18.87%	21.82%	115.62
\$20,000 to \$29,999	14.19%	14.28%	100.6
\$30,000 to \$49,999	20.06%	16.16%	80.58
\$50,000 to \$59,999	8.54%	7.21%	84.41
\$60,000 to \$69,999	6.15%	5.25%	85.4
\$70,000 to \$79,999	5.35%	4.53%	84.71
\$80,000 to \$89,999	4.07%	3.61%	88.76
\$90,000 to \$99,999	2.59%	2.49%	96.27
\$100,000 to \$124,999	5.34%	6.08%	113.92
\$125,000 to \$149,999	2.1%	2.04%	97.44
\$150,000 to \$199,999	1.23%	1.86%	151.56
\$200,000 to \$249,999	0.19%	0.43%	229.95
\$250,000 or more	0.23%	0.34%	147.28
Median Household	34,921	32,536	93.17
Average Household	46,702	47,034	100.71
Per Capita Household	17,238	17,956	104.17
Family/Non-Family Household			
Income			
Median Family Income	45,395	46,152	101.67
Average Family Income	55,482	58,484	105.41
Median Non-Family Income	17,543	19,976	113.87
Average Non-Family Income	24,923	25,448	102.11

Rock Columbus Avden Forest City Royal Pines Wendell Lasker Bridgeton Rockwell Valley Hill Gartha Fshall Grifton Rhodhiss Whiteville Mooresboro Whispering Pines Durham Intercultural Institute Weldon St. Stephens Shannon Pembroke Aberdeen Cedar Point Have Gontextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Decopyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	71.27%	63.77%	89.48
Families with Children	37.41%	32.26%	86.23
Families without Children	33.86%	31.52%	93.06
Non-Family Households			
% Non-Family Households	28.73%	36.23%	126.1
Non-Families with Children	0.16	0.13	84.39
Non-Families without Children	28.57	36.09	126.33
Housing Units			Index
Total Housing Units	26,500	5,009	
Vacant percent	12.51%	11.04%	88.23
Owned percent	61.25%	50.35%	82.2%
Rented Percent	26.24%	38.59%	147.08
Households by Size			Index
Avg household size	2.71	2.43	89.67
Avg family hh size	3.33	3.17	95.2
Avg non-family hh size	1.16	1.13	97.41
Households By Count of Persons			Percent
One	5,729	1,431	24.98%
Two	6,806	1,320	19.39%
Three or Four	7,965	1,338	16.8%
Five+	2,684	365	13.6%

sar Robbinsville Liberty Duck Cornelius Benson Askewville Wesley Chapel Montreat Wentworth Fairs Greenville Old Fort Bear Grass Mount Holly Waxhaw Whispering Pines Intercultural Institute Chocowinity Enochville Brevard Eastover Lewisville Raeford Momeyer Bryson City for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

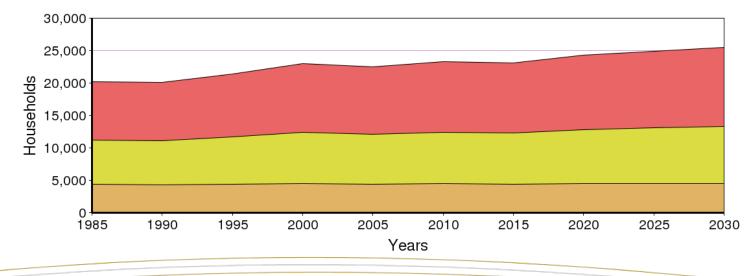
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	47,297	11,188	23.65%
2000 Population	60,161	11,614	19.3%
2010 Population	64,023	11,784	18.41%
2015 Population	65,567	11,844	18.06%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 🗌 0-7mi Ring

📕 0-10mi Ring

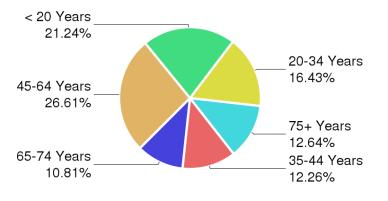


on Sheads Ferry Walkertown Hope Mills Varnamtown New Bern Forest Hills Wathe Wanchese Faith S Ocean Isle Beach Kannapolis Cedar Rock Bald Head Island Badin Middle Intercultural Institute Mountain Piney Green Brunswick Drexel Gibson Maggie Valley West for Confectual Ministry for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

Projected Age Group Percentages

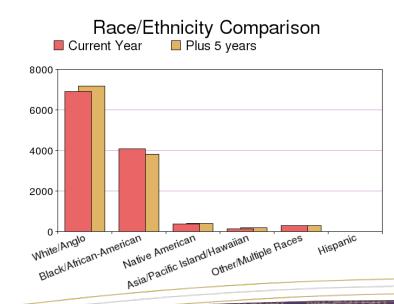


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.07%	2.65%	65.11
4-5 Years	2.14%	1.44%	67.29
6-8 Years	3.68%	2.91%	79.08
9-11 Years	3.75%	3.5%	93.33
12-13 Years	2.61%	2.76%	105.75
14-17 Years	4.96%	5.18%	104.44
18-19 Years	2.62%	2.8%	106.87
0-5 Years	6.21%	4.09%	65.86
6-12 Years	8.72%	7.74%	88.76
13-19 Years	8.89%	9.41%	105.85
< 20 Years	23.82%	21.24%	89.17
20-34 Years	16.07%	16.43%	102.24
35-44 Years	13.08%	12.26%	93.73
45-64 Years	26.17%	26.61%	101.68
65-74 Years	9.31%	10.81%	116.11
75+ Years	11.52%	12.64%	109.72
Median Age	38	44	118.03
Median Age (Male)	36	41	112.93
Median Age (Female)	39	48	122.65

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	58.64%	60.66%	103.45
Black, African-American	34.51%	32.12%	93.06
Native American	3.11%	3.28%	105.19
Asian	1.08%	1.33%	123.78
Pacific Island, Hawaiian	0.13%	0.14%	112.76
Other/Multiple Races	2.53%	2.46%	97.16
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	8,341	8,622	
Less than 9th Grade	9.38%	8.58%	91.55
No High School Diploma	13.7%	11.93%	87.09
High School Graduate	31.79%	32.22%	101.34
Some College, no degree	21.08%	22.74%	107.91
Associate Degree	7.19%	7.78%	108.19
College Degree	12.02%	12.18%	101.27
Graduate/Prof. degree	4.83%	4.56%	94.34

Icard Fairview Prespect Raemon Severn Elrod Youngsville Lewisville Arapahoe Shallotte River Be etar Rock Madison Granite Quarry Hamlet Raynham Clayton Woodlaver Intercultural Institute wmore Bethel Godwin Simpson South Henderson Woodland Holly Rid Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	13.83%	12.32%	89.07
\$10,000 to \$19,999	21.82%	22.24%	101.96
\$20,000 to \$29,999	14.28%	13.84%	96.93
\$30,000 to \$49,999	16.16%	14.91%	92.23
\$50,000 to \$59,999	7.21%	6.86%	95.24
\$60,000 to \$69,999	5.25%	5.25%	99.93
\$70,000 to \$79,999	4.53%	5.16%	104.73
\$80,000 to \$89,999	3.61%	4.18%	106.89
\$90,000 to \$99,999	2.49%	2.7%	108.52
\$100,000 to \$249,999	6.08%	7.07%	116.17
\$125,000 to \$149,999	2.04%	2.66%	130.15
\$150,000 to \$199,999	1.86%	1.93%	103.67
\$200,000 to \$249,999	0.43%	0.36%	85.24
\$250,000 or more	0.34%	0.32%	94.48
Median Household	32,536	34,367	105.63
Average Household	47,034	48,843	103.85
Per Capita Household	17,956	18,332	102.09
Family/Non-Family Household			
Income			
Median Family Income	46,152	51,036	110.58
Average Family Income	58,484	61,498	105.15
Median Non-Family Income	19,976	20,651	103.38
Average Non-Family Income	25,448	25,802	101.39

by Lowesville Salem Conover Lillington Wingate Troutman Gamewell Wade Pantego Enfield Alama Kenty Black Mountain Murphy Grover Polkville Bear Grass Lewiston Volume Walput Cove Farmville Lake Norman of Catawba Mount Pleasant River Road Benson Arapahoe for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Cove City Cove City Chapel Hill Maiden Royal Pines Reppert Morganton Bapper Elk, Gatesville, Kill Devil

