MissionSite top unreached locations

BURLINGTON, NC

CENSUS TRACT: 37001021500 Multiply Ville Harkers Island Icard REGION: Region 4: Triangle Weaverville Sunset Beac COUNTY: Alamance Valdese Troy Lake Park Durham Gamewell Shallott SITESCAPE Townscape t In partnership with the: Whitakers Wilson's Mills Asheboro DENSITY PATTERN: Chount Olive Love Valley Intercultural Institute for Contextual Ministry Hol Mount Holly Indian Beach nispering Pines North Carolina Baptists Caring. Sharing: Daring. occopyright 2014, Intercultural Institute for Contextual Ministry amerton Spencer Mountain Vander

Dun Salisburv Eureka

Stanlev D

MissionSite (TM) Table of Contents

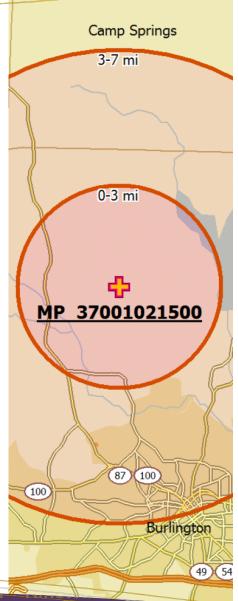
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65
20	Appendix: BCNC Churches by Distance	66

Whispering Pines Roxboro Momeyer Misenheimer Spiveys Corner Columbia Mount Pleasant Vann Ge tuntersville Stanley Wallace Mills River Lake Santeetlah Earl Washington Intercultural Institute Cross Lewisville Bogue Oakboro Roanoke Rapids Cove City Leggett Confertual Ministry Confertual Ministry Confertual Ministry Confertual Institute for Contextual Ministry

Site Location Summary

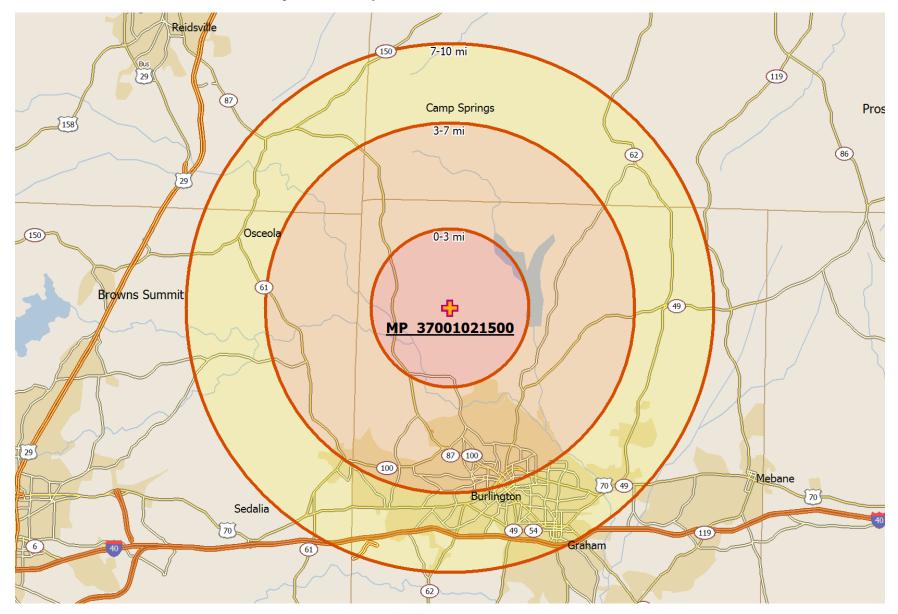
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	3704	Region 4: Triangle
3	County Location	37001	Alamance
4	Zipcode	27217	Alamance
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
8	Sitescape Density Pattern	С	10000-50000-100000



Whispering Pines Elizabeth City Boiling Spring Lakes Conetoe Butters Pine Level Locust West Jefferse Forest Oaks Shannon Princeville Bolton White Oak Wallburg East Rock Intercultural Institute Ikland Stedman Pumpkin Center Cricket Valdese Cedar Rock Kirkland for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Boone Stedman Stedman Report Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Below Stedman West Marion Kittrell Grapite Quarty Brevard

Site Location Summary - Map of the Site Location



Aurg Mount Pleasant Roxobel Morehead City Benson Middlesex Lillington North Topsall Beach Eden G Haxton Stovall Belwood Barker Ten Mile Rich Square Kitty Hawk Fletch <u>Stoneville</u> Morganton Elkin ville Locust Bostic Newton Grove Lucama Wingate Creedmoor Five Por Confectual Ministry In Confectual Ministry No Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry De Magnolia

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		EXPLANATION
		E	
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 Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

arl Mar-Mac Bladenbero Eden Williamston Brevard Altamahaw Butters Royal Pines Orrum Harkers is Bakersville Sneads Ferry Clarkton Wanchese Falkland Maysville Raeter Intercultural Institute whaw Kernersville Salem Marietta Love Valley Mulberry Hot Springs Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute 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	4,978	52,061	60,810
2010 Households	1,929	20,069	24,771
2010 Group Quarters Population	7	2,807	921

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	18	30	38
Language Diversity National Index	4	40	54
Foreign Born Diversity National Index	26	9	8
Ancestry Diversity National Index	59	28	34
Racial Diversity National Index	35	62	66

Bayshore Kenansville Biltmore Forest Surf City Waynesville Hightsville Bethania Brices Creek Van Kenansville Biltmore Forest Surf City Waynesville Hightsville Bethania Brices Creek Van Marvin Five Points Hamilton Vandemere Northlakes Sea Breeze For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

outhern Pines Lake Junatuska Long View Ayden Seven Lakes Middleburg Bakersville Cherryville Conce Beech Mountain China Grove Maysville Lumberton Spring Hope Webster Cherryville Conce Macclesfield Oriental Vander Sneads Ferry Hamlet Shallotte St. Hele for Contextual Ministry Contextual Ministry Aurora Asheboro Dallas White Lake Summerfield 7C

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	221	11.46%
Mainstay Communities	Established, Diverse Households	508	26.33%
Working Communities	Blue-collar, Working Families	476	24.68%
Country Communities	Rural, Agri. & Mining Families	267	13.84%
Aspiring Communities	Young Singles / Aspiring-Multihousing	440	22.81%
Urban Communities	High Density, Inner-city Neighborhoods	16	0.83%

in Rich Square Charlotte Wilkesboro Sawmills Vann Crossroads Faith Coats Yadkinville La Grange Terson Springs Stoneville Parkton Green Level Northlakes Barker Heights Intercultural Institute pahoe Cove City Duck North Topsail Beach Fairmont Burgaw Bald Heap JorContextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Marvin Seaboard Alamance Jamestown Wagram

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.

