# MissionSite top unreached locations



Pinebluff Oak City Marion Mount Holly Maggie Valley SITESCAPE: Townscape le la partnership with the: Bouthern Shores Belhaven Orrum CroDENSITY PATTERN: E3S **Crodensity Pattern: E3 Salemburg** Intercultural Institute nt Olive Black Mountain for Contextual Ministry Wanchese Elm City C Carolina Shores



Davidson B

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#### **Site Location Summary**

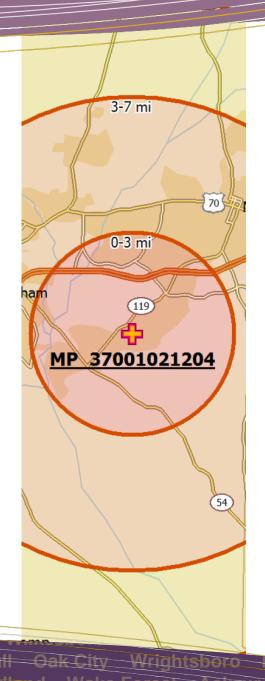
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	3704	Region 4: Triangle
3	County Location	37001	Alamance
4	Zipcode	27302	Alamance
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.25	Medium towns adjacent to a large town
8	Sitescape Density Pattern	E3	50000-100000-50000

Ocracoke

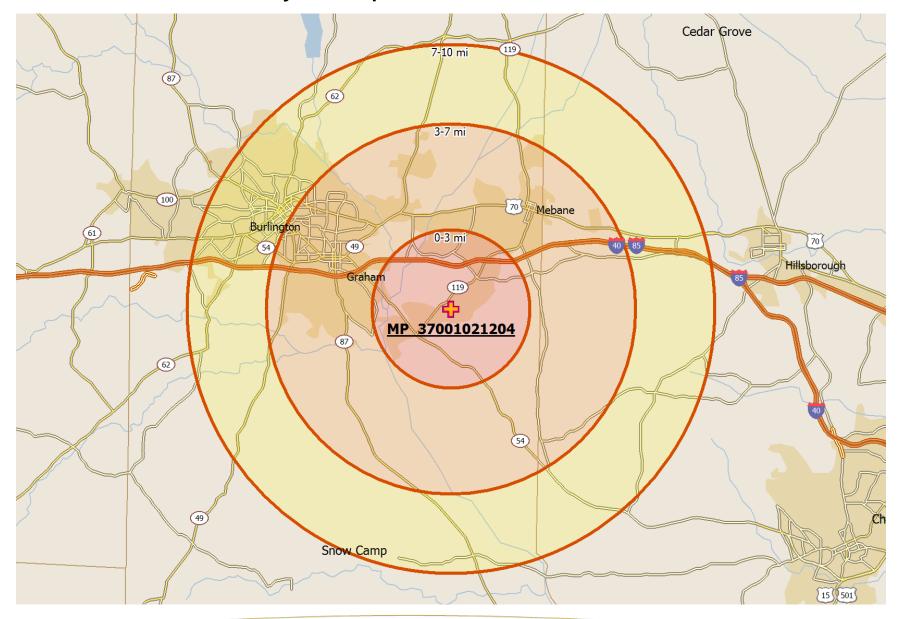
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Wentworth



# Site Location Summary - Map of the Site Location

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#### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric Locale	23	Suburb: Small: Territory outside a principal city and inside an urbanized area with
	Codes		population less than 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting	1	Metropolitan area core: primary flow within an urbanized area
	Value		
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

#### 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	10,980	63,988	50,900
2010 Households	4,325	25,640	20,802
2010 Group Quarters Population	139	820	688

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	24	38	34
Language Diversity National Index	17	53	44
Foreign Born Diversity National Index	26	4	14
Ancestry Diversity National Index	54	27	42
Racial Diversity National Index	41	69	59

#### Site Location Summary - County Environment

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

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

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

### 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	747	17.27%
Mainstay Communities	Established, Diverse Households	1,057	24.44%
Working Communities	Blue-collar, Working Families	965	22.31%
Country Communities	Rural, Agri. & Mining Families	590	13.64%
Aspiring Communities	Young Singles / Aspiring-Multihousing	478	11.05%
Urban Communities	High Density, Inner-city Neighborhoods	488	11.28%

**Hemby Bridge** 

### 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.

### 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?

**Avery Creek** 

### 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	41,899	2,900	6.92%
Unreached %	68.86%	67.05%	97.37
Religious But NOT Evangelical HH	10,744	673	6.26%
Religious But NOT Evangelical %	17.66%	15.56%	88.12
Spiritual But NOT Relig or Evang HH	6,223	493	7.92%
Spiritual But NOT Relig or Evang %	10.23%	11.4%	111.49
Not Evangelical, Not Interested HH	25,106	1,749	6.97%
Not Evangelical, Not Interested %	41.26%	40.45%	98.03



#### 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	44	3	6.82%
Active BCNC Attenders	4,792	286	5.97%
Active Evangelical Households	6,533	491	7.52%
Active Evangelical Percent	10.74%	11.36%	105.82
Inactive Evangelical Households	12,412	934	7.52%
Inactive Evangelical Percent	20.40%	21.59%	105.82
# New Churches Needed	0	0	0%

North Topsail Beach



# 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	Swepsonville - Swepsonville	1.73 mi	85	Plateauing	1	6	Fellowship - Bur	6.31 mi	134	Declining
2	Vietnamese - Graham	2.69 mi	0	Insufficient Data	1	7	Integrity Community - Burlington	6.58 mi	400	Insufficient Data
3	Riverside - Graham	2.69 mi	201	Growing	1	8	Moores Chapel - Graham	6.64 mi	83	Declining
4	Haw River First - Haw River	4.44 mi	0	Insufficient Data	1	9	Northside - Burlington	6.71 mi	0	Plateauing
5	New Covenant Fellowship - Graham	4.84 mi	150	Insufficient Data	2	0	New Birth - Burlington	6.74 mi	0	Insufficient Data
6	Edgewood - Mebane	4.88 mi	90	Plateauing	2	1	Kinnett Memorial - Burlington	6.76 mi	203	Plateauing
7	Hispanic Mission	4.89 mi	0	Insufficient Data	2	2	Staley Memorial - Burlington	7.18 mi	0	Insufficient Data
8	Graham First - Graham	4.89 mi	123	Declining	2	3	Burlington First - Burlington	7.21 mi	283	Plateauing
9	Nall Memorial - Graham	4.91 mi	0	Insufficient Data	2	4	The Good Samaritan	7.25 mi	0	Insufficient Data
10	Mebane First - Mebane	4.97 mi	369	Plateauing	2	5	The Church at Burlington	7.39 mi	0	Insufficient Data
11	Pine Ridge Church	5.14 mi	205	Insufficient Data	2	6	City Lake - Burlington	7.89 mi	60	Declining
12	North Graham - Graham	5.46 mi	40	Insufficient Data	2	7	New Life at Hocutt	8.06 mi	35	Declining
13	Eastlawn - Burlington	5.95 mi	73	Insufficient Data	2	8	Grove Park - Burlington	8.28 mi	330	Declining
14	Calvary - Burlington	6.05 mi	0	Insufficient Data	2	9	Oak Grove - Mebane	8.30 mi	120	Declining
15	Glen Hope - Burlington	6.20 mi	407	Declining	3	0	Crosslink Community - Mebane	8.30 mi	183	Insufficient Data