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

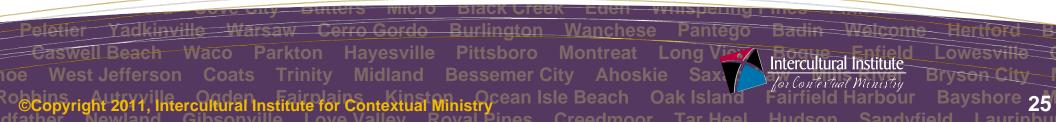
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	63.77%	63.08%	98.91
Families with Children	32.26	32.13	99.61
Families without Children	31.52	30.42	96.54
Non-Family Households			
% Non-Family Households	36.23%	36.92%	101.92
Non-Families with Children	0.13	0.11	101.92
Non-Families without	36.09	36.81	101.98
Children			
Housing Units			
Total Housing Units	5,009	4,946	98.74%
Vacant percent	11.04%	11%	99.63
Owned percent	50.35%	50.42%	100.15
Rented Percent	38.59%	38.56%	99.91
Households by Size			
Avg household size	2.43	2.48	102.06%
Avg family hh size	3.17	3.29	103.79%
Avg non-family hh size	1.13	1.10	97.35%
Households By Count of			
Persons			
One	1,431	1,430	99.93%
Тwo	1,320	1,221	92.5%
Three or Four	1,338	1,355	101.27%
Five+	365	395	108.22%

Louisburg Black Mountain Jamestown Jonesville Bostic Sparta Icard White Lake Baybero Clayton wille Watha Littleton Grantsboro Gatesville Ogden Cornelius Buies Cree Intercultural Institute Macclesfield Valdese Elrod Sims Zebulon Knightdale Etowah Bent Cree Intercultural Institute al ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Description Stanfield Fearrington Taylor

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BOR	N IN:	N IN: 0-3	N IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	444	663	721	Eastern Africa	a	a 0	a 0 0
Northern Europe	0	0	0	Middle Africa		0	0 0
Western Europe	0	4	16	Northern Africa		0	0 0
Southern Europe	4	1	2	Southern Africa		0	0 0
Eastern Europe	14	0	1	Western Africa		0	0 0
Other Europe	0	0	0	Other Africa		0	0 0
Eastern Asia	10	10	0	Oceania		0	0 6
So. Central Asia	32	17	2	Caribbean	2	24	24 9
SE Asia	2	10	4	Central Amer.	35	58	58 601
Western Asia	0	0	0	South America	0		0
Other Asia	0	0	0	North America	0		5
				Born at sea	0		0



Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	11,053	7,140	8,864	Other Indo-Euro	0	1	2
Spanish	615	1,047	975	Asian/PI languages	0	0	0
Other Indo-Euro	84	60	72	Chinese	24	0	0
language				Japanese	0	0	0
French (incl. Patois,	22	35	32	Korean	35	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	8	2	11	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	34	14	10	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	11	0	6
Other West Germanic	0	3	12	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	0	13
Language				Other Pacific Is	0	0	20
Greek	0	0	0	Other languages	44	6	0
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	1	Other Native N.	0	6	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	14	0	0
Armenian	0	0	0	Arabic	9	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	10	2	0	African languages	0	0	0
Hindi	0	0	4	Other unspecified	21	0	0
Urdu	0	0	0				

Dillsboro Pinetops Matthews Franklinton Wade Rowland Hendersonville Roper Oak City Mar-Mac Holly Ridge Eden Webster Bermuda Run Maysville Ogden Hamlet <u>Intercultural Institute</u> Momeyer East Rockingham Bald Head Island Lake Park Lillington Movement Intercultural Institute [of Confectual Ministry Leggett Liberty Toast Light Oak Etowah Cajah's Mo26 Copyright 2011, Intercultural Institute for Contextual Ministry Leggett Liberty Toast Light Oak Etowah Cajah's Mo26

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10
	MILES	MILES	MILES
Reporting ancestry	9,520	6,571	7,739
Arab	40	10	0
Armenian	0	0	0
Austrian	0	0	0
British	52	4	9
Canadian	4	1	0
Croatian	0	0	2
Czech	0	0	0
Czechoslovak	0	0	0
Danish	0	0	0
Dutch	0	12	13
English	780	498	560
European	93	57	62
Finnish	0	0	4
French (not Basque)	23	32	71
French Canadian	12	8	4
German	345	172	175
Greek	0	1	0
Hungarian	26	0	0
Iranian	0	0	0

Belhaven North Wilkesboro King Hays Myrtle Grove Saratoga Raeford Franklinville Atlantic Beach Ma Ket Wingate Black Creek High Point Wanchese Marshville Southern Shore Intercultural Institute Indersonville Carrboro Avery Creek Polkton Cleveland Rowland Baybor (or Contextual Ministry ^{III} Contextual Ministry Mooresboro Fletcher Mars Hill Shallotte Pikeville Da27

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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?

Trinity Ronda JAARS North Wilkesboro Youngsville Rocky Mount Nashville Trenton Bryson City Long View Swannanoa South Weldon Oriental La Grange Butters Rockingham Intercultural Institute Princeton Walnut Cove Mount Pleasant Erwin Harrellsville Mars Hill for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Best Rockingham Neuse Forest Dobbins Heights Sim 28

Using the Demographic Indicators

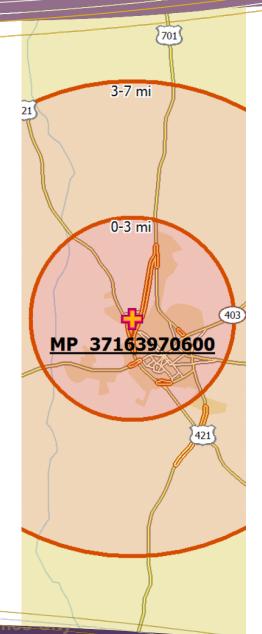
Issues for Your Consideration - continued

- 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?

IIIs Roxboro <u>Newland</u> Clayton Cedar Rock Emerald Isle Harrellsville Saluda Whispering Pines Goldston Old Fort Biltmore Forest Rennert Southport Fountain Faith Fletcher Intercultural Institute arion Asheboro Grandfather East Arcadia Calabash South Weldon Van for Contextual Ministry Concord Northlakes Yance 29 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.