Morrisville Norwood Kernersville Asheboro Morganton Durham Graham Belwood Fremont Raemon Topsail Beach Gibsonville Bayshore Rose Hill Spring Hope Lowell Ministry Iolly Ridge Richfield Pinehurst Warsaw Kenly Momeyer Bent Creek Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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?



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	1,310	3.13%
Unreached %	68.86%	67.89%	98.58
Religious But NOT Evangelical HH	10,744	309	2.87%
Religious But NOT Evangelical %	17.66%	16.01%	90.66
Spiritual But NOT Relig or Evang HH	6,223	229	3.68%
Spiritual But NOT Relig or Evang %	10.23%	11.87%	116.07
Not Evangelical, Not Interested HH	25,106	772	3.07%
Not Evangelical, Not Interested %	41.26%	40%	96.95



River Sparta <u>Severn Pollocksville Colerain Ingold Middleburg</u> Ellerbe Fuquay Varina Greswell Wilse Fange Autryville Elizabeth City Vanceboro Boiling Spring Lakes Sedalia Anter Morman of Catawba James Lake Park Vander Calabash Elizabethtown Shallotte Stonewall Troy Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Second Standard Catawba Black Creek Sandy Creek Love Valley Unionville Pine Knoll Shor

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	393	8.2%
Active Evangelical Households	6,533	213	3.26%
Active Evangelical Percent	10.74%	11.06%	102.97
Inactive Evangelical Households	12,412	405	3.27%
Inactive Evangelical Percent	20.40%	21.01%	103
# New Churches Needed	0	0	0%



Emerald Isle Cary Lake Norman of Catawba Spencer Tabor City Fairplains Shallotte South Henderson Construction Maiden Lewisville Pinetops Asheville Balan Intercultural Institute Windsor Kin oskie Patterson Springs Carolina Shores Manteo Bolton Clayton Ruth (or Contextual Ministry Windsor Kin ©Copyright 2011, Intercultural Institute for Contextual Ministry

Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Altamahaw - Elon	0.71 mi	336	Declining	16	Holly Hill - Burlington	6.81 mi	148	Declining
2	Ossipee - Elon	1.18 mi	57	Plateauing	17	Northside - Burlington	6.82 mi	0	Plateauing
3	Westside Fellowship - Elon	1.18 mi	0	Insufficient Data	18	Burlington First - Burlington	6.87 mi	283	Plateauing
4	Glencoe - Burlington	4.25 mi	109	Plateauing	19	Grove Park - Burlington	7.00 mi	330	Declining
5	Antioch Community	4.62 mi	0	Insufficient Data	20	New Birth - Burlington	7.38 mi	0	Insufficient Data
6	Elon First - Elon	5.34 mi	139	Plateauing	21	Kinnett Memorial - Burlington	7.45 mi	203	Plateauing
7	Brookwood - Burlington	5.58 mi	195	Insufficient Data	22	Eastlawn - Burlington	7.54 mi	73	Insufficient Data
8	City Lake - Burlington	5.69 mi	60	Declining	23	Glen Hope - Burlington	7.54 mi	407	Declining
9	Gospel Road - Gibsonville	5.74 mi	0	Insufficient Data	24	Calvary - Burlington	8.10 mi	0	Insufficient Data
10	New Life at Hocutt	5.88 mi	35	Declining	25	Integrity Community - Burlington	8.39 mi	400	Insufficient Data
11	Gibsonville First - Gibsonville	5.91 mi	149	Plateauing	26	North Graham - Graham	8.40 mi	40	Insufficient Data
12	Staley Memorial - Burlington	6.33 mi	0	Insufficient Data	27	Pine Ridge Church	8.83 mi	205	Insufficient Data
13	The Church at Burlington - Burlington	6.58 mi	0	Insufficient Data	28	Fellowship - Bur	8.97 mi	134	Declining
14	The Good Samaritan	6.61 mi	0	Insufficient Data	29	Hispanic Mission	8.98 mi	0	Insufficient Data
15	Kerrs Chapel - Elon	6.63 mi	121	Declining	30	Graham First - Graham	8.98 mi	123	Declining

Seagrove Midland East Bend Kitty Hawk Cherryville Emerald Isle Burn Oakboro Durham Bald Head Havelock Momeyer Statesville Marietta Magnolia Fearrington Board <u>Intercultural Institute</u> Highlands Fuquay-Varina Sparta Aulander Belwood Tar Heel Mulbe for Confextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Biltmore Fore

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.

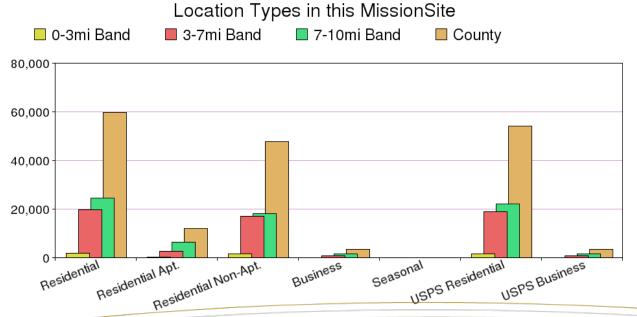
Issues for Your Consideration

- 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	108,213	4,037	3.73%
2000 Population	130,800	4,488	3.43%
2010 Population	153,124	4,978	3.25%



Location Type	0-3mi Band
Residential	1,797
Residential Apt.	217
Residential Non-Apt.	1,580
Business	48
Seasonal	0
USPS Residential	1,649
USPS Business	49

BAND

1,506

1,727

1,929

% OF CO

3.53%

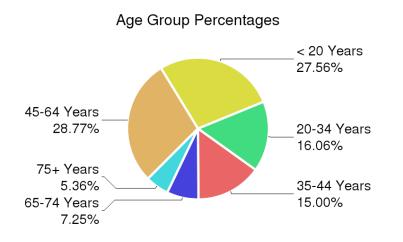
3.35%

3.17%

er Road Sylva Love Valley Castalia Drexel Southern Shores Hamlet Fearrington Lake Norman of Catawbe bear Green Level Pleasant Garden Clyde Elrod Staley Raemon Ocraed Bakersville Everetts Red S hfield Asheville Sandyfield Halifax Saxapahaw Brunswick Ansonville ©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.