#### 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.

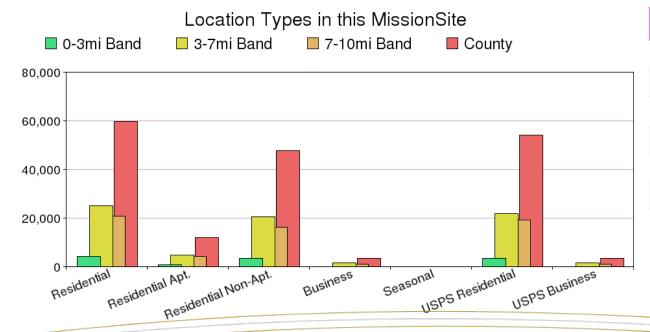
Elm City Robbinsville

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

Glen Raven

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	108,213	5,949	5.5%
2000 Population	130,800	8,848	6.76%
2010 Population	153,124	10,980	7.17%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	42,652	2,233	5.24%
2000 Households	51,584	3,431	6.65%
2010 Households	60,845	4,325	7.11%

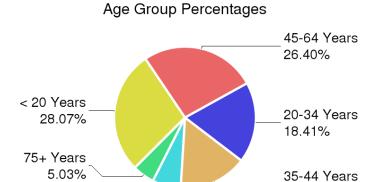


Oakboro

Location Type	0-3mi Band
Residential	4,296
Residential Apt.	846
Residential Non-Apt.	3,450
Business	116
Seasonal	0
USPS Residential	3,570
USPS Business	105

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.



15.60%

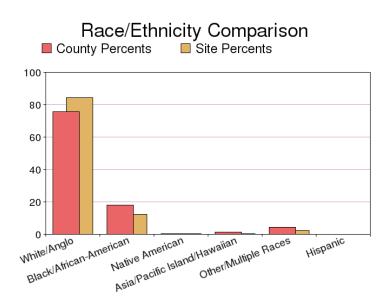
65-74 Years

6.49%

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.31%	6.03%	113.56
4-5 Years	2.73%	3.01%	110.26
6-8 Years	4.13%	4.79%	115.98
9-11 Years	4.04%	4.3%	106.44
12-13 Years	2.66%	2.7%	101.5
14-17 Years	5.44%	4.93%	90.63
18-19 Years	2.71%	2.3%	84.87
0-5 Years	8.04%	9.04%	112.44
6-12 Years	9.5%	10.44%	109.89
13-19 Years	9.48%	8.58%	90.51
< 20 Years	27.02%	28.06%	103.85
20-34 Years	18.95%	18.41%	97.15
35-44 Years	13.58%	15.6%	114.87
45-64 Years	25.72%	26.39%	102.6
65-74 Years	7.66%	6.49%	84.73
75+ Years	7.08%	5.03%	71.05
Median Age	38	36	95.69
Median Age (Male)	37	35	96.41
Median Age (Female)	39	37	94.62

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.



Dillsboro

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	75.53%	84.5%	111.88
Black, African-American	18.13%	12.46%	68.71
Native American	0.5%	0.33%	65.8
Asian	1.32%	0.43%	32.38
Pacific Island, Hawaiian	0.03%	0.01%	32.43
Other/Multiple Races	4.49%	2.28%	50.7
Hispanic	0%	4.86%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	101,795	7,317	
Less than 9th Grade	8.62%	5.75%	149.89
No High School Diploma	10.76%	10.46%	102.88
High School Graduate	31.08%	31.46%	98.77
Some College, no degree	21.08%	24.61%	85.65
Associate Degree	8.71%	9.69%	89.84
College Degree	13.14%	12.75%	103.05
Graduate/Prof. degree	6.62%	5.28%	125.42

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	7.56%	5.8%	105.28
\$10,000 to \$19,999	13.35%	11.14%	83.48
\$20,000 to \$29,999	14.36%	15.19%	105.8
\$30,000 to \$49,999	21.5%	24.09%	112.05
\$50,000 to \$59,999	9.29%	11.91%	128.12
\$60,000 to \$69,999	7.02%	7.1%	101.15
\$70,000 to \$79,999	6.32%	5.94%	94.03
\$80,000 to \$89,999	5.02%	4.74%	94.46
\$90,000 to \$99,999	3.22%	3.14%	97.52
\$100,000 to \$124,999	5.82%	6.43%	110.48
\$125,000 to \$149,999	2.66%	1.97%	73.95
\$150,000 to \$199,999	1.87%	1.36%	73.07
\$200,000 to \$249,999	0.52%	0.46%	89.61
\$250,000 or more	1.5%	0.72%	47.87
Median Household	44,049	45,530	103.36
Average Household	55,306	52,739	95.36
Per Capita Household	22,495	20,793	92.43
Family/Non-Family Household			
Income			
Median Family Income	52,416	51,914	99.04
Average Family Income	63,561	59,401	93.46
Median Non-Family Income	27,508	31,407	114.17
Average Non-Family Income	37,683	32,896	87.3

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.

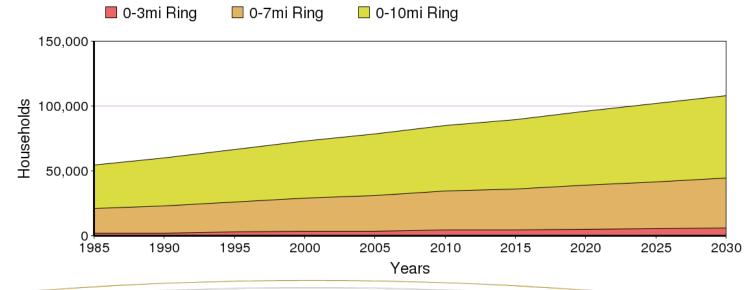
2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES		27.11.2	
Family Households			Index
% Family Households	68.1%	73.66%	108.17
Families with Children	34.73%	38.87%	111.93
Families without Children	33.37%	34.8%	104.27
Non-Family Households			
% Non-Family Households	31.9%	26.34%	82.55
Non-Families with Children	0.35	0.32	92.47
Non-Families without Children	31.55	26.01	82.44
Housing Units			Index
Total Housing Units	66,764	4,669	
Vacant percent	8.87%	7.37%	83.11
Owned percent	60.24%	71.41%	118.53%
Rented Percent	30.89%	21.23%	68.71
Households by Size			Index
Avg household size	2.45	2.51	102.45
Avg family hh size	3.03	2.98	98.35
Avg non-family hh size	1.23	1.19	96.75
Households By Count of Persons			Percent
One	15,590	919	5.89%
Two	21,828	1,604	7.35%
Three or Four	18,900	1,518	8.03%
Five+	4,527	284	6.27%

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	108,213	5,949	5.5%
2000 Population	130,800	8,848	6.76%
2010 Population	153,124	10,980	7.17%
2015 Population	166,942	11,638	6.97%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	42,652	2,233	5.24%
2000 Households	51,584	3,431	6.65%
2010 Households	60,845	4,325	7.11%
2015 Households	64,731	4,464	6.9%

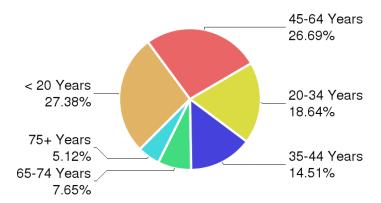
Household Change from 1985 to 2030



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.