Atkinson Mocksville Belville Castle Hayne Morganton Washington Granite Quarry Apex Tarboro Gen Kings Grant Castalia Dundarrach Blowing Rock Ossipee Hobgood Intercultural Institute Haw River Colerain Bogue Beech Mountain Elkin Lake Santeetlah Brich Gordertal Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,455	100%	3,118	100%
AFFLUENT SUBURBIA	243	5.45%	178	5.71%
America's Wealthiest	87	1.95%	70	2.25%
Dream Weavers	7	0.16%	5	0.16%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	149	3.34%	103	3.3%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	162	3.64%	109	3.5%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	159	3.57%	107	3.43%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	3	0.07%	2	0.06%
SM TWN SUCCESS	112	2.51%	76	2.44%
Successful Urban Sprawl	34	0.76%	2	0.06%
2nd City Homebodies	18	0.4%	24	0.77%
Prime Middle America	0	0%	12	0.38%
Urban Optimists	60	1.35%	0	0%
Family Convenience	0	0%	38	1.22%
Mid-Market Enterprise	0	0%	0	0%



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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,455	100%	3,118	100%
BLUE COLLAR BACKBONE	210	4.71%	135	4.33%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	107	2.4%	65	2.08%
Lower Income Essentials	16	0.36%	11	0.35%
Small Town Endeavors	87	1.95%	59	1.89%
AMER. DIVERSITY	219	4.92%	147	4.71%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	175	3.93%	113	3.62%
Professional Urbanites	12	0.27%	9	0.29%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	6	0.13%	4	0.13%
Mature America	26	0.58%	21	0.67%
METRO FRINGE	526	11.81%	362	11.61%
Steadfast Conservative	475	10.66%	326	10.46%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	51	1.14%	36	1.15%

Rich Square <u>Hount Olive</u> Cape Carteret Bear Grass Edenton Harrisburg Crossnore Dillsboro States H Wilkesboro Spruce Pine Kings Grant Patterson Springs Elizabeth City Contextual Institute Jount Pleasant South Rosemary Kirkland Burlington Brices Creek Caswe for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Brogden Black Creek Apex Marvin Red Springs Rigg

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Perce	ent
Total	4,455	100%	3,118	100%
REMOTE AMERICA	254	5.7%	149	4.78%
Hardy Rural Fam.	5	0.11%	3	0.1%
Rural Southern Living	234	5.25%	137	4.39%
Coal & Crops	15	0.34%	9	0.29%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,535	34.46%	1,136	36.43%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	1,520	34.12%	1,126	36.11%
Stable Careers	0	0%	0	0%
Aspiring Hispania	15	0.34%	10	0.32%
RURAL VILLAGES & FARMS	31	0.7%	28	0.9%
Aspiring Hispania	0	0%	10	0.32%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	31	0.7%	0	0%
Small Town Connections	0	0%	18	0.58%
Hinterland Fam.	0	0%	0	0%

Falkland Fayetteville Raleigh Elrod Knightdale Dunn Sparta Earl Red Springs Belhaven Roanoke Rap Stem Mebane Trent Woods Saluda Hendersonville Badin Hertford Intercultural Institute off Beach Madison Etowah Plain View Roseboro Welcome Clarkton for Confectual Ministry Fairmont W Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Pere	cent
Total	4,455	100%	3,118	100%
STRUGGLING SOCIETIES	830	18.63%	563	18.06%
Rugged Southern Style	1	0.02%	1	0.03%
Latino Nuevo	5	0.11%	3	0.1%
Struggling city Centers	824	18.5%	559	17.93%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	333	7.47%	235	7.54%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	163	3.66%	114	3.66%
Urban Diversity	0	0%	0	0%
New Generation Activists	102	2.29%	69	2.21%
Getting By	68	1.53%	52	1.67%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

dsboro Bath Madison Ossipce Holly Ridge Harrells Havesville Landis Hays Skippers Corner Gatesville en uda Run Harrisburg Mebane Edenton Dillsboro Millers Creek Brice Intercultural Institute Dover Norman Pumpkin Center Creswell Salemburg Welcome Model of Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

Erwin Woodlawn Burnsville Farmville Star Mount Holly Butner Selma New London Elizabethtown Ja Cameron Cofield Enfield River Road Washington Fuquay-Varina Beller Hadison Granite Falls Bri On White Plains Vandemere Calabash Watha Holly Ridge Walnut Cove Forest Belville Rose Hill 35 Confertual Institute for Contextual Ministry Catawba Will Devid Hills Conserver Boonville

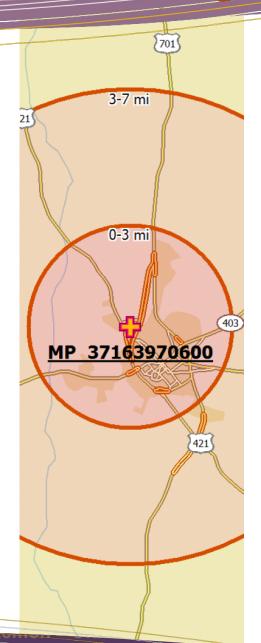
Potential Cultural Bridges

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).



Adon Dunn Rank Seagrove Walnut Creek Atlantic Beach Princeville Fountain Fletcher Benson Stoke Walnut Cove Autryville Whiteville Creedmoor Pineville Rockingham Intercultural Institute Vander Norlina Newland Casar Gatesville Mills River Bear Grass Intercultural Institute Confectual 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 - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	72%	72%	72%
Use Comp. for Internet/E-mail	50%	52%	51%
Internet Use: E-Mail	42%	42%	42%
Use Comp. for Comp. Games	36%	36%	36%
Use Comp. for Education	31%	30%	30%
Use Comp. for Word Processing	30%	31%	31%
Use Comp. for Shopping	28%	28%	28%
HH Owns DVD Player	27%	27%	26%
Use Comp. for Banking	25%	25%	25%
Use Comp. for Digital Camera Photo Editing	24%	25%	26%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	23%	24%	24%
Internet Use: Banking	22%	22%	22%
PC-Network-HH Has One	18%	18%	19%
Use Comp. for News/Info./Data	18%	18%	18%
Service			
Use Comp. for Personal Financial	12%	12%	12%
Mngmnt			
Use Comp. for Filing/DB Mngmnt	11%	11%	12%
Use Comp. for Accounting	11%	11%	11%
Internet Use: Research/ Education	11%	11%	10%
Internet Use: Shopping: Gathered	10%	10%	10%
Info. for Shopping			
HH Owns Video/Webcam	10%	9%	9%

Reseboro Ivanhoe Pembroke Bonnetsville La Grange Simpson Turkey Ronda Taylortown Hamlet Stanfield Conway Jackson Shannon Raynham Winfall Creswell Weld Half Moon gton Franklin Elon Ranlo Stem Flat Rock Lincolnton Brogden St. Par Intercultural Institute of Confectual Ministry Morven Vass Roxobel Cleveland Southport Old For 37 Earboro Altamabaw Locust Sandy Creek Flat Rock Plymouth Walstonburg Whitsett Fast Rockingham

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	67%	67%	66%
Reading Books	52%	51%	50%
Dining Out (Not Fast Food)	49%	50%	50%
Card Games	39%	40%	39%
Cooking for Fun	35%	35%	34%
Go To A Beach/Lake	30%	30%	30%
Board Games	30%	30%	29%
Gardening	28%	30%	30%
Visit Museum	17%	17%	17%
Going To	17%	17%	17%
Bars/Nightclubs/Dancing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	69%	69%	69%
Gen./Fam. Practitioner	36%	37%	36%
Dentist	25%	25%	25%
Backache	23%	23%	23%
Hypertension/High Blood	22%	22%	22%
Pressure			
Eye Dr.	21%	21%	20%
High Cholesterol	19%	19%	19%
None Of These	19%	18%	18%
Acid Reflux Disease (GERD)	16%	16%	16%
Any Arthritis	16%	16%	16%

ech Mountain West Canton Madison Mount Airy Elkin Franklin Shallotte Tobaccoville Hoffman Elon P Glen Alpine Banner Elk Carolina Shores Mountain View Oxford Sur Intercultural Institute erryville Minnesott Beach Troy Hertford South Rosemary Midway West Jor Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	26.22%	25.32%	24.33%
Live Theater	17.87%	18.02%	17.16%
Rock/Pop Concerts Most	14.53%	13.82%	13.11%
Often			
Live Theater Most Often	14.4%	14.68%	14.09%
Comedy Club	9.39%	9.26%	9.2%
Dance Performance	9.21%	8.8%	8.48%
Movies: Comedy	40.13%	39.38%	38.94%
Movies: Action/Adventure	38.66%	37.74%	37.23%
Movies: Drama	22.37%	21.28%	20.89%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	21.93%	21.13%	20.64%
Movies: Romantic Comedy	19.94%	19.44%	18.85%
Movies: Mystery	18.26%	17.39%	17.18%
College Football Reg.	5.06%	5.21%	5.03%
Season			
NFL Football Reg. Season	4.86%	5.1%	4.89%
MLB Baseball Reg. Season	4.58%	4.81%	4.63%
College Basketball Reg.	3.88%	3.84%	3.75%
Season			
NBA Basketball Reg.	3.18%	3.09%	2.85%
Season			
Auto Racing Events	1.97%	2.22%	2.23%