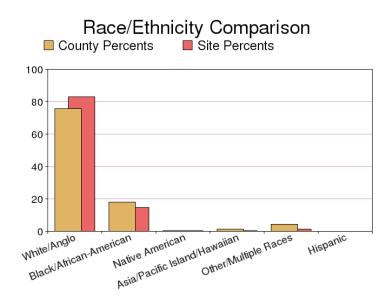


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.31%	4.78%	90.02
4-5 Years	2.73%	2.41%	88.28
6-8 Years	4.13%	4.06%	98.31
9-11 Years	4.04%	4.42%	109.41
12-13 Years	2.66%	3.21%	120.68
14-17 Years	5.44%	5.71%	104.96
18-19 Years	2.71%	2.95%	108.86
0-5 Years	8.04%	7.19%	89.43
6-12 Years	9.5%	10.04%	105.68
13-19 Years	9.48%	10.31%	108.76
< 20 Years	27.02%	27.54%	101.92
20-34 Years	18.95%	16.05%	84.7
35-44 Years	13.58%	14.99%	110.38
45-64 Years	25.72%	28.75%	111.78
65-74 Years	7.66%	7.25%	94.65
75+ Years	7.08%	5.36%	75.71
Median Age	38	40	104.39
Median Age (Male)	37	41	111.2
Median Age (Female)	39	40	100.89

Taber City Glen Raven Eureka Beulaville Sparta Wrightsville Beach Weddington Valley Hill Crosshore Lames Holden Beach Gibson Belville Morven Walkertown Haw River Intercultural Institute McDonald Pittsboro North Wilkesboro Castalia Newton Grove Walnut Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	75.53%	83.13%	110.06
Black, African-American	18.13%	14.58%	80.43
Native American	0.5%	0.42%	84.66
Asian	1.32%	0.48%	36.47
Pacific Island, Hawaiian	0.03%	0%	0
Other/Multiple Races	4.49%	1.37%	30.42
Hispanic	0%	2.67%	0
Education of Adults (25 yrs+)			

Total Adults over age 25 years.	101,795	3,390	
Less than 9th Grade	8.62%	6.34%	135.98
No High School Diploma	10.76%	9.38%	114.66
High School Graduate	31.08%	38.79%	80.11
Some College, no degree	21.08%	21.74%	96.97
Associate Degree	8.71%	8.85%	98.37
College Degree	13.14%	10.86%	121.05
Graduate/Prof. degree	6.62%	4.04%	163.72

Bayshore Stedman Godwin Lake Park Clinton McFarlan Wrightsboro Bolton Walkertown Plymout Cashiers Walnut Creek Alliance Pantego Enochville Jefferson Seven Intercultural Institute Morganton Nashville Spring Lake Ansonville Caswell Beach Sparta Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	7.56%	5.55%	100.63
\$10,000 to \$19,999	13.35%	9.07%	67.95
\$20,000 to \$29,999	14.36%	12.8%	89.18
\$30,000 to \$49,999	21.5%	25.82%	120.06
\$50,000 to \$59,999	9.29%	10.58%	113.79
\$60,000 to \$69,999	7.02%	7.05%	100.46
\$70,000 to \$79,999	6.32%	7.15%	113.21
\$80,000 to \$89,999	5.02%	5.6%	111.58
\$90,000 to \$99,999	3.22%	4.1%	127
\$100,000 to \$124,999	5.82%	7%	120.29
\$125,000 to \$149,999	2.66%	1.87%	70.22
\$150,000 to \$199,999	1.87%	1.92%	102.73
\$200,000 to \$249,999	0.52%	0.21%	40.18
\$250,000 or more	1.5%	1.19%	79.63
Median Household	44,049	48,237	109.51
Average Household	55,306	58,382	105.56
Per Capita Household	22,495	22,623	100.57
Family/Non-Family Household			
Income			
Median Family Income	52,416	54,424	103.83
Average Family Income	63,561	59,075	92.94
Median Non-Family Income	27,508	29,438	107.02
Average Non-Family Income	37,683	49,334	130.92

Asheville Fayetteville Aberdeen Mocksville Lincolnton Hoffman Fairview South Henderson Yadkinville Asheville Cricket Trent Woods Bridgeton Mount Holly Cofield Leggett Intercultural Institute quare Coats Stokesdale JAARS Windsor Woodlawn Fallston Statesville Tor Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	68.1%	74.91%	110
Families with Children	34.73%	38.21%	110.02
Families without Children	33.37%	36.7%	109.98
Non-Family Households			
% Non-Family Households	31.9%	25.09%	78.65
Non-Families with Children	0.35	0	0
Non-Families without Children	31.55	25.09	79.53
Housing Units			Index
Total Housing Units	66,764	2,155	
Vacant percent	8.87%	10.49%	118.29
Owned percent	60.24%	75.27%	124.94%
Rented Percent	30.89%	14.25%	46.11
Households by Size			Index
Avg household size	2.45	2.58	105.31
Avg family hh size	3.03	3.06	100.99
Avg non-family hh size	1.23	1.14	92.68
Households By Count of Persons			Percent
One	15,590	411	2.64%
Тwo	21,828	684	3.13%
Three or Four	18,900	704	3.72%
Five+	4,527	130	2.87%