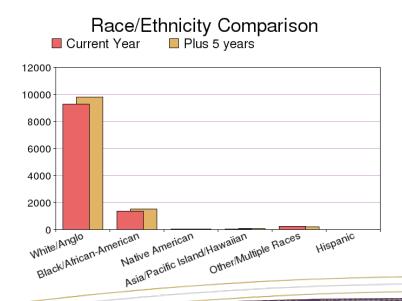
Projected Age Group Percentages



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.03%	5.86%	97.18
4-5 Years	3.01%	2.92%	97.01
6-8 Years	4.79%	4.6%	96.03
9-11 Years	4.3%	4.24%	98.6
12-13 Years	2.7%	2.78%	102.96
14-17 Years	4.93%	4.8%	97.36
18-19 Years	2.3%	2.18%	94.78
0-5 Years	9.04%	8.78%	97.12
6-12 Years	10.44%	10.22%	97.89
13-19 Years	8.58%	8.38%	97.67
< 20 Years	28.06%	27.38%	97.58
20-34 Years	18.41%	18.64%	101.25
35-44 Years	15.6%	14.51%	93.01
45-64 Years	26.39%	26.69%	101.14
65-74 Years	6.49%	7.65%	117.87
75+ Years	5.03%	5.12%	101.79
Median Age	38	37	96.5
Median Age (Male)	37	36	98.69
Median Age (Female)	39	38	96.3

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	84.5%	84.3%	99.77
Black, African-American	12.46%	13.03%	104.55
Native American	0.33%	0.34%	102.21
Asian	0.43%	0.52%	122.45
Pacific Island, Hawaiian	0.01%	0%	0
Other/Multiple Races	2.28%	1.8%	79.25
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	7,317	7,801	
Less than 9th Grade	5.75%	5.68%	98.7
No High School Diploma	10.46%	8.99%	85.95
High School Graduate	31.46%	31.12%	98.93
Some College, no degree	24.61%	26.05%	105.83

9.69%

12.75%

5.28%

Associate Degree

Graduate/Prof. degree

College Degree



10.32%

12.29%

5.55%

106.5

96.41

105.22

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	5.8%	5.38%	92.64
\$10,000 to \$19,999	11.14%	11.34%	101.71
\$20,000 to \$29,999	15.19%	14.85%	97.77
\$30,000 to \$49,999	24.09%	22.67%	94.1
\$50,000 to \$59,999	11.91%	11.49%	96.51
\$60,000 to \$69,999	7.1%	6.77%	95.31
\$70,000 to \$79,999	5.94%	6.29%	99.53
\$80,000 to \$89,999	4.74%	5.24%	102.56
\$90,000 to \$99,999	3.14%	3.34%	106.15
\$100,000 to \$249,999	6.43%	7.15%	111.18
\$125,000 to \$149,999	1.97%	2.24%	113.98
\$150,000 to \$199,999	1.36%	1.7%	124.8
\$200,000 to \$249,999	0.46%	0.47%	101.73
\$250,000 or more	0.72%	0.85%	118.76
Median Household	45,530	47,116	103.48
Average Household	52,739	54,991	104.27
Per Capita Household	20,793	21,112	101.53
Family/Non-Family Household			
Income			
Median Family Income	51,914	53,668	103.38
Average Family Income	59,401	61,841	104.11
Median Non-Family Income	31,407	32,784	104.38
Average Non-Family Income	32,896	34,940	106.21



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	73.66%	73.07%	99.2
Families with Children	38.87	39.31	101.15
Families without Children	34.8	35.42	101.78
Non-Family Households			
% Non-Family Households	26.34%	26.93%	102.25
Non-Families with Children	0.32	0.36	102.25
Non-Families without	26.01	26.57	102.14
Children			
Housing Units			
Total Housing Units	4,669	4,824	103.32%
Vacant percent	7.37%	7.48%	101.57
Owned percent	71.41%	71.04%	99.49
Rented Percent	21.23%	21.5%	101.28
Households by Size			
Avg household size	2.51	2.58	102.79%
Avg family hh size	2.98	3.11	104.36%
Avg non-family hh size	1.19	1.13	94.96%
Households By Count of			
Persons			
One	919	960	104.46%
Two	1,604	1,556	97.01%
Three or Four	1,518	1,615	106.39%
Five+	284	334	117.61%

#### **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
	MILES	MILES	MILES
Foreign Born Pop	169	4,784	3,067
Northern Europe	12	71	34
Western Europe	7	48	115
Southern Europe	6	90	131
Eastern Europe	7	28	33
Other Europe	0	0	0
Eastern Asia	12	91	146
So. Central Asia	1	98	171
SE Asia	9	142	222
Western Asia	0	17	9
Other Asia	0	0	2

BORN IN:	0-3	3-7	7-10
	MILES	MILES	MILES
Eastern Africa	0	6	27
Middle Africa	0	0	0
Northern Africa	1	43	36
Southern Africa	0	0	7
Western Africa	0	0	10
Other Africa	0	0	0
Oceania	0	0	10
Caribbean	5	36	32
Central Amer.	96	4,022	2,001
South America	0	30	34
North America	13	62	47
Born at sea	0	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
English only	7,618	43,135	41,764
Spanish	188	5,426	2,825
Other Indo-Euro	89	438	782
language			
French (incl. Patois,	8	66	147
Cajun)			
French Creole	0	0	13
Italian	15	42	24
Portuguese	17	75	13
German	15	43	193
Yiddish	0	0	0
Other West Germanic	8	23	28
A Scandinavian	0	0	4
Language			
Greek	0	27	158
Russian	9	13	3
Polish	0	16	23
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	1
Persian	2	42	10
Gujarathi	0	31	75
Hindi	0	27	10
Urdu	0	25	6

SPOKEN AT HOME	0-3	3-7	7-10	
	MILES	MILES	MILES	
Other Indo-Euro	15	8	8	
Asian/PI languages	0	0	0	
Chinese	0	95	82	
Japanese	0	0	26	
Korean	15	15	33	
Mon-Khmer,	0	0	14	
Cambodian				
Miao, Hmong	0	0	0	
Thai	0	2	6	
Laotian	0	78	125	
Vietnamese	0	113	30	
Other Asian	0	0	15	
Tagalog	8	1	72	
Other Pacific Is	0	8	1	
Other languages	14	108	35	
Navajo	0	0	0	
Other Native N.	0	0	0	
American				
Hungarian	0	0	5	
Arabic	2	36	21	
Hebrew	12	40	0	
African languages	0	32	9	
Other unspecified	0	0	0	

### **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	5,789	39,940	35,877
Arab	3	72	54
Armenian	8	1	22
Austrian	9	7	15
British	13	164	128
Canadian	6	68	16
Croatian	1	8	0
Czech	10	31	25
Czechoslovak	7	8	4
Danish	0	30	18
Dutch	51	425	345
English	601	3,416	3,933
European	100	291	558
Finnish	0	11	6
French (not Basque)	60	388	471
French Canadian	12	72	132
German	441	2,836	3,260
Greek	18	55	182
Hungarian	12	7	33
Iranian	1	70	3

ANCESTRY	0-3	3-7	7-10
	MILES	MILES	MILES
Irish	477	2,285	2,165
Italian	143	733	680
Lithuanian	4	22	3
Norwegian	7	95	113
Polish	74	219	249
Portuguese	19	91	16
Romanian	13	2	15
Russian	11	45	53
Scandinavian	4	16	19
Scotch-Irish	160	1,150	1,423
Scottish	76	634	972
Slovak	0	0	17
Subsaharan African	31	290	685
Swedish	22	126	69
Swiss	0	8	35
Ukrainian	8	13	25
US/American	1,906	9,388	7,207
Welsh	29	76	133
West Indian	8	45	28
Yugoslavian	0	4	1
Other	1,444	16,737	12,761

#### 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?

#### Using the Demographic Indicators

#### Issues for Your Consideration - continued

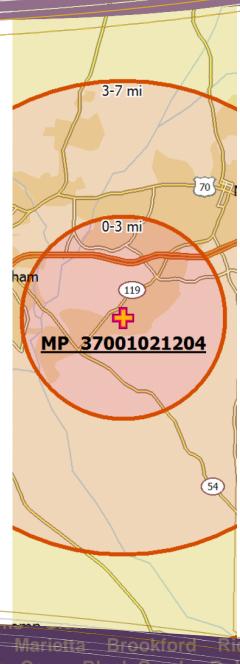
- 4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest 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?