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

BRIDGES	0-3	3-7	7-10	BRIDGES	0-3	3-7	•
	MILES	MILES	MILES		MILES	MILES	
Walking for Exercise	37.67%	37.76%	36.99%	Camping Trips	10.07%	11.77%	
Swimming	27.61%	28.13%	27.92%	Mountain/Road Biking	9.67%	9.86%	
Bowling	20.66%	21.27%	20.94%	Volleyball	8.95%	8.92%	
Billiards/Pool	17.85%	17.47%	17.3%	Hunting	7.5%	8.68%	
Basketball	17.39%	17.38%	17.16%	Softball	7.48%	7.77%	
Freshwater Fishing	15.47%	17.09%	17.79%	Backpacking/Hiking	7.37%	7.61%	
Jogging/Running	15.38%	15.25%	14.89%	Soccer	7.31%	7.32%	
Weight Training	14.4%	14.15%	13.64%	Saltwater Fishing	7.05%	7.45%	
Football	12.45%	12.31%	12.24%	Tennis	6.72%	6.84%	
Using Cardio Machine	11.65%	11.4%	10.85%	Target Shooting	6.61%	7.54%	
Baseball	11.07%	11.47%	11.64%	Yoga	6.52%	6.32%	
Aerobics	11.03%	10.68%	10.12%	Power Boating	6.03%	6.11%	
Stationary Cycling	10.81%	10.8%	10.64%	Roller Skating	5.75%	5.68%	
Golf	10.7%	10.93%	10.52%	Ice Skating	5.55%	5.38%	

Bailey Benson Asheville Warrenton Thomasville Rocky Mount Black Creek Cherryville Light-Oak Harrel Fair Bluff Belwood Bunn Aberdeen Murphy Kings Grant McDonald Intercultural Institute Saxapahaw Fountain Vandemere Brookford Whitakers Harrisburg Wash for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Blowi40

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

0-3	3-7	7-10
MILES	MILES	MILES
5.47%	5.68%	5.8%
5.12%	5.43%	5.57%
4.78%	5.32%	5.7%
4.46%	4.2%	4.13%
4.38%	4.46%	4.59%
4.31%	4.24%	4.23%
4.16%	4.3%	4.26%
4.09%	4.04%	3.97%
3.9%	3.9%	3.78%
3.81%	3.98%	4.03%
	MILES 5.47% 5.12% 4.78% 4.38% 4.31% 4.16% 4.09% 3.9%	MILES MILES 5.47% 5.68% 5.12% 5.43% 4.78% 5.32% 4.46% 4.2% 4.38% 4.46% 4.31% 4.24% 4.16% 4.3% 4.09% 4.04% 3.9% 3.9%

0-3	3-7	7-10
MILES	MILES	MILES
3.61%	3.62%	3.55%
3.33%	3.39%	3.41%
3.29%	3.7%	3.81%
3.21%	3.09%	3.04%
3.14%	2.99%	2.94%
3.11%	3.09%	3%
2.92%	2.92%	2.97%
2.73%	2.73%	2.77%
2.64%	2.5%	2.45%
2.52%	2.55%	2.51%
	MILES 3.61% 3.33% 3.29% 3.21% 3.14% 3.11% 2.92% 2.73% 2.64%	MILES3.61%3.62%3.33%3.39%3.29%3.7%3.21%3.09%3.14%2.99%3.11%3.09%2.92%2.92%2.73%2.73%2.64%2.5%

Polkville Fuguay Varina Cherryville Marion Royal Pines Whitsett Tobaccoville Beulaville Gatesville Foodfin Plain View Everetts Belville Vass Ingold Polkton Pumpkin Chinney Rock Village Seat ton St. James Mooresboro Banner Elk Salemburg Hightsville Winton St. Copyright 2011, Intercultural Institute for Contextual Ministry Accession Bent 41 St. Copyright 2011, Intercultural Institute for Contextual Ministry Accession Bent 41 Fast Laurinburg Wrightsboro Mar-Mac Vander Carv

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.

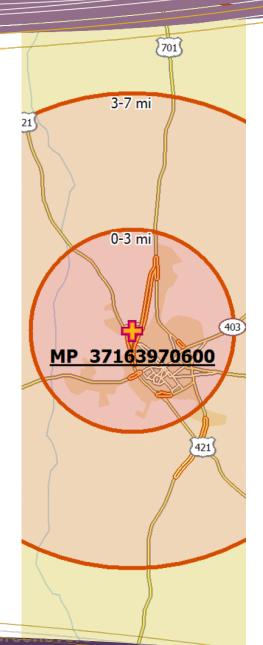
BIBLICAL BARRIERS

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.



McLeansville St. Helena Princeville Silver Lake Kill Devil Hills Mooresville Winfall Castelia Boardma the Archdale Powellsville Mesic Milton Welcome Albemarle Charles Intercultural Institute rmony Montreat Cleveland Seven Lakes Fountain Newland Greensboro Confectual 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.

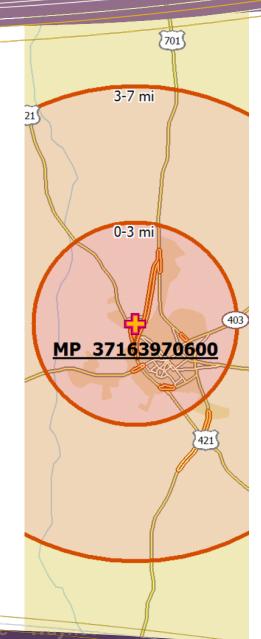
CULTURAL BARRIERS OF ACCEPTANCE

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.



Banner Elk Mebane Sherrills Ford Carthage Concord Flat Rock Walnut Cove Dallas Bostic Dundarrac FineVille Red Springs Westport Bridgeton Fair Bluff Elrod Gorman Intercultural Institute ander Hookerton Midland Cary New Bern La Grange Cedar Rock Kin for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

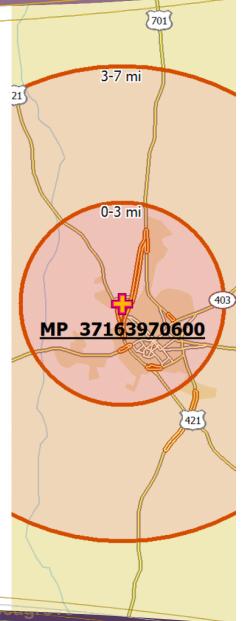
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning	53%	53%	53%	Like to Stand Out In A Crowd	22%	22%	23%
New Things			0.001	Friends More Important Than	21%	21%	21%
Speak My Mind Even If It Upsets People	39%	39%	39%	My Fam. Marijuana Should Be Legalized	21%	20%	20%
Like Control Over People And	39%	39%	39%	Like To Pursue	18%	18%	18%
Resources	0070	0070	0070	Challenge/Novelty/Change	1070	1070	1070
Find It Difficult To Say No To My	38%	38%	38%	Rarely Sit Down to a Meal	17%	18%	18%
Kids				Together At Home			
Woman's Place Is In The Home	35%	36%	37%	We Should Strive for Equality	17%	16%	16%
Don't Judge People/Way They	31%	30%	30%	for All			
Live Life				Only Work Current Job for The	16%	16%	16%
Like To Do Unconventional	30%	31%	31%	Money			
Things				Happy With My Standard Of	13%	12%	12%
Prefer To Have Few	30%	29%	29%	Living			
Possessions As Possible				On Whole People Get What	11%	10%	11%
Too Much Sponsorship In	29%	29%	29%	They Deserve			
Arts/Sports				Little I Can Do To Change My	9%	9%	9%
If Won Lottery Would Never	26%	26%	25%	Life			
Work Again				Indulge My Kids With The Little	9%	9%	10%
Money Is Best Measure Of	25%	26%	26%	Extras			
Success				I Am A Perfectionist	9%	8%	8%
I Am A Workaholic	23%	22%	22%				

The Rutherford College Surf City South Rosemary Walkertown Grifton Taylorsville Erwin Marvin bergeen Eastover Kernersville Columbia Scotland Neck Pantego Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

Potential Cultural Themes

Typically many Christians explain the gospel the way it was presented to them. However, today many nonbelievers in North America do not have a Christian background nor do they have any interest in the Christian Church or Christianity. Because of this the gospel messages that they have "heard" (with their ears or eyes on TV) has not registered in their mind, heart or soul -- truly they have not actually "heard" (in the Biblical sense of the word) the gospel yet. They need to hear the gospel in a way that grips them where they live.