Northlakes Prespect Elk Park Warrenton Sugar Mountain Garysburg Black Mountain Sandy Creek Sp South Henderson New Bern Lake Santeetlah Myrtle Grove Whiteville intercultural Institute wille Trenton Autryville Swannanoa Maxton Holly Ridge Vander Prince for Contextual Ministry Intercultural Institute for Contextual Ministry Marshall Four Oaks Smithfield Cherryville Mint Hill 19

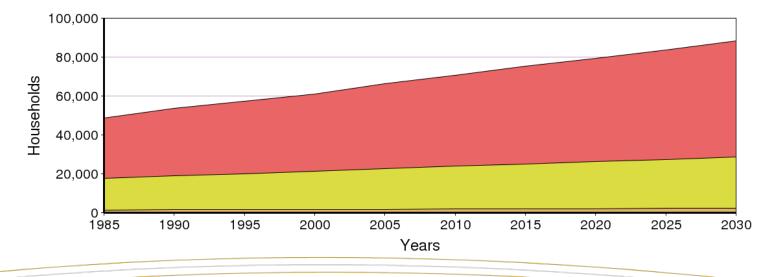
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	4,037	3.73%
2000 Population	130,800	4,488	3.43%
2010 Population	153,124	4,978	3.25%
2015 Population	166,942	5,324	3.19%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 🔲 0-7mi Ring

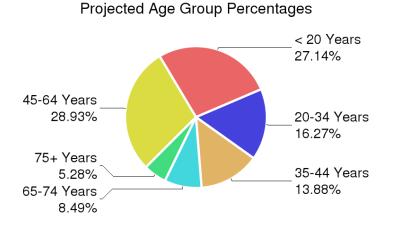
j 🛛 📕 0-10mi Ring



Bermuda Run Candor Pink Hill Ivanhoe Elroy Red Springs Burgaw Kernersville Scotland Neck Ma Enochville Maiden Black Creek Myrtle Grove Eureka Jacksonville Liles Intercultural Institute fills River South Weldon Tobaccoville Parmele Wilson's Mills Winton Robert 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.

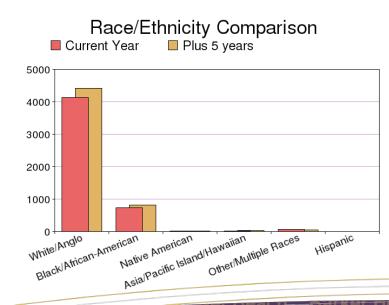


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.78%	4.75%	99.37
4-5 Years	2.41%	2.35%	97.51
6-8 Years	4.06%	3.85%	94.83
9-11 Years	4.42%	4.41%	99.77
12-13 Years	3.21%	3.31%	103.12
14-17 Years	5.71%	5.79%	101.4
18-19 Years	2.95%	2.69%	91.19
0-5 Years	7.19%	7.1%	98.75
6-12 Years	10.04%	9.9%	98.61
13-19 Years	10.31%	10.14%	98.35
< 20 Years	27.54%	27.14%	98.55
20-34 Years	16.05%	16.27%	101.37
35-44 Years	14.99%	13.88%	92.6
45-64 Years	28.75%	28.93%	100.63
65-74 Years	7.25%	8.49%	117.1
75+ Years	5.36%	5.28%	98.51
Median Age	38	41	106.71
Median Age (Male)	37	40	110.54
Median Age (Female)	39	42	106.72

Adenville Rutherfordton White Lake Icard Whiteville Candor Morven Ruth Leggett Troutman Seven Barter Bessemer City West Marion Weaverville Sims Rutherford College Intercultural Institute Vestport Barter Dented Seven Barter Barter Contextual Ministry Red Oak Dented Contextual Ministry Red Oak Dented Contextual Ministry Bald Head Isla 21

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	83.13%	82.81%	99.62
Black, African-American	14.58%	15.25%	104.58
Native American	0.42%	0.45%	106.86
Asian	0.48%	0.58%	120.77
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.37%	0.9%	66
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,390	3,643	
Less than 9th Grade	6.34%	6.23%	98.25
No High School Diploma	9.38%	8.18%	87.2
High School Graduate	38.79%	38.46%	99.14
Some College, no degree	21.74%	22.84%	105.05
Associate Degree	8.85%	9.58%	108.25
College Degree	10.86%	10.4%	95.84
Graduate/Prof. degree	4.04%	4.31%	106.64

en Lillington Littleton Fallston Kings Grant Sharpsburg Wesley Chapel Pumpkin Center Askewville Se Mount Pleasant Rockingham Swansboro Silver City Bladenboro Tor Aurora Stovall Oriental Ba Pembroke Morven Glen Raven Polkville McDonald Leggett Selma Jos Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Saratoga Red Cross Henderson Salisbury Red Spring 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	5.55%	5.04%	90.91
\$10,000 to \$19,999	9.07%	9.14%	100.71
\$20,000 to \$29,999	12.8%	12.48%	97.48
\$30,000 to \$49,999	25.82%	24.81%	96.11
\$50,000 to \$59,999	10.58%	10.28%	97.25
\$60,000 to \$69,999	7.05%	6.29%	89.22
\$70,000 to \$79,999	7.15%	7.54%	94.21
\$80,000 to \$89,999	5.6%	6.74%	108.79
\$90,000 to \$99,999	4.1%	4.09%	99.96
\$100,000 to \$249,999	7%	7.59%	108.43
\$125,000 to \$149,999	1.87%	2.1%	112.36
\$150,000 to \$199,999	1.92%	2.15%	111.92
\$200,000 to \$249,999	0.21%	0.2%	96.31
\$250,000 or more	1.19%	1.2%	100.49
Median Household	48,237	50,053	103.76
Average Household	58,382	60,707	103.98
Per Capita Household	22,623	22,839	100.95
Family/Non-Family Household			
Income			
Median Family Income	54,424	56,432	103.69
Average Family Income	59,075	61,298	103.76
Median Non-Family Income	29,438	32,124	109.12
Average Non-Family Income	49,334	51,224	103.83