Calabash

**Momever** 

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.



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	4,325	100%	2,926	100%
AFFLUENT SUBURBIA	99	2.29%	69	2.36%
America's Wealthiest	0	0%	0	0%
Dream Weavers	17	0.39%	12	0.41%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	82	1.9%	57	1.95%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	648	14.98%	455	15.55%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	127	2.94%	103	3.52%
Urban Commuter Fam.	494	11.42%	332	11.35%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	27	0.62%	20	0.68%
SM TWN SUCCESS	1,008	23.31%	670	22.9%
Successful Urban Sprawl	52	1.2%	20	0.68%
2nd City Homebodies	306	7.08%	37	1.26%
Prime Middle America	0	0%	199	6.8%
Urban Optimists	650	15.03%	0	0%
Family Convenience	0	0%	414	14.15%
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	4,325	100%	2,926	100%
BLUE COLLAR BACKBONE	5	0.12%	3	0.1%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	5	0.12%	3	0.1%
AMER. DIVERSITY	49	1.13%	33	1.13%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	17	0.39%	11	0.38%
Professional Urbanites	16	0.37%	12	0.41%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	16	0.37%	10	0.34%
Mature America	0	0%	0	0%
METRO FRINGE	960	22.2%	655	22.39%
Steadfast Conservative	775	17.92%	531	18.15%
Moderate Conventionalists	180	4.16%	121	4.14%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	5	0.12%	3	0.1%

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,325	100%	2,926	100%
REMOTE AMERICA	438	10.13%	257	8.78%
Hardy Rural Fam.	20	0.46%	12	0.41%
Rural Southern Living	418	9.66%	245	8.37%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	478	11.05%	349	11.93%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	270	6.24%	200	6.84%
Stable Careers	196	4.53%	141	4.82%
Aspiring Hispania	12	0.28%	8	0.27%
RURAL VILLAGES & FARMS	152	3.51%	107	3.66%
Aspiring Hispania	95	2.2%	8	0.27%
Industrious Country Living	0	0%	65	2.22%
America's Farmland	39	0.9%	0	0%
Comfy Country Living	18	0.42%	24	0.82%
Small Town Connections	0	0%	10	0.34%
Hinterland Fam.	0	0%	0	0%

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,325	100%	2,926	100%
STRUGGLING SOCIETIES	321	7.42%	214	7.31%
Rugged Southern Style	39	0.9%	23	0.79%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	282	6.52%	191	6.53%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	167	3.86%	114	3.9%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	5	0.12%	3	0.1%
Af. Amer. Neighborhoods	75	1.73%	52	1.78%
Urban Diversity	13	0.3%	9	0.31%
New Generation Activists	74	1.71%	50	1.71%
Getting By	0	0%	0	0%
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%

#### Identifying Focus Groups in this Location

Sharpsburg

Denton

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?



#### Potential Cultural Bridges

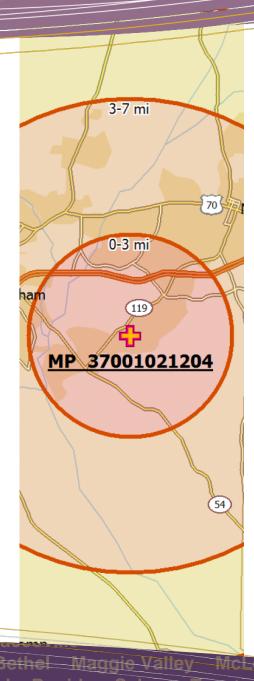
Donald McGavran in his book, The Bridges of God, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, lignuistic, or class barriers." In addition, research into evangelism suggests that most people come to 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).

Westport



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	79%	76%	75%
Use Comp. for Internet/E-mail	62%	57%	57%
Internet Use: E-Mail	52%	48%	48%
Use Comp. for Comp. Games	40%	39%	39%
Use Comp. for Word Processing	40%	37%	37%
Use Comp. for Shopping	37%	33%	33%
Use Comp. for Education	34%	32%	32%
Use Comp. for Banking	33%	30%	30%
Use Comp. for Digital Camera	33%	30%	30%
Photo Editing			
Internet Use: News/ Weather	30%	26%	27%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	29%	28%	28%
Internet Use: Banking	28%	25%	25%
Use Comp. for News/Info./Data	23%	21%	22%
Service			
PC-Network-HH Has One	18%	18%	18%
Use Comp. for Accounting	15%	13%	12%
Use Comp. for Personal Financial	14%	13%	13%
Mngmnt			
Use Comp. for Filing/DB Mngmnt	13%	11%	12%
Internet Use: Shopping: Gathered	13%	12%	12%
Info. for Shopping			
Internet Use: Shopping: Made A	12%	11%	11%
Purchase			
Internet Use: Research/ Education	11%	11%	11%

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	69%	68%	68%
Dining Out (Not Fast Food)	59%	56%	56%
Reading Books	53%	53%	53%
Card Games	42%	42%	41%
Go To A Beach/Lake	38%	35%	35%
Cooking for Fun	37%	36%	36%
Board Games	34%	33%	32%
Gardening	34%	33%	32%
Going To	21%	20%	20%
Bars/Nightclubs/Dancing			
Visit Zoo	20%	19%	19%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	68%	68%	68%
Gen./Fam. Practitioner	42%	41%	40%
Dentist	28%	27%	27%
Backache	23%	22%	22%
Eye Dr.	21%	21%	21%
None Of These	20%	20%	20%
Hypertension/High Blood	19%	20%	20%
Pressure			
High Cholesterol	18%	18%	18%
Overweight (30 Pounds Or	15%	15%	14%
More)			
Any Arthritis	15%	15%	15%

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	27.52%	27.2%	27.47%
Live Theater	19.7%	18.81%	19.32%
Live Theater Most Often	16.33%	15.4%	15.79%
Rock/Pop Concerts Most	14.79%	15.49%	15.53%
Often			
Comedy Club	9.42%	9.57%	9.66%
Dance Performance	7.8%	8.46%	8.62%
Movies: Comedy	40.5%	39.37%	39.44%
Movies: Action/Adventure	38.41%	38.24%	38.43%
Movies: Drama	20.26%	19.64%	20.26%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	19.76%	20.37%	20.43%
Movies: Romantic Comedy	19.58%	19.19%	19.45%
Movies: Mystery	16.46%	16.62%	16.72%
MLB Baseball Reg. Season	8.53%	6.97%	7.13%
NFL Football Reg. Season	6.88%	6.34%	6.37%
College Football Reg.	6.55%	5.98%	6.01%
Season			
College Basketball Reg.	4.26%	4.03%	3.95%
Season			
NBA Basketball Reg.	3.57%	3.47%	3.55%
Season			
Auto Racing Events	2.89%	2.81%	2.74%