Cultural themes that arise from their attitudes, beliefs, and life stories provide a significant way for missionaries to share the gospel in their own terms. Just as missionaries in Papua New Guinea shared the story of the legendary "peace child" that a jungle tribe anticipated from their folklore, so too missionaries to this site location need to take "themes" out of the culture to use in sharing the gospel in a fresh and culturally appropriate way. This section provides many significant thems that may be considered as a basis for developing a contextual gospel presentation to people in this site location.



Avery Creek Vann Grossroads Sims Candor Teachey Stony Point Bayshore Sea Breeze Seven Spring Springs Rural Hall Bailey Holden Beach Lewiston Woodville Rex Camero Southern Pines Mint Hill Tre East Spencer Newport Chocowinity Raleigh Norlina Warrenton Lexit Intercultural Institute For Confectual Ministry Raleigh Confectual Ministry Raysham Ne Copyright 2011, Intercultural Institute for Contextual Ministry Lake Waccamaw Rose Hill McLeansville Roxobel Carre

Potential Cultural Themes:

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	Tł	HEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	58%	59%	58%		ke To Just Enjoy Life rovide My Kids With The Little	20% 19%	19% 19%	19% 19%
You Should Seize Opportunities	58%	57%	57%	E>	xtras			
In Life					eal Men Don't Cry	17%	17%	17%
Like To Understand About Nature	38%	38%	38%		/orried About Pollution Caused y Cars	17%	17%	17%
Prefer Work Part Of Team Than Alone	38%	38%	38%		ry Not To Worry About The uture	17%	16%	16%
Important To Juggle Various Tasks	34%	34%	34%		njoy Spending Time With My am.	14%	14%	14%
Important Feel Respected By My	34%	33%	33%	ls	An Important Part Of Who I Am	13%	14%	14%
Peers				C	hildren Should Be Allowed To	8%	8%	8%
Prefer To Have Few	30%	29%	29%	E>	xpress Themselves			
Possessions As Possible					eel Very Alone In The World	6%	6%	7%
Good At Fixing Things	29%	29%	29%		ke Spending Most Time With	5%	6%	6%
Have Keen Sense Of Adventure	28%	28%	28%		am.			
People Have To Take Me As	23%	23%	23%	W	/ould Like To Set Up Own	4%	4%	5%
They Find Me				Bu	usiness			
Consider Myself Interested In	21%	21%	21%	De	ecor Particular Interest To Me	4%	4%	4%
The Arts								
Looking for New Ideas To Improve Home	20%	20%	21%					

nore Wadesbore Waynesville Silver City Scotland Neck Chimney Rock Village Rich Square Buies Creek Youngsville Boiling Spring Lakes Biscoe Fairplains Pineville Roper Intercultural Institute nsonville Burlington Granite Quarry Pink Hill Welcome Seaboard Cher Joi Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

NICAGE

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.

ort Saratoga Barker Heights Sims Coats Bolivia Everetts Drexel Seven Springs Grifton Garysburg Hade Sherrills Ford Sedalia Scotland Neck Bladenboro Bostic Altamatic Intercultural Institute Jefferson Louisburg Falkland Newton Spindale White Lake Huntersvill for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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Potential Shared Places:

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

PLACE	0-3	3-7	7-10	PLACE	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Fast Food/Drive-In	87.22%	87.46%	87.67%	Olive Garden	18.68%	18.75%	18.29%
Restaurant-Visit Any				Dairy Queen	18.4%	18.48%	18.93%
Fam. Restaurants/Steak	79.25%	79.95%	79.42%	Domino's Pizza	17.64%	16.87%	16.83%
Houses-Visit Any				Chick-Fil-A	15.45%	15.61%	15.02%
McDonald's	56.82%	57.23%	57.57%	Golden Corral	15.42%	15.44%	15.41%
Burger King	38.79%	39.08%	39.16%	IHOP (International House Of	15.34%	15.05%	14.62%
Kentucky Fried Chicken (KFC)	35.93%	35.19%	34.83%	Pancakes)			
Wendy's	32.49%	32.46%	32.07%	Popeyes	15.08%	14.34%	14.25%
Subway	31.05%	31.15%	31.08%	Sonic	14.8%	15.24%	16.02%
Applebee's	28.67%	28.8%	28.38%	Cracker Barrel	14.05%	14.98%	14.92%
Taco Bell	27.68%	27.05%	26.95%	TGI Friday's	13.68%	13.03%	12.23%
Pizza Hut	25.58%	25.84%	26.2%	Outback Steakhouse	13.52%	13.46%	13.3%
Arby's	22.39%	22.53%	22.07%	Ruby Tuesday	12.64%	12.33%	11.79%
Red Lobster	19.2%	19%	18.69%				

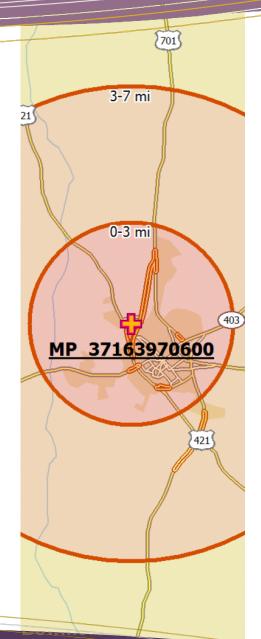
Henderson Kinston Peachland Rural Hall Murfreesboro Rennert Stokesdale Spring Lake Green Level A Hiddleburg Harrellsville Sims Powellsville Wesley Chapel Ingold Bourd Hercultural Institute Farmville Edenton Robersonville Pinetops Clinton Newport Autryville Confectual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Dobbins Heights Bonnetsville

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!



namtewn Snow Hill Ossipee Cleveland Burlington Stanfield Mountain View Kitty Hawk Harmony Ellerby Bath Faith James City Neuse Forest Trinity Durham Bryson City Frederic Confectual Institute Cenansville Marvin Hendersonville Catawba Hertford Wrightsboro Falco (onfectual Ministry ar Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	43.2%	44.13%	42.96%
Recycled products	27.76%	28.1%	26.97%
Worked as volunteer (non political)	13.41%	13.71%	13.39%
Engaged in fund raising	10.8%	11.29%	10.89%
Religious club member	8.24%	8.52%	8.32%
Church Board	6.95%	7.2%	6.88%

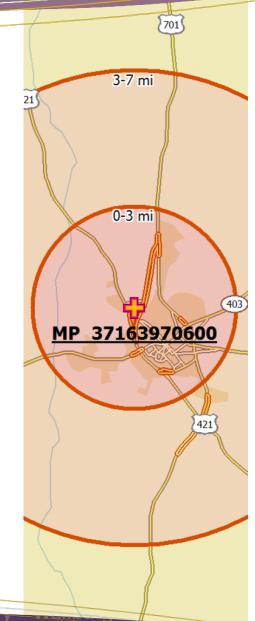
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Union member	5.1%	5.34%	5.05%
Took active part in local civic	4.81%	4.76%	4.6%
issue			
Wrote to editor of mag or	4.73%	4.87%	4.85%
newspaper			
Wrote to elected offcl about	4.55%	4.73%	4.59%
publ bus			
Charitable Organization	4.54%	4.74%	4.58%
Fraternal order member	4.22%	4.36%	4.21%

Wanchese Light Oak Lillington Selma Vanceboro Sugar Mountain Oakboro Elkin Mount Olive Marie but Staley Holden Beach Northlakes Raemon Clayton Emerald Isle Intercultural Institute Butner Pinetops White Oak Rhodhiss Calypso Black Mountain Or Confectual Ministry geocopyright 2011, Intercultural Institute for Contextual Ministry Provide Coats Statesville Swannanoa Creedmoor M50 Statesville Statesv

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.