Pineville Gibsonville Cedar Rock Powellsville Richfield Midway Robbins Carthage Aurora Mulberry Taw Yanceyville Albemarle McDonald Cameron Charlotte Boone Jeffer Intercultural Institute evard Enochville Dobbins Heights Newton Grove Graham Jamestown Logo Contextual Ministry Contextual 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 family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	74.91%	74.84%	99.9
Families with Children	38.21	38.64	101.14
Families without Children	36.7	38.04	103.65
Non-Family Households			
% Non-Family Households	25.09%	25.16%	100.29
Non-Families with Children	0	0	100.29
Non-Families without	25.09	25.16	100.29
Children			
Housing Units			
Total Housing Units	2,155	2,241	103.99%
Vacant percent	10.49%	10.62%	101.27
Owned percent	75.27%	75.41%	100.19
Rented Percent	14.25%	13.97%	98.04
Households by Size			
Avg household size	2.58	2.65	102.71%
Avg family hh size	3.06	3.18	103.92%
Avg non-family hh size	1.14	1.09	95.61%
Households By Count of Persons			
One	411	417	101.46%
Two	684	668	97.66%
Three or Four	704	755	107.24%
Five+	130	162	124.62%

emere Fayetteville Kannapolis Proctorville Elizabethtown Bostic China Grove Raemon Vass Old Fort Robbinsville McFarlan Gibson Murphy Rocky Mount Wentworth Boardman Waxhaw St. Stephens Parkton Bayboro Newton Boonville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry South Weldon Biltmore Forest Wilkesboro Mount Gile

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Foreign Born Pop	32	2,350	4,289	Eastern Africa	0	5	4
Northern Europe	0	33	54	Middle Africa	0	0	0
Western Europe	1	79	89	Northern Africa	0	0	71
Southern Europe	0	106	59	Southern Africa	0	0	7
Eastern Europe	0	52	57	Western Africa	0	14	4
Other Europe	0	0	0	Other Africa	0	4	3
Eastern Asia	3	61	151	Oceania	0	7	6
So. Central Asia	2	31	234	Caribbean	0	16	53
SE Asia	6	237	133	Central Amer.	17	1,622	3,247
Western Asia	0	10	12	South America	0	32	44
Other Asia	0	0	0	North America	3	41	61
				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	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
English only	5,127	37,769	40,391	Other Indo-Euro	0	27	16
Spanish	77	2,418	4,650	Asian/PI languages	0	0	0
Other Indo-Euro	3	487	723	Chinese	0	28	50
language				Japanese	0	22	0
French (incl. Patois,	3	92	134	Korean	0	21	48
Cajun)				Mon-Khmer,	0	30	5
French Creole	0	0	13	Cambodian			
Italian	0	23	48	Miao, Hmong	0	0	0
Portuguese	0	5	16	Thai	0	0	0
German	0	143	107	Laotian	0	156	76
Yiddish	0	0	0	Vietnamese	0	119	24
Other West Germanic	0	22	34	Other Asian	0	0	19
A Scandinavian	0	4	4	Tagalog	0	29	1
Language				Other Pacific Is	7	4	2
Greek	0	112	93	Other languages	14	11	80
Russian	0	10	10	Navajo	0	0	0
Polish	0	5	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	5	4	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	5	55
Persian	0	0	40	Hebrew	0	0	0
Gujarathi	0	39	67	African languages	14	6	25
Hindi	0	0	40	Other unspecified	0	0	0
Urdu	0	0	31	-			

ampkin Center Bessemer City Spring Land

Teachey Morven Cashiers Mountain View Tar Heel Barker Ten Mile Fayetteville Civde Bear Grass Cariboro Mountain Home Dover Hendersonville Dillsboro Mineral Spring Intercultural Institute Intersville Fairview Harrells Pinebluff Cricket Topsail Beach Farmville St Copyright 2011, Intercultural Institute for Contextual Ministry Chapel Hill Brices Creek Bayshore Norwood Kure Be 26

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	3,646	31,892	36,592	Irish	Irish 241	Irish 241 1,883
Arab	0	39	92	Italian	Italian 92	Italian 92 559
Armenian	0	9	12	Lithuanian	Lithuanian 0	Lithuanian 0 9
Austrian	3	19	19	Norwegian	Norwegian 20	Norwegian 20 84
British	55	102	144	Polish	Polish 29	Polish 29 179
Canadian	8	34	28	Portuguese	Portuguese 0	Portuguese 0 14
Croatian	0	11	4	Romanian	Romanian 2	Romanian 2 27
Czech	4	28	39	Russian	Russian 2	Russian 2 30
Czechoslovak	0	0	6	Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	8	36	31	Scotch-Irish	Scotch-Irish 136	Scotch-Irish 136 1,213
Dutch	41	376	378	Scottish	Scottish 43	Scottish 43 729
English	455	3,361	3,097	Slovak	Slovak 0	Slovak 0 14
European	50	499	391	Subsaharan African	Subsaharan African 16	Subsaharan African 16 535
Finnish	0	19	15	Swedish	Swedish 1	Swedish 1 51
French (not Basque)	50	352	289	Swiss	Swiss 0	Swiss 0 28
French Canadian	3	143	129	Ukrainian	Ukrainian 0	Ukrainian 0 2
German	343	2,876	2,804	US/American	US/American 1,235	US/American 1,235 6,476
Greek	11	148	112	Welsh	Welsh 0	Welsh 0 87
Hungarian	0	30	13	West Indian	West Indian 0	West Indian 0 28
Iranian	0	0	49	Yugoslavian	Yugoslavian 0	Yugoslavian 0 3
				Other	Other 798	Other 798 11,856

Mount Pleasant Magnolia McFarlan Speed Washington Holly Ridge Broadway Mountain View Burlin the Falkland Carolina Shores Autryville Earl Gibsonville Monroe Ossiner Kelly Southern Pines West eyer Linden Midway Valdese Ayden Fletcher Star Cameron Arapah (Southertual Institute) Confectual Ministry Emerald Isle Toast Wilson Parkton Hendersonville 27 Copyright 2011, Intercultural Institute for Contextual Ministry Emerald Isle Toast Wilson Parkton Hendersonville 27

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

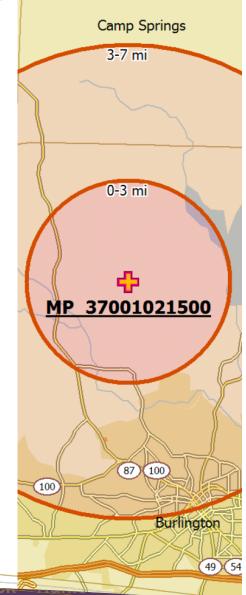
Issues for Your Consideration - continued

- 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?