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
	MILES	MILES	MILES
Walking for Exercise	39.49%	39.65%	39.8%
Swimming	34.19%	31.86%	31.57%
Bowling	21.72%	21.4%	21.17%
Billiards/Pool	19.88%	19.34%	19.08%
Freshwater Fishing	19.8%	18.01%	17.38%
Weight Training	16.37%	15.32%	15.53%
Camping Trips	16.35%	15.02%	14.59%
Basketball	14.97%	15.3%	15.33%
Jogging/Running	14.51%	14.72%	14.92%
Using Cardio Machine	13.94%	13.14%	13.24%
Golf	13.28%	12.63%	12.53%
Mountain/Road Biking	12.36%	11.84%	11.79%
Stationary Cycling	11.58%	11.52%	11.73%
Baseball	10.87%	11.4%	11.22%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Hunting	10.7%	9.68%	9.19%
Football	10.39%	10.41%	10.43%
Backpacking/Hiking	9.85%	9.88%	9.61%
Target Shooting	9.42%	8.93%	8.57%
Aerobics	9.12%	9.91%	10.03%
Volleyball	8.46%	8.86%	8.62%
Softball	8.1%	8.07%	7.9%
Saltwater Fishing	7.81%	7.58%	7.42%
Power Boating	7.47%	7.25%	7.25%
Yoga	7.02%	6.89%	7.08%
Canoeing/Kayaking	6.9%	6.8%	6.77%
Soccer	6.74%	7.44%	7.3%
Tennis	6.67%	6.74%	6.78%
Motorcycling	6.64%	6.4%	6.11%

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Horseback Riding	6.12%	5.76%	5.52%
Archery	5.19%	4.5%	4.38%
Roller Skating	5.01%	5.47%	5.61%
Ice Skating	4.71%	5.12%	5.15%
Snorkeling	4.47%	4.52%	4.54%
Downhill & X-Country	4.42%	4.26%	4.45%
Skiing			
Fly Fishing	4.26%	4.43%	4.46%
Jet Skiing	4%	4.49%	4.46%
Water Skiing	4%	4.19%	4.12%
Snowmobiling	3.64%	3.67%	3.56%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Racquetball	3.42%	3.87%	3.82%
Rock Climbing	3.11%	3.64%	3.58%
Snowboarding	3.1%	3.37%	3.46%
Skateboarding	2.96%	3.33%	3.33%
Hockey	2.93%	3.83%	3.72%
Auto Racing	2.7%	3.57%	3.32%
Martial Arts	2.64%	3.35%	3.32%
Sailing	2.53%	2.9%	2.95%
Rowing	2.52%	2.68%	2.65%
Surfing & Windsurfing	2.43%	2.63%	2.72%

### 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**

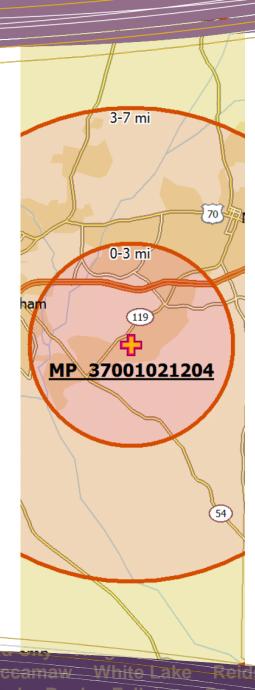
The term Biblical barriers, is used to describe aspects of biblical truth that are offensive to the community. Biblical barriers can be divided into two types: 1) barriers based on clear, biblical teaching; 2) barriers based on the cultural application of biblical principles. Barriers caused by clear, 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 refering 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.

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Nags Head

### 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.

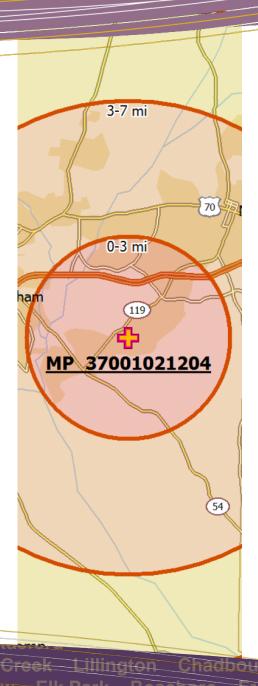
#### **CULTURAL BARRIERS OF ACCEPTANCE**

#### 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.





## **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	3-7	7-10
	MILES	MILES	MILES
Important Continue Learning New Things	50%	50%	51%
Find It Difficult To Say No To My Kids	39%	38%	37%
Woman's Place Is In The Home	35%	35%	35%
Speak My Mind Even If It Upsets People	35%	36%	36%
Like Control Over People And Resources	33%	34%	34%
Prefer To Have Few Possessions As Possible	32%	32%	33%
Like To Do Unconventional Things	30%	29%	29%
Don't Judge People/Way They Live Life	29%	29%	29%
If Won Lottery Would Never Work Again	27%	26%	27%
Money Is Best Measure Of Success	25%	26%	26%
Friends More Important Than My Fam.	24%	24%	24%
Too Much Sponsorship In Arts/Sports	23%	24%	24%

Chapel Hill

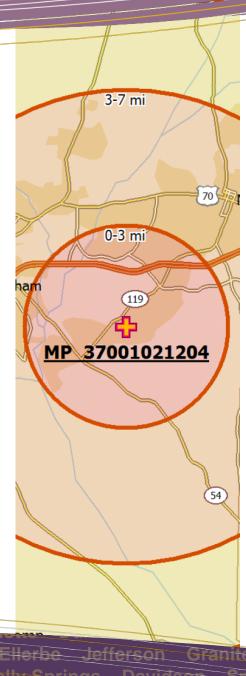
BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES
Like to Stand Out In A Crowd	21%	21%	21%
Marijuana Should Be Legalized	19%	19%	20%
I Am A Workaholic	18%	19%	19%
Rarely Sit Down to a Meal Together At Home	17%	17%	17%
Like To Pursue Challenge/Novelty/Change	17%	18%	18%
Only Work Current Job for The Money	14%	14%	15%
We Should Strive for Equality for All	14%	14%	14%
Happy With My Standard Of Living	12%	12%	12%
On Whole People Get What They Deserve	10%	10%	10%
Indulge My Kids With The Little Extras	9%	9%	9%
Little I Can Do To Change My Life	8%	8%	8%
I Am A Perfectionist	6%	7%	7%

#### Potential Cultural Themes

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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.



## **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.

**Jamestown** 

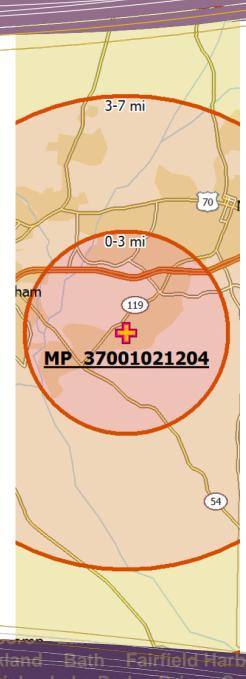
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	65%	61%	61%
You Should Seize Opportunities In Life	57%	57%	57%
Like To Understand About Nature	37%	37%	38%
Prefer Work Part Of Team Than Alone	34%	34%	34%
Important Feel Respected By My Peers	33%	34%	34%
Prefer To Have Few Possessions As Possible	32%	32%	33%
Important To Juggle Various Tasks	29%	31%	31%
Good At Fixing Things	27%	28%	29%
Have Keen Sense Of Adventure	26%	26%	27%
People Have To Take Me As They Find Me	24%	23%	23%
Like To Just Enjoy Life	22%	21%	22%
Consider Myself Interested In The Arts	19%	20%	20%

			- 40
THEMES	0-3	3-7	7-10
	MILES	MILES	MILES
Vorried About Pollution Caused By Cars	19%	18%	18%
ooking for New Ideas To Improve lome	16%	17%	17%
Real Men Don't Cry	16%	16%	16%
s An Important Part Of Who I Am	16%	15%	15%
Try Not To Worry About The Future	14%	14%	14%
Enjoy Spending Time With My Fam.	13%	13%	13%
Provide My Kids With The Little Extras	12%	13%	14%
Children Should Be Allowed To Express Themselves	6%	6%	6%
Like Spending Most Time With	5%	5%	5%
Feel Very Alone In The World	5%	6%	6%
Decor Particular Interest To Me	4%	4%	4%
Would Like To Set Up Own Business	3%	4%	4%