Atlantic Beach Swansboro Wrightsville Beach Nashville Lumber Bridge East Arcadia Vann Crossroads S Keener Rockingham Stanley Columbia Watha Kings Mountain Factor Intercultural Institute Traysville Windsor Fearrington Forest Hills Snow Hill West Marion White Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Minis

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	14.12%	14.33%	13.91%
Children's Books	12.68%	12.77%	12.44%
Religious (not Bibles)	9.87%	10.05%	9.76%
Cookbooks	9%	8.94%	8.78%
Mystery	8.62%	8.65%	8.58%
Romance	6.42%	6.61%	6.53%
Personal/Business	5.98%	6.05%	5.7%
Self-help			
Biography	5.88%	5.85%	5.57%
History	5.28%	5.35%	5.28%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	66.39%	66.02%	64.41%
Gen. Editorial	52.41%	51.4%	50.23%
Womens	46.43%	46.14%	45.11%
Service	30.8%	31.11%	31.17%
Business/Finance	20.71%	20.17%	18.89%
Mens	19.46%	18.9%	18.47%
Music	18.39%	17.75%	17.15%
Sports	14.33%	13.95%	13.51%
Parenthood	14.32%	13.99%	14.14%

Roanoke Rapids <u>Belville Middlesex Harkers Island Winterville</u> Bent Creek Silver Lake Landis Conway S meuth Dobbins Heights Reidsville Littleton Fuquay-Varina Seaboard Shown Kings Mountain Richfield Villiamston South Weldon Saratoga Light Oak Cashiers Lenoir Canton for Contextual Ministry ^b Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	49.44%	50.19%	49.61%
Classified	31.32%	31.93%	32.3%
Sport	29.47%	29.87%	29.39%
Editorial Page	26.49%	26.87%	26.38%
Business/Finance	24.65%	24.7%	23.75%
Movie Listings & Reviews	23.37%	23%	22.03%
Comics	23.24%	23.34%	23.32%
Food/Cooking	22.76%	22.75%	22.2%
TV/Radio Listings	22.48%	22.27%	21.7%
Home/Gardening	18.97%	19.55%	19.04%
Travel	17.22%	17.38%	16.47%
Fashion	15.75%	15.87%	15.28%
Science/Technology	15.22%	15.26%	14.48%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Urban Contemporary	35.04%	33.32%	31.8%
CHR Contemp Hit Radio	17.38%	17.08%	16.76%
Country	13.3%	15.22%	16.83%
Adult Contemporary	11.88%	12.23%	12.59%
Jazz	11.72%	11.37%	10.45%
Variety	10.32%	10.09%	9.8%
Oldies	9.42%	9.34%	9.33%
News/Talk	7.63%	7.51%	7.04%
Rock	7.35%	7.51%	7.41%
Gospel	7.11%	6.87%	6.63%
All News	7.1%	7.13%	6.48%
Religious	5.85%	6.16%	6.03%
Classic Rock	5.49%	5.66%	5.8%
Alternative	5.32%	5.07%	4.87%
Soft Contemporary	5.18%	5.22%	4.93%
Hispanic	3.7%	3.46%	3.83%
Sports	3.29%	3.28%	3.07%
All Talk	3.25%	3.48%	3.26%

Red Springs Uxion

Atkinson Clemmons Durham Crandfather Creswell West Canton Bakersville Cullewhee Salemburg Br Huntersville Sims Hillsborough Whitakers Bermuda Run Bryson City Intercultural Institute Inderson Reidsville Flat Rock Wilmington Enfield Cove City Carthage Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10	MULTIMEDIA: TV
	MILES	MILES	MILES	
Fox News Channel	61.83%	62.46%	62.2%	Nick At Nite
Soapnet	50.91%	50.35%	49.82%	TCM (Turner Classic
Satellite Dish	50.63%	51%	50.68%	Movies)
Other Video-On-Demand	45.71%	45.15%	45.87%	Hallmark Channel
Sci-Fi Channel	35.73%	36.2%	36.24%	USA Network
ISNBC	33.51%	33.44%	33.49%	TV Info From Monthly Cable
Adult Pay Per View TV	33%	33.24%	33.06%	Guide
Subscribe Digital Cable	31.64%	32.36%	32%	The Golf Channel
V Info From Sunday TV	28.01%	28.25%	28.1%	BET (Black Entertainment
Magazine				TV)
Comedy Central	26.73%	25.8%	24.85%	Lifetime
Nickelodeon	26.42%	27.24%	27.58%	ABC Fam.
TV Info From Newspapers	25.86%	25.78%	25.36%	TV Info From Other
				Adult Swim

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Nick At Nite	25.38%	24.9%	24.7%
TCM (Turner Classic Movies)	24.82%	24.2%	23.87%
Hallmark Channel	23.8%	23.91%	23.71%
USA Network	22.41%	22.51%	22.23%
TV Info From Monthly Cable	22.22%	22.1%	22.15%
Guide			
The Golf Channel	22.1%	21.87%	21.2%
BET (Black Entertainment TV)	22.09%	21.3%	21.19%
Lifetime	21.92%	21.71%	21.42%
ABC Fam.	21.71%	20.87%	20.39%
TV Info From Other	21.1%	21.03%	20.72%
Adult Swim	20.9%	21.38%	21.64%
ESPN2	20.12%	20.08%	19.94%

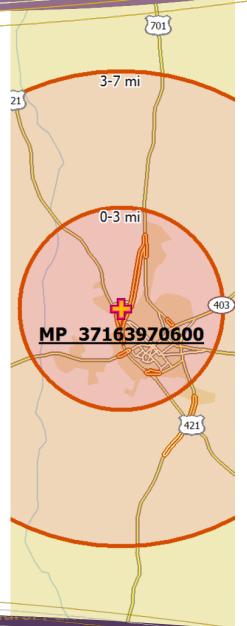
Fearrington Wagram Winterville Dobson Walnut Cove Bogue Princeton Flat Rock Harrells Bethel Parkton Maxton Richlands Simpson Rutherford College Rockwell Intercultural Institute In Center Fairplains Surf City Stanfield Sunset Beach Morven Wesley Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Confertual Parkton 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.