Challotte Durham Sims Marietta Norlina Raeford Chimney Rock Village Laurel Park Stonewall Butters Diexel Weddington Laurinburg Locust Ranlo Pineville Pine Knoll Shored Mountain Home Williamston Whitakers Thomasville Brunswick Morrisville Elizabeth City Huntersville to Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Franklin Coats Bryson City Spiveys Corner Fayettev 29 Field Parkers Island Spring Hope Kinston

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.



Bryson City Tobaccoville Swansboro Marion Lawndale Sylva Princeville Apex Stonewall Cove Grows Kirkland St. Stephens Holden Beach Piney Green Wanchese Westport Ministry Intercultural Institute Columbia Carolina Beach Richlands Staley Contextual Ministry Coden Top Contextual Ministry Troutman White Plains Faison Matthews Cedar Point 30

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,929	100%	1,309	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	221	11.46%	148	11.31%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	221	11.46%	148	11.31%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	506	26.23%	325	24.83%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	133	6.89%	0	0%
Prime Middle America	1	0.05%	87	6.65%
Urban Optimists	369	19.13%	1	0.08%
Family Convenience	3	0.16%	235	17.95%
Mid-Market Enterprise	0	0%	2	0.15%



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	1,929	100%	1,309	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	2	0.1%	1	0.08%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	2	0.1%	1	0.08%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	476	24.68%	326	24.9%
Steadfast Conservative	416	21.57%	285	21.77%
Moderate Conventionalists	30	1.56%	20	1.53%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	30	1.56%	21	1.6%

Bowmore Havelock West Marion North Topsail Beach Jamesville Mountain Home Shallotte Weaverville Pine Knoll Shores Dallas Dobbins Heights Morrisville Askewville King Intercultural Institute Lumber Bridge Morganton Maiden Brices Creek Carthage Wade Cerro for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Silver Lake Lowesville Altamahaw Woodfin Newton 32 Contextual Ministry

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.

0-3 HH & Percent		Unreached HH & Percent	
1,929	100%	1,309	100%
99	5.13%	58	4.43%
0	0%	0	0%
99	5.13%	58	4.43%
0	0%	0	0%
0	0%	0	0%
431	22.34%	321	24.52%
47	2.44%	37	2.83%
384	19.91%	284	21.7%
0	0%	0	0%
0	0%	0	0%
168	8.71%	112	8.56%
159	8.24%	0	0%
0	0%	108	8.25%
0	0%	0	0%
0	0%	0	0%
9	0.47%	0	0%
0	0%	4	0.31%
	99 0 99 0 0 431 431 47 384 0 0 0 168 159 0 0 168 159 0 0 0	995.13%00%995.13%00%00%43122.34%472.44%38419.91%00%00%1688.71%1598.24%00%00%00%00%1598.24%00	995.13%5800%0995.13%5800%000%0100%043122.34%321472.44%3738419.91%28400%000%01688.71%1121598.24%000%000%000%090.47%0

Green Level Oak Ridge Bunn Elroy Bogue Mars Hill Red Cross Edenton Newport Liberty St. Pau Haw Taylortown Cricket Kings Grant Etowah Spring Lake Summerfield Intercultural Institute over Pinehurst Raemon Bryson City Washington Cofield Ayden Lake Intercultural Institute for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Brices Cree 33

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	1,929	100%	1,309	100%
STRUGGLING SOCIETIES	5	0.26%	3	0.23%
Rugged Southern Style	5	0.26%	3	0.23%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	11	0.57%	8	0.61%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	11	0.57%	8	0.61%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	9	0.47%	7	0.53%
Military Family Life	0	0%	0	0%
Major University Towns	9	0.47%	7	0.53%
Gray Perspectives	0	0%	0	0%

Silver Lake White Oak Newton Wilmington Windsor Star Lenoir Gaston Turkey Wanchese Glen Marvin Mar-Mac East Rockingham Maiden Williamston Bethania Harkers Island Polkton Elk Park Granite Quarry Ingold Beech Moun Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry West Canten Knight date Hockerton Walput Cranter

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?

Belhaven Skippers Corner Boonville Hertford St. Helena Stovall Rockwell Lexington Tar Heel Ford Creek Minnesott Beach Myrtle Grove Welcome Granite Falls Southern Ford Intercultural Institute St. Stephens Lilesville Wilkesboro Gastonia Glen Raven Chapel Hill Ford Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bladenboro Northlakes Newton Black Creek Hunters

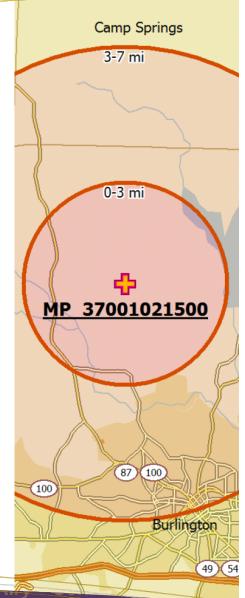
Potential Cultural Bridges

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).