#### **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.

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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
	MILES	MILES	MILES
Fast Food/Drive-In	86.7%	86.46%	86.37%
Restaurant-Visit Any			
Fam. Restaurants/Steak	82.7%	82.07%	81.76%
Houses-Visit Any			
McDonald's	57.99%	56.62%	56.5%
Burger King	38.44%	38.99%	38.99%
Subway	32.26%	31.37%	31.32%
Applebee's	31.52%	30.13%	29.79%
Wendy's	31.33%	30.81%	31.01%
Taco Bell	30.18%	30.19%	29.66%
Kentucky Fried Chicken (KFC)	29.46%	30.88%	30.68%
Arby's	25.04%	24.33%	23.54%
Pizza Hut	22.9%	24.12%	23.62%
Olive Garden	20.51%	20.17%	20.15%

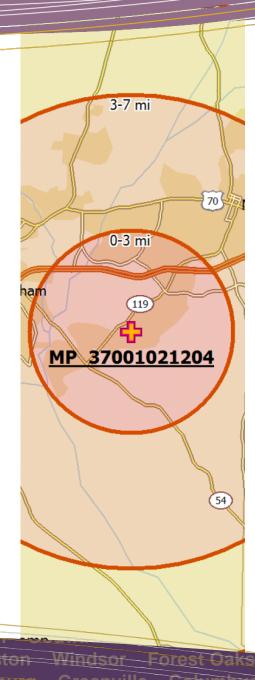
PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Dairy Queen	19.21%	18.88%	18.45%
Red Lobster	16.61%	17.4%	17.5%
Cracker Barrel	15.9%	15.3%	14.77%
Outback Steakhouse	14.73%	14.08%	14.4%
Chick-Fil-A	14.11%	13.56%	13.6%
Sonic	14.03%	14.39%	14.12%
Domino's Pizza	13.77%	14.99%	15.14%
IHOP (International House Of	13.68%	14.49%	14.68%
Pancakes)			
Chili's Grill and Bar	12.7%	13.04%	13.05%
Golden Corral	12.43%	12.64%	12.54%
Starbucks	12.06%	11.26%	11.75%
Denny's	11.94%	12.58%	12.51%

### 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!



## **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	47.46%	46.13%	46.13%
Recycled products	34.81%	33.39%	33.31%
Worked as volunteer (non political)	17.15%	15.89%	15.95%
Engaged in fund raising	11.26%	10.97%	11.08%
Religious club member	7.66%	7.7%	7.73%
Wrote to elected offcl about publ bus	6.21%	5.61%	5.68%

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	5.76%	5.57%	5.63%
newspaper			
Union member	5.54%	5.49%	5.42%
Charitable Organization	5.53%	5.09%	5.07%
Church Board	5.09%	5.31%	5.39%
Took active part in local civic	5.06%	5%	5.03%
issue			
Addressed a public meeting	4.93%	4.45%	4.51%

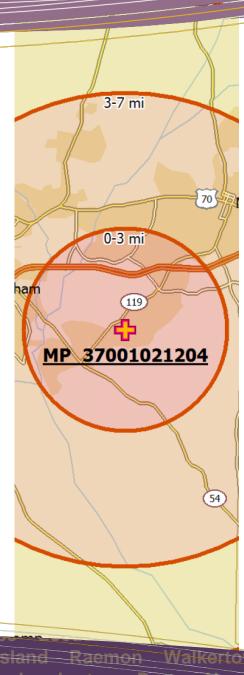
#### **Communication Media Content**

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.

Carthage

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## Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	16.54%	15.91%	16.14%
Children's Books	12.95%	12.79%	12.91%
Mystery	11.5%	10.89%	10.92%
Cookbooks	10.66%	10.12%	10.2%
Religious (not Bibles)	9.05%	9.14%	9.19%
Romance	7%	6.67%	6.73%
History	6.9%	6.47%	6.55%
Personal/Business	6.68%	6.49%	6.61%
Self-help			
Biography	6.24%	6.24%	6.36%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	68.39%	67.53%	67.94%
Gen. Editorial	46.78%	47.27%	47.86%
Womens	41.79%	42.42%	42.73%
Service	35.45%	33.83%	33.77%
Mens	18.56%	19.06%	19.18%
Business/Finance	17.4%	16.96%	17.74%
Sports	14.26%	14.77%	14.91%
Health	13.56%	13.6%	13.57%
Automotive	13.35%	13.65%	13.32%

## 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	55.41%	54.19%	53.88%
Classified	34.43%	34.1%	33.5%
Sport	32.81%	31.8%	31.67%
Editorial Page	30.85%	29.79%	29.47%
Business/Finance	28.56%	27.21%	27.49%
Comics	27.95%	27.24%	26.85%
Movie Listings & Reviews	25.53%	25.15%	25.23%
Food/Cooking	25.07%	24.74%	24.49%
TV/Radio Listings	24.37%	23.71%	23.57%
Home/Gardening	21.75%	20.99%	20.76%
Travel	19.18%	18.48%	18.61%
Science/Technology	17%	16.94%	16.9%
Fashion	13.95%	14.29%	14.49%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	23.29%	20.6%	19.47%
Adult Contemporary	17.9%	16.79%	16.55%
CHR Contemp Hit Radio	17.43%	18.81%	18.64%
Urban Contemporary	15.27%	18.21%	19.56%
Rock	12.95%	12.08%	11.89%
News/Talk	11.64%	10.64%	10.86%
Oldies	11.11%	10.96%	10.97%
Classic Rock	9.86%	9.23%	9.15%
Alternative	9.18%	8.42%	8.52%
Variety	8.17%	8.73%	9.05%
Soft Contemporary	6.51%	5.96%	6.07%
Religious	6.41%	6.23%	6.23%
Jazz	5.31%	6.03%	6.5%
All News	4.94%	5.16%	5.48%
Classic Hits	4.34%	4.02%	3.93%
All Talk	3.68%	3.57%	3.79%
Sports	3.68%	3.53%	3.65%
Classical	3.42%	3.14%	3.27%

## 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
	MILES	MILES	MILES
Fox News Channel	64.47%	63.05%	63.2%
Satellite Dish	53.2%	52.94%	52.45%
Soapnet	51.38%	51.05%	51.05%
Other Video-On-Demand	41.52%	42.51%	42.4%
Sci-Fi Channel	37.29%	36.51%	36.46%
MSNBC	35.23%	33.73%	33.91%
Adult Pay Per View TV	33.54%	32.82%	32.98%
Nickelodeon	30.6%	28.51%	28.51%
Comedy Central	30.57%	29.02%	29.69%
TV Info From Sunday TV	29.63%	28.6%	28.54%
Magazine			
Subscribe Digital Cable	28.6%	29.02%	28.84%
Adult Swim	28.4%	25.74%	25.71%

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Nick At Nite	27.33%	25.85%	25.82%
TV Info From Newspapers	27.05%	26.49%	26.4%
Hallmark Channel	25.54%	24.38%	24.72%
TCM (Turner Classic	25.39%	24.76%	25.01%
Movies)			
BET (Black Entertainment	24.85%	23.54%	23.98%
TV)			
TV Info From Monthly Cable	24.5%	23.81%	23.74%
Guide			
USA Network	24.43%	23.94%	23.83%
ABC Fam.	24.38%	23%	23.53%
The Golf Channel	23.39%	22.76%	23.11%
ESPN2	22.74%	21.09%	21.7%
Lifetime	21.83%	21.08%	21.39%
TV Info From Other	20.42%	20.37%	20.45%

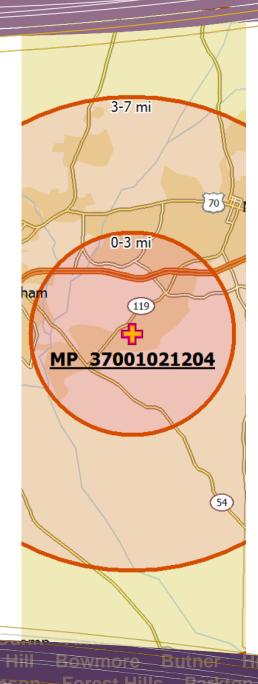
### Communication Media Usage

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.