Ceville Mount Airy Caswell Boach Franklin East Bend Marshall JAARS Ossipee Abitakers Butner Franklin East Bend Marshall Pilot State Coats Durate Coats Durate Coats Wilson's Mills Hot Springs Marshville Woodfin Boonville Colerain Franklin East Bend Marshall Franklin East Bend Marshall Pilot Franklin East Bend Marshall Pilot Franklin East Bend Marshall Franklin East Bend Marshall Pilot Franklin East Bend Marshall Frank

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	16.77%	16.9%	16.51%
Medium Users (4-6)	8.6%	8.67%	8.53%
Light Users (1-3)	18.54%	19.08%	18.75%
Quintiles (20%)			
Newspaper I (Heavy)	1%	0.91%	0.99%
Newspaper II	1.57%	1.66%	1.64%
Newspaper III	1.96%	2.08%	1.98%
Newspaper IV	0.46%	0.4%	0.43%
Newspaper V (Light)	0.97%	0.84%	0.86%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	20.68%	20.57%	20.79%
Magazines II	9.37%	9.33%	9.23%
Magazines III	10.29%	10.36%	10.56%
Magazines IV	13.38%	13.15%	13.23%
Magazines V (Light)	1.14%	1.07%	0.98%
Outdoor I (Heavy)	8.37%	8.14%	8.3%
Outdoor II	4.77%	4.29%	4.16%
Outdoor III	4.97%	4.79%	4.81%
Outdoor IV	17.14%	17.26%	17.26%
Outdoor V (Light)	24.61%	24.72%	24.66%
Yellow Pages I	16.51%	16.63%	16.79%
(Heavy)			
Yellow Pages II	8.12%	7.92%	7.74%
Yellow Pages III	8.91%	8.12%	8.03%
Yellow Pages IV	24.72%	24.46%	24.83%
Yellow Pages V (Light)	4.53%	4.4%	4.54%

Stanley Hope Mills Eiroy Havelock Hamilton Peachland Bunn Light Oak Meunt Holly Burnsville Fle Mayodan Garysburg Danbury Godwin Wilmington Surf City Barkers, This Glen Alpine Remert H eland Marvin Fearrington Zebulon Rockingham Robbinsville Clemmon for Confertual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILE
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths /			
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	2.54%	2.78%	2.82%	Prime Time I & II (Heavy)	3.88%	4.14%	4.25
Drive Time III (Medium)	0.91%	0.99%	1.04%	Prime Time III (Medium)	1.45%	1.4%	1.37
Radio IV & V (Light)	2.55%	2.66%	2.51%	Prime Time IV & V (Light)	9.61%	9.36%	10.1
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	11.14%	10.7%	10.9%	Fringe I & II (Heavy)	38.4%	40%	40.5
Radio III (Medium)	3.88%	4.13%	4.19%	Fringe III (Medium)	55.15%	55.28%	55.6
Radio IV & V (Light)	4.11%	3.99%	3.9%	Fringe IV (Light)	56.69%	57.5%	58.1
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	12.58%	12.48%	12.32%	All Day I & II (Heavy)	15.04%	15.18%	15.2
Cable III (Medium)	4.93%	4.75%	4.78%	All Day III (Medium)	24.92%	25.19%	25.7
Cable IV & V (Light)	38.01%	37.1%	37.07%	All Day IV (Light)	18.74%	17.9%	17.7



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.06%	11.11%	10.88%
6:00am - 10:00am	15.61%	15.21%	14.66%
10:00am - 3:00pm	10.86%	9.9%	9.44%
3:00pm - 7:00pm	15.25%	14.41%	14.37%
7:00pm - Midnight	12.05%	11.48%	11.29%
Midnight - 6:00am	7.79%	7.16%	7.09%
Weekend Radio			
Listeners			
Dayparts [summary]	14.53%	13.95%	13.69%
6:00am - 10:00am	2.96%	2.76%	2.63%
10:00am-3:00pm	5.31%	5.21%	4.84%
3:00pm - 7:00pm	7.29%	6.85%	6.72%
7:00pm - Midnight	10.1%	9.59%	9.34%
Midnight - 6:00am	13.51%	12.35%	11.91%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.48%	6.65%	6.77%
Saturday: 8:00-11:00pm	8.76%	8.73%	8.52%
Sunday: 7:00-11:00pm	9.07%	8.88%	8.98%
9:00am-1:00pm	25.38%	24.9%	24.7%
9:00am-4:00pm	29.78%	29.35%	28.98%
4:00pm-7:00pm	31.43%	30.87%	29.98%
11:00pm-1:00am	43.88%	43.29%	43.16%
AVG Prime time	5.03%	4.7%	4.61%
Mon-Sun			

Beaufort Havelock Gaston Holly Springs Alliance Belville Kirkland South Rosemary Castle Havne Fryon Hot Springs Bailey Belwood Robbins Pikeville Stantonsburg nont Glen Raven Cofield Mebane Lake Junaluska Atlantic Beach Nags 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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-3	3-7	7-10		TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	15.75%	14.71%	14.92%		Sat: 7-10am	Sat: 7-10am 16.9%	Sat: 7-10am 16.9% 16.51%
7-9am	20.12%	20.08%	19.94%		Sat: 10am-1pm	Sat: 10am-1pm 8.59%	Sat: 10am-1pm 8.59% 8.62%
9am-12noon	19.86%	19.71%	19.35%		Sat: 1-4pm	Sat: 1-4pm 24.59%	Sat: 1-4pm 24.59% 24.14%
12noon-4pm	9.92%	9.63%	9.64%		Sat: 4-6pm	Sat: 4-6pm 7.15%	Sat: 4-6pm 7.15% 7.12%
4-6pm	48.48%	48.4%	47.24%		Sat: 6-7pm	Sat: 6-7pm 1.76%	Sat: 6-7pm 1.76% 1.82%
6-7pm	17.91%	18.44%	18.5%		Sat: 7-8pm	Sat: 7-8pm 1.07%	Sat: 7-8pm 1.07% 1.18%
7-7:30pm	1.72%	1.77%	1.69%		Sat: 8-11pm	Sat: 8-11pm 8.76%	Sat: 8-11pm 8.76% 8.73%
7:30-8pm	12.02%	12.24%	12.44%		Sat: 11pm-1am	Sat: 11pm-1am 6.32%	Sat: 11pm-1am 6.32% 6.3%
8-11pm	6.48%	6.65%	6.77%		Sat: 1am-7pm	Sat: 1am-7pm 22.41%	Sat: 1am-7pm 22.41% 22.51%
11pm-12am	33.51%	33.44%	33.49%		Sun: 7-10am	Sun: 7-10am 2.39%	Sun: 7-10am 2.39% 2.43%
11pm-1am	43.88%	43.29%	43.16%		Sun: 10am-1pm	Sun: 10am-1pm 5.62%	Sun: 10am-1pm 5.62% 5.93%
1-6am	31.98%	31.24%	30.66%		Sun: 1-4pm	Sun: 1-4pm 5.09%	Sun: 1-4pm 5.09% 5.07%
					Sun: 4-7pm	Sun: 4-7pm 11.61%	Sun: 4-7pm 11.61% 11.8%
					Sun: 7-11pm	Sun: 7-11pm 9.07%	Sun: 7-11pm 9.07% 8.88%
					Sun: 11pm-1am	Sun: 11pm-1am 5.28%	Sun: 11pm-1am 5.28% 4.86%
					Sun: 1-7am	Sun: 1-7am 20.16%	Sun: 1-7am 20.16% 20.09%

Roxboro Duck Bermuda Run Wilson's Mills Elizabethtown Gastonia Danbury Sea Breeze Morrisville tallace Royal Pines Raynham Sparta Spencer Pink Hill Valley Hill More Intercultural Institute melius Long View Gamewell Shallotte Proctorville Saratoga Aurora Royal 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 Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextua

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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.

Millers Creek Trinity Hays Magnolia Salisbury McFarlan Garner Kitty Hawk Mount Airy East Arcad Brevard Lowesville Lumberton Pinehurst Mulberry Belhaven Fairfield Harbour Ogden Stovall South Henderson Boone Aurora Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

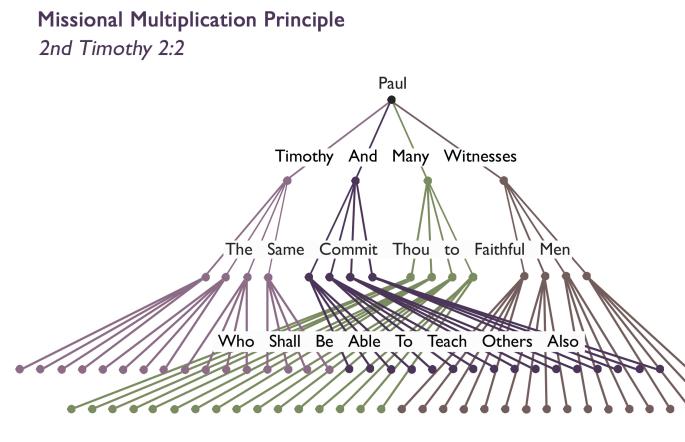
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Vanceboro Rockfish James City Macclesfield Hudson Castle Hayne Dobson Love Valley Oak Ridge W Linset Beach Seven Devils Carolina Beach Gaston Shelby Rocky Mount Intercultural Institute Columbus Fairmont Bethania Kingstown Midland Whiteville Highland For Contextual Ministry a Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Ogden Falcon Atkinson Spencer Mountain Morrisville 61 Contextual Ministry Beach Beach Boiling Spring Lakes Momeyer Harrells Morganton Fair

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.