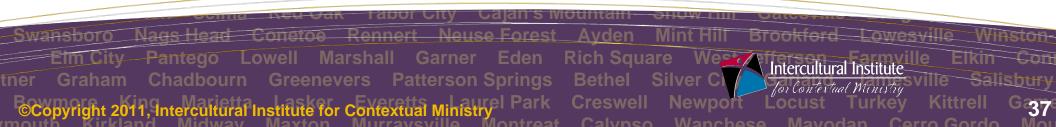


Red Cross Lansing Wanchese Rich Square Troutman Mills River Hickory Fairview Wagram Burns an Ayden Lincolnton Bonnetsville Cricket Pikeville Etowah Elroy Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Confectual Ministry Confectual Ministry Minnesott Boach, Nags Hoad, Barnsour, Clarkton, Stanfield

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	80%	77%	76%
Use Comp. for Internet/E-mail	62%	59%	57%
Internet Use: E-Mail	51%	49%	48%
Use Comp. for Comp. Games	41%	39%	38%
Use Comp. for Word Processing	40%	38%	37%
Use Comp. for Shopping	36%	34%	33%
Use Comp. for Digital Camera	34%	31%	30%
Photo Editing			
Use Comp. for Education	33%	33%	32%
Use Comp. for Banking	32%	31%	30%
HH Owns DVD Player	29%	29%	28%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	29%	27%	27%
Internet Use: Banking	26%	25%	25%
Use Comp. for News/Info./Data	22%	22%	22%
Service			
PC-Network-HH Has One	19%	20%	19%
Use Comp. for Accounting	15%	14%	13%
Use Comp. for Personal Financial	14%	14%	13%
Mngmnt			
Use Comp. for Filing/DB Mngmnt	13%	13%	12%
Internet Use: Shopping: Gathered	12%	13%	12%
Info. for Shopping			
Internet Use: Shopping: Made A	12%	11%	11%
Purchase			
Internet Use: Research/ Education	12%	11%	12%



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	68%	68%	68%
Dining Out (Not Fast Food)	59%	57%	56%
Reading Books	53%	55%	54%
Card Games	44%	41%	41%
Cooking for Fun	37%	36%	36%
Gardening	37%	34%	33%
Go To A Beach/Lake	37%	36%	35%
Board Games	35%	32%	32%
Visit Museum	20%	20%	20%
Going To	20%	19%	19%
Bars/Nightclubs/Dancing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	69%	69%	68%
Gen./Fam. Practitioner	43%	40%	40%
Dentist	29%	30%	28%
Backache	24%	23%	23%
Eye Dr.	22%	22%	22%
Hypertension/High Blood	20%	20%	20%
Pressure			
None Of These	19%	19%	20%
High Cholesterol	19%	19%	19%
Overweight (30 Pounds Or	17%	14%	14%
More)			
Any Arthritis	16%	16%	16%

Banner Elk Simpson Milton Yadkinville Vanceboro Liberty Pilot Mountain Oak City Dallas Rockfish Thomasville Hot Springs Davidson Spruce Pine Belmont Hudson Serving Intercultural Institute St. Stephens Marietta Laurinburg Erwin Ivanhoe Sawmills Newport For Confectual Ministry Coopyright 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	26.06%	28.95%	28.17%
Live Theater	19.79%	21.57%	20.32%
Live Theater Most Often	16.57%	17.55%	16.49%
Rock/Pop Concerts Most	14.06%	15.66%	15.61%
Often			
Comedy Club	9.19%	9.18%	9.43%
Dance Performance	7.66%	9.2%	8.9%
Movies: Comedy	39.53%	39.98%	39.26%
Movies: Action/Adventure	38.39%	38.01%	38.15%
Movies: Fam.	20.34%	20.57%	20.36%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	19.3%	20.79%	19.9%
Movies: Drama	18.08%	21.27%	20.74%
Movies: Mystery	15.77%	17.03%	16.98%
MLB Baseball Reg. Season	7.55%	7.2%	7.09%
NFL Football Reg. Season	6.73%	6.43%	6.33%
College Football Reg.	6.26%	6.37%	6.04%
Season			
College Basketball Reg.	4.28%	4.38%	3.98%
Season			
NBA Basketball Reg.	3.41%	3.49%	3.51%
Season			
Auto Racing Events	3.15%	2.58%	2.62%

gton Bladenbore Rhedhiss Flat Rock Brookford Chapel Hill Troy Atkinson Lincolnton Raeford Spinds to Blowing Rock Oxford Summerfield Lake Santeetlah Carolina Beach Intercultural Institute son Warsaw Polkville Boiling Springs Hickory Roanoke Rapids Rutherf First Confectual Ministry pin Confectual Ministry Di Copyright 2011, Intercultural Institute for Contextual Ministry Bridgeton Bethania

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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	40.76%	40.6%	40.07%	Baseball	Baseball 11.11%	Baseball 11.11% 10.78%
Swimming	34.2%	32.25%	31.71%	Target Shooting	Target Shooting 10.94%	Target Shooting10.94%8.44%
Bowling	22.83%	21%	21.08%	Football	Football 10.34%	Football 10.34% 10.39%
Freshwater Fishing	21.05%	16.21%	16.65%	Backpacking/Hiking	Backpacking/Hiking 9.95%	Backpacking/Hiking 9.95% 9.16%
Billiards/Pool	19.14%	18.33%	18.62%	Aerobics	Aerobics 9.42%	Aerobics 9.42% 10.63%
Camping Trips	17.15%	13.81%	14.25%	Volleyball	Volleyball 9.08%	Volleyball 9.08% 8.55%
Weight Training	16.34%	16.45%	15.85%	Softball	Softball 8.96%	Softball 8.96% 7.39%
Basketball	15.89%	15.4%	15.26%	Saltwater Fishing	Saltwater Fishing 8.58%	Saltwater Fishing 8.58% 7.27%
Jogging/Running	14.84%	15.36%	15.12%	Power Boating	Power Boating 8.08%	Power Boating 8.08% 8.17%
Golf	13.98%	13.96%	12.91%	Canoeing/Kayaking	Canoeing/Kayaking 7.24%	Canoeing/Kayaking 7.24% 6.78%
Using Cardio Machine	13.56%	13.79%	13.51%	Soccer	Soccer 7.19%	Soccer 7.19% 7.05%
Mountain/Road Biking	13.14%	12.09%	11.78%	Motorcycling	Motorcycling 7.04%	Motorcycling 7.04% 5.75%
Hunting	12.78%	8.56%	8.63%	Horseback Riding	Horseback Riding 6.77%	Horseback Riding 6.77% 5.25%
Stationary Cycling	11.4%	12.12%	11.84%	Tennis	Tennis 6.77%	Tennis 6.77% 7.2%