**Warsaw** 



# 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+)	19.5%	18.52%	18.75%
Medium Users (4-6)	10.65%	10.13%	10.2%
Light Users (1-3)	20.11%	20.42%	20.31%
Quintiles (20%)			
Newspaper I (Heavy)	2%	1.66%	1.71%
Newspaper II	1.69%	1.7%	1.64%
Newspaper III	1.98%	2.04%	2.09%
Newspaper IV	0.72%	0.61%	0.59%
Newspaper V (Light)	1.32%	1.02%	1.06%

Havesville

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	20.62%	19.62%	19.84%
Magazines II	9.68%	9.21%	9.31%
Magazines III	10.64%	9.85%	9.98%
Magazines IV	12.11%	11.85%	12.14%
Magazines V (Light)	0.63%	0.64%	0.69%
Outdoor I (Heavy)	6.94%	7.37%	7.67%
Outdoor II	3.08%	3.29%	3.48%
Outdoor III	3.67%	3.89%	3.97%
Outdoor IV	16.3%	16.97%	16.68%
Outdoor V (Light)	24.97%	24.91%	24.89%
Yellow Pages I	15.89%	15.58%	15.68%
(Heavy)			
Yellow Pages II	6.7%	6.63%	6.89%
Yellow Pages III	6.18%	6.43%	6.82%
Yellow Pages IV	23.02%	23.71%	23.63%
Yellow Pages V (Light)	3.43%	3.85%	3.97%

## 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
	MILES	MILES	MILES
Radio Drive Time Quntiles			
(fifths / 20%)			
Drive Time I & II (Heavy)	3.43%	3.13%	3.17%
Drive Time III (Medium)	0.69%	0.73%	0.75%
Radio IV & V (Light)	2.48%	2.63%	2.81%
Radio Media Quntiles (fifths /			
20%)			
Radio I & II (Heavy)	9.65%	9.27%	9.37%
Radio III (Medium)	5.27%	4.72%	4.76%
Radio IV & V (Light)	3.58%	3.65%	3.8%
Cable TV Quntiles (fifths /			
20%)			
Cable I & II (Heavy)	13.53%	13.23%	13.46%
Cable III (Medium)	4.25%	4.56%	4.59%
Cable IV & V (Light)	33.05%	34.26%	34.51%

Weaverville

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
TV Prime Time Quntiles (fifths /			
20%)			
Prime Time I & II (Heavy)	3.91%	3.74%	3.74%
Prime Time III (Medium)	1.95%	1.93%	1.88%
Prime Time IV & V (Light)	9.21%	8.82%	8.91%
TV Early/Late Fringe Quntiles			
(fifths / 20%)			
Fringe I & II (Heavy)	40.38%	39.14%	39.14%
Fringe III (Medium)	53.81%	54.42%	54.04%
Fringe IV (Light)	57.1%	56.28%	56.01%
TV All Day Quntiles (fifths /			
20%)			
All Day I & II (Heavy)	12.95%	14.04%	14.11%
All Day III (Medium)	24.67%	24.34%	24.38%
All Day IV (Light)	14.19%	14.22%	14.88%

## Potential Audio & Prime Time TV Media Usage:

**Danbury** 

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]	12.41%	11.75%	11.86%
6:00am - 10:00am	15.46%	14.52%	15.24%
10:00am - 3:00pm	6.49%	7.3%	7.82%
3:00pm - 7:00pm	14.01%	14.26%	14.49%
7:00pm - Midnight	13.07%	12.12%	12.67%
Midnight - 6:00am	5.76%	5.74%	6.19%
Weekend Radio			
Listeners			
Dayparts [summary]	16.3%	15.07%	15.21%
6:00am - 10:00am	3.98%	3.45%	3.53%
10:00am-3:00pm	5.1%	5.07%	5.28%
3:00pm - 7:00pm	7.14%	7%	7.04%
7:00pm - Midnight	10.06%	9.08%	9.4%
Midnight - 6:00am	11.58%	11.26%	11.67%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	8.51%	7.54%	7.56%
Saturday: 8:00-11:00pm	9.13%	8.58%	8.63%
Sunday: 7:00-11:00pm	10.08%	9.33%	9.39%
9:00am-1:00pm	27.33%	25.85%	25.82%
9:00am-4:00pm	31.54%	30.05%	29.98%
4:00pm-7:00pm	29.83%	29.6%	30.11%
11:00pm-1:00am	43.32%	42.22%	42.44%
AVG Prime time Mon-Sun	3.23%	3.39%	3.54%

# 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
	MILES	MILES	MILES
Weekday			
6-7am	17.05%	16.6%	16.91%
7-9am	22.74%	21.09%	21.7%
9am-12noon	23.01%	21.28%	21.09%
12noon-4pm	8.53%	8.77%	8.89%
4-6pm	48.5%	47.52%	48.34%
6-7pm	20.15%	19.19%	19.12%
7-7:30pm	1.92%	1.91%	2.04%
7:30-8pm	11.25%	11.23%	11.23%
8-11pm	8.51%	7.54%	7.56%
11pm-12am	35.23%	33.73%	33.91%
11pm-1am	43.32%	42.22%	42.44%
1-6am	31.07%	31.09%	31.55%

TV VIEWERS	0-3	3-7	7-10
	MILES	MILES	MILES
Weekend			
Sat: 7-10am	18.6%	18%	18.04%
Sat: 10am-1pm	8.42%	7.8%	7.83%
Sat: 1-4pm	25.76%	25.24%	25.14%
Sat: 4-6pm	6.96%	7.14%	7.13%
Sat: 6-7pm	2.26%	1.95%	1.98%
Sat: 7-8pm	1.08%	0.92%	1.07%
Sat: 8-11pm	9.13%	8.58%	8.63%
Sat: 11pm-1am	5.42%	5.3%	5.5%
Sat: 1am-7pm	24.43%	23.94%	23.83%
Sun: 7-10am	2.39%	2.34%	2.46%
Sun: 10am-1pm	7.63%	6.67%	6.67%
Sun: 1-4pm	6.44%	6.02%	5.88%
Sun: 4-7pm	14.4%	12.98%	12.98%
Sun: 7-11pm	10.08%	9.33%	9.39%
Sun: 11pm-1am	5.51%	4.93%	5.02%
Sun: 1-7am	22.8%	20.87%	20.98%

# Using the Cultural Bridges, Barriers and Themes

High Shoals Love Valley

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.

Oriental

# 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?

**China Grove** 

Intercultural Institute for Contextual Ministry Hertford



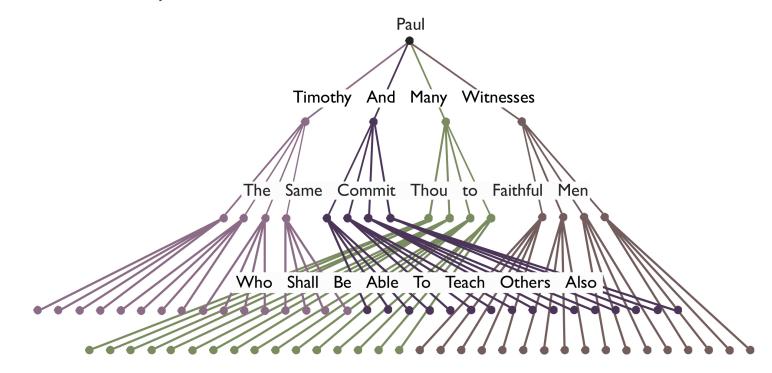
## Biblical Missional Multiplication

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.