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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.



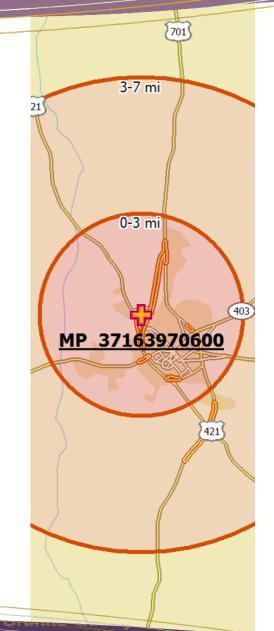
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Your MissionSite and the Missional Suite

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





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
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- 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.

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APPENDIX: BCNC Churches by Distance

			DIGTANOE		
	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	
1	Immanuel - Clinton	1017 Sunset Ave Clinton, NC 28328	0.41 mi	148	Plateauing
2	Hickory Grove - Clinton	11341 N Us 421 Hwy Clinton, NC 28328	0.52 mi	28	Insufficient Data
3	Iglesia Bautista Maranatha	1001 McKoy St Clinton, NC 28328	0.52 mi	60	Insufficient Data
4	Clinton First - Clinton	408 College St Clinton, NC 28328	0.67 mi	283	Plateauing
5	Grove Park - Clinton	609 Northeast Blvd Clinton, NC 28328	1.01 mi	295	Plateauing
6	Rowan - Clinton	701 Rowan Rd Clinton, NC 28328	2.96 mi	90	Plateauing
7	Brown - Clinton	2009 Browns Church Rd Clinton, NC 28328	4.22 mi	11	Declining
8	White Oak - Clinton	310 White Oak Church Rd Clinton, NC 28328	4.49 mi	53	Plateauing
9	Mount Vernon - Clinton	3790 Faison Hwy Clinton, NC 28328	4.53 mi	157	Plateauing
10	Harmony - Clinton	1357 Harmony Church Rd Clinton, NC 28328	5.65 mi	54	Declining
11	Elizabeth Missionary - Roseboro	1481 Fleet Cooper Rd Roseboro, NC 28382	6.17 mi	20	Plateauing
12	Mount Gilead - Clinton	3949 Taylors Bridge Hwy Clinton, NC 28328	6.72 mi	107	Declining
13	New Bethel - Clinton	1165 Mount Moriah Church Rd Clinton, NC 28328	6.74 mi	109	Plateauing
14	Beulah - Turkey	915 Beulah Church Rd Turkey, NC 28393	7.22 mi	27	Growing
15	Union Grove - Clinton	952 Boney Mill Rd Clinton, NC 28328	8.11 mi	85	Plateauing

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APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Serenity - Clinton	8994 Garland Hwy Clinton, NC 28328	8.15 mi	102	Plateauing
17	Turkey - Turkey	144 W Faison Ave Turkey, NC 28393	8.42 mi	53	Declining
18	Piney Grove - Faison	1818 N McCullen Rd Faison, NC 28341	9.43 mi	75	Plateauing
19	Mary's Chapel - Clinton	2236 Keener Rd Clinton, NC 28328	9.61 mi	74	Declining
20	Poplar Grove - Faison	90 Giddensville Rd Faison, NC 28341	9.88 mi	25	Growing
21	Corinth - Salemburg	2894 Corinth Church Rd Roseboro, NC 28382	9.90 mi	28	Insufficient Data
22	Salemburg - Salemburg	300 N Main St Salemburg, NC 28385	10.30 mi	129	Plateauing
23	Roseboro First - Roseboro	3720 S Salemburg Hwy Roseboro, NC 28382	10.40 mi	64	Plateauing
24	Piney Green - Salemburg	6040 High House Rd Salemburg, NC 28385	10.46 mi	80	Growing
25	Freedom - Salemburg	2099 Tyndall Bridge Rd Salemburg, NC 28385	10.59 mi	73	Declining
26	New Hope - Turkey	4970 New Hope Church Rd Turkey, NC 28393	10.72 mi	37	Declining
27	Mintz - Roseboro	3761 Old Mintz Hwy Roseboro, NC 28382	10.98 mi	119	Growing
28	Peters Creek - Roseboro	13176 Peters Creek Church Rd Roseboro, NC 28382	11.23 mi	73	Plateauing
29	Beaver Dam - Roseboro	4706 Beaver Dam Church Rd Roseboro, NC 28382	11.23 mi	174	Plateauing
30	Ingold - Clinton	1561 Old Us 701 Hwy Clinton, NC 28328	11.79 mi	39	Declining

Gibson Mountain Home Newton River Bend Badin Welcome Benson Oak Ridge Pinetops Oriental Pairview Black Creek Brookford Five Points Stovall Elizabethtown Intercultural Institute Mount Airy Re ightsville Gastonia Knightdale Sugar Mountain Garner Micro Powellsv for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Mill Creek - Roseboro	701 Mill Creek Church Rd Roseboro, NC 28382	12.05 mi	78	Plateauing
32	Iglesia Cristiana El Redentor	141 Strawberry Patch Rd Faison, NC 28347	12.21 mi	0	Insufficient Data
33	Pleasant Union - Roseboro	2300 Pleasant Union Rd Roseboro, NC 28382	13.11 mi	70	Plateauing
34	Parkersburg - Garland	190 Reeves Rd Garland, NC 28441	13.15 mi	50	Plateauing
35	Faison - Faison	511 W Main St Faison, NC 28341	13.44 mi	101	Plateauing
36	Iglesia Bautista Getsemani	209 E College St Warsaw, NC 28398	13.74 mi	0	Insufficient Data
37	Warsaw - Warsaw	209 E College St Warsaw, NC 28398	13.74 mi	115	Declining
38	Union Grove - Salemburg	395 Vander Rd Salemburg, NC 28385	13.87 mi	144	Growing
39	Calvary - Warsaw	709 Memorial Dr Warsaw, NC 28398	13.94 mi	95	Declining
40	Mount Elam - Roseboro	2211 Mount Elam Church Rd Roseboro, NC 28382	14.31 mi	144	Growing
41	Concord - Rose Hill	3197 Hwy 903 S Rose Hill, NC 28458	14.42 mi	67	Declining
42	Freedom Biker Church of Fayetteville	659 Maxwell Road Autryville, NC 28318	14.48 mi	0	Insufficient Data
43	Garland - Garland	55 Ŵ 2nd St Garland, NC 28441	15.30 mi	67	Plateauing
44	Evergreen - Rose Hill	63 E Magnolia Lisbon Rd Rose Hill, NC 28458	15.40 mi	51	Plateauing
45	Vida Eterna - Rose Hill	63 E Magnolia Lisbon Rd Rose Hill, NC 28458	15.40 mi	0	Insufficient Data

Silver City Wadesboro Siler City Cape Carteret Fair Bluff West Marion Rich Square Holly Ridge Mag Elk Park Love Valley Stony Point Hoffman Midway Scotland Neck Mesica Intercultural Institute Sch Mountain Kittrell Severn Taylorsville Barker Heights Wendell Garys Aulander Brevard Southern 68 Copyright 2011, Intercultural Institute for Contextual Ministry Mountain View Butner Aulander Brevard Southern 68



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