Missional Multiplication Principle 2nd Timothy 2:2

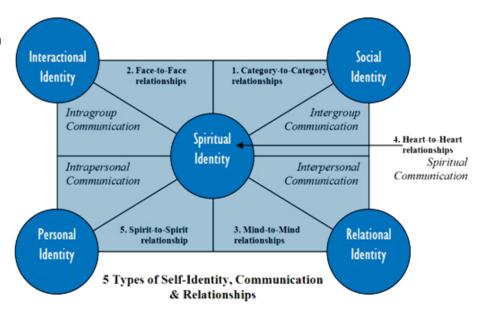


## Establishing Redemptive Relationships

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.
- Spirit-to-Spirit: This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.



#### Your MissionSite and the Missional Suite

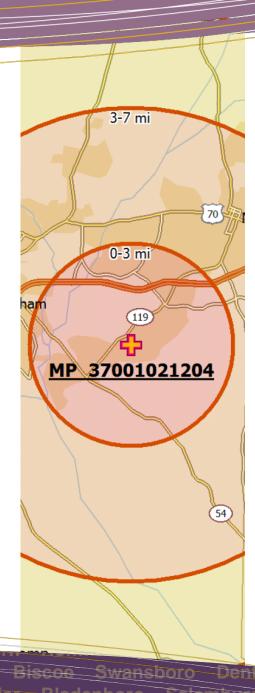
The site location of this MissionSite report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1/2 mile, 0-1 1/2 mile, 0-3 mile, 3-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,370 US census tract centroids (or geographical centers).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

Spruce Pine

Dunn

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 Missional Cyclopedia.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
- 4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.
- 5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.
- 6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.

# APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Swepsonville - Swepsonville	107 E Main St Swepsonville, NC 27359	1.73 mi	85	Plateauing
2	Vietnamese - Graham	1568 E Harden St Graham, NC 27253	2.69 mi	0	Insufficient Data
3	Riverside - Graham	1568 E Harden St Graham, NC 27253	2.69 mi	201	Growing
4	Haw River First - Haw River	508 E Main St Haw River, NC 27258	4.44 mi	0	Insufficient Data
5	New Covenant Fellowship - Graham	1913 Rogers Rd Graham, NC 27253	4.84 mi	150	Insufficient Data
6	Edgewood - Mebane	476 Edgewood Church Rd Mebane, NC 27302	4.88 mi	90	Plateauing
7	Hispanic Mission	224 N Main St Graham, NC 27253	4.89 mi	0	Insufficient Data
8	Graham First - Graham	224 N Main St Graham, NC 27253	4.89 mi	123	Declining
9	Nall Memorial - Graham	1340 Hanford Rd Graham, NC 27253	4.91 mi	0	Insufficient Data
10	Mebane First - Mebane	301 S Third St Mebane, NC 27302	4.97 mi	369	Plateauing
11	Pine Ridge Church	323 W Harden St Graham, NC 27253	5.14 mi	205	Insufficient Data
12	North Graham - Graham	721 Washington St Graham, NC 27253	5.46 mi	40	Insufficient Data
13	Eastlawn - Burlington	432 N Sellars Mill Rd Burlington, NC 27217	5.95 mi	73	Insufficient Data
14	Calvary - Burlington	230 Williamson St Burlington, NC 27215	6.05 mi	0	Insufficient Data
15	Glen Hope - Burlington	911 North Ave Burlington, NC 27217	6.20 mi	407	Declining

**Red Oak** 

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Fellowship - Bur	2744 Maple Ave Burlington, NC 27215	6.31 mi	134	Declining
17	Integrity Community - Burlington	2420 H Corporation Pkwy Burlington, NC 27215	6.58 mi	400	Insufficient Data
18	Moores Chapel - Graham	5750 Church Rd Graham, NC 27253	6.64 mi	83	Declining
19	Northside - Burlington	513 Homewood Ave Burlington, NC 27217	6.71 mi	0	Plateauing
20	New Birth - Burlington	424 S Flanner St Burlington, NC 27215	6.74 mi	0	Insufficient Data
21	Kinnett Memorial - Burlington	1106 E Morehead St Burlington, NC 27215	6.76 mi	203	Plateauing
22	Staley Memorial - Burlington	1446 N Graham Hopedale Rd Burlington, NC 27217	7.18 mi	0	Insufficient Data
23	Burlington First - Burlington	400 S Broad St Burlington, NC 27215	7.21 mi	283	Plateauing
24	The Good Samaritan	128 E Holt St Burlington, NC 27217	7.25 mi	0	Insufficient Data
25	The Church at Burlington - Burlington	152 North Main St Burlington, NC 27217	7.39 mi	0	Insufficient Data
26	City Lake - Burlington	1849 Carolina Rd Burlington, NC 27217	7.89 mi	60	Declining
27	New Life at Hocutt	302 N. Logan St. Burlington, NC 27217	8.06 mi	35	Declining
28	Grove Park - Burlington	108 Trail One Burlington, NC 27215	8.28 mi	330	Declining
29	Oak Grove - Mebane	5217 Oak Grove Church Rd Mebane, NC 27302	8.30 mi	120	Declining
30	Crosslink Community - Mebane	1030 Mebane Oaks Rd Mebane, NC 27302	8.30 mi	183	Insufficient Data

# APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Mount Adar - Mebane	7503 N NC Highway 49 Mebane, NC 27302	8.30 mi	65	Insufficient Data
32	Brookwood - Burlington	1606 W Davis St Burlington, NC 27215	8.93 mi	195	Insufficient Data
33	Alamance First - Burlington	4363 Č NC Hwy 62 Burlington, NC 27215	9.18 mi	0	Growing
34	Glencoe - Burlington	2556 Glencoe St Burlington, NC 27217	9.33 mi	109	Plateauing
35	Holly Hill - Burlington	2818 Edgewood Ave Burlington, NC 27215	9.80 mi	148	Declining
36	Antioch Community	1600 Powerline Rd Elon, NC 27244	10.15 mi	0	Insufficient Data
37	Cross Roads - Hillsborough	3216 Orange Grove Rd Hillsborough, NC 27278	10.57 mi	86	Plateauing
38	Elon First - Elon	621 E Haggard Ave Elon, NC 27244	10.71 mi	139	Plateauing
39	West Hill - Hillsborough	209 Jones Ave Hillsborough, NC 27278	11.88 mi	0	Insufficient Data
40	Antioch - Chapel Hill	1707 White Cross Rd Chapel Hill, NC 27516	12.19 mi	148	Plateauing
41	Bethel - Chapel	9326 Bethel Hickory Grove Rd Chapel Hill, NC 27516	12.23 mi	0	Insufficient Data
42	Fairview - Hillsborough	600 Cornelius St Hillsborough, NC 27278	12.30 mi	169	Plateauing
43	Snow Camp - Snow Camp	8724 Snow Camp Rd Snow Camp, NC 27349	12.52 mi	43	Declining
44	Hillsborough First - Hillsborough	201 W King St Hillsborough, NC 27278	12.64 mi	173	Plateauing
45	Gospel Road - Gibsonville	1007 E Joyner St Gibsonville, NC 27249	12.79 mi	0	Insufficient Data



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