ings Seven Devils Claremont Black Creek Greenevers Greensboro Mars Hill Rhodhiss Summerfield Be Rockwell Nashville Delway Carrboro Hendersonville Lumber Bridge Intercultural Institute iver Bend Gamewell Albemarle Colerain Waxhaw High Shoals Rowlan for Contextual Ministry Cedar Point Bowmore Unionville Faith Archdale 40 Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10	BRID
	MILES	MILES	MILES	
Yoga	6.56%	6.86%	7.04%	Racqu
Archery	5.89%	4.27%	4.21%	Skate
Roller Skating	5.5%	5.42%	5.51%	Hocke
Ice Skating	5.43%	5.3%	5.14%	Auto F
Downhill & X-Country	4.58%	4.84%	4.59%	Rock
Skiing				Snow
Water Skiing	4.56%	4.19%	4.02%	Martia
Snorkeling	4.51%	4.91%	4.52%	Rowin
Snowmobiling	4.4%	3.53%	3.38%	Sailing
Fly Fishing	4.38%	4.36%	4.39%	Surfin
Jet Skiing	4.16%	4.53%	4.3%	

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Racquetball	3.85%	3.82%	3.81%
Skateboarding	3.56%	3.17%	3.23%
Hockey	3.51%	3.56%	3.61%
Auto Racing	3.5%	2.97%	3.17%
Rock Climbing	3.3%	3.54%	3.54%
Snowboarding	3.28%	3.35%	3.4%
Martial Arts	3.05%	3.04%	3.24%
Rowing	2.73%	2.5%	2.55%
Sailing	2.71%	3.31%	3.06%
Surfing & Windsurfing	2.49%	2.64%	2.67%

Westport Cerre Gordo Taylortown Alamance Vandemere Light Oak Whispering Pines Newport Red Cro Haville Lowell Greenville Caswell Beach Holden Beach Salem Dillsboro (<u>Intercultural Institute</u>) arrach Angier Fuquay-Varina Gastonia Seagrove Clemmons Boonville Copyright 2011, Intercultural Institute for Contextual Ministry Swannanoa High Point Laurel Park Matthews Bur 41

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.

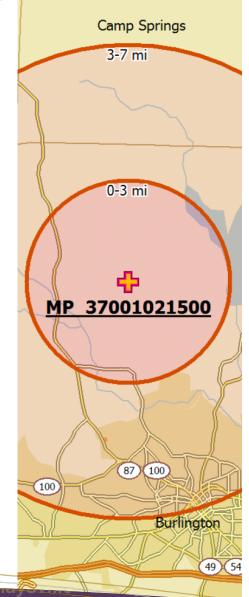
BIBLICAL BARRIERS

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.



on Stony Point Wilson's Mills Mount Gilead Roseboro Rex Kingstown Denton Flat Rock Laurinburg B Cashiers Angier China Grove Maxton Conover Stanley Tar Heel Intercultural Institute Veretts Raeford Fearrington Alliance JAARS Salisbury Light Oak Wri For Contextual Ministry Castle Hayne Rennert Fairmont Whiteville Fountain 42

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.

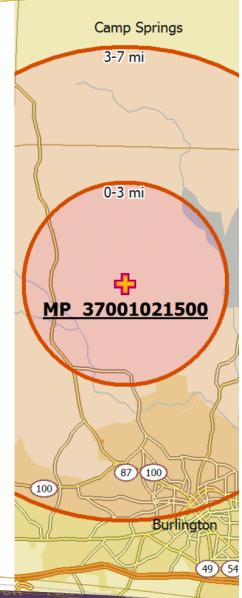
CULTURAL BARRIERS OF ACCEPTANCE

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.



eton Moravian Falls Canton Light Oak Fayetteville Macon Lake Lure Gien Raven Norman Goldsboro H Randleman Stallings Greensboro Mount Gilead Sea Breeze Windsor Intercultural Institute of Springs Ocean Isle Beach Mount Olive Marvin Belhaven Gatesville 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.

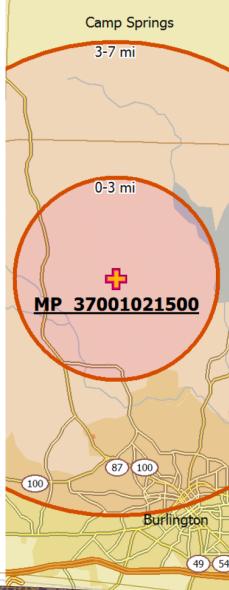
BARRIERS	0-3	3-7	7-10	B	ARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES			MILES	MILES	MILES
Important Continue Learning	50%	51%	51%	Li	ike to Stand Out In A Crowd	21%	21%	21%
New Things				Μ	larijuana Should Be Legalized	19%	20%	20%
Find It Difficult To Say No To My Kids	41%	38%	38%		arely Sit Down to a Meal ogether At Home	18%	17%	17%
Woman's Place Is In The Home	37%	35%	35%	17	Am A Workaholic	17%	18%	18%
Speak My Mind Even If It Upsets People	35%	36%	36%		ike To Pursue hallenge/Novelty/Change	16%	18%	18%
Like Control Over People And Resources	34%	34%	34%		nly Work Current Job for The loney	14%	14%	15%
Prefer To Have Few Possessions As Possible	32%	35%	34%		/e Should Strive for Equality or All	13%	14%	14%
Like To Do Unconventional Things	31%	29%	29%		appy With My Standard Of iving	11%	13%	13%
Don't Judge People/Way They Live Life	28%	29%	29%		n Whole People Get What hey Deserve	10%	10%	10%
Money Is Best Measure Of Success	27%	25%	26%		dulge My Kids With The Little xtras	9%	8%	9%
lf Won Lottery Would Never Work Again	27%	28%	27%		ittle I Can Do To Change My ife	8%	8%	8%
Friends More Important Than My Fam.	24%	25%	25%	14	Am A Perfectionist	6%	7%	7%
Too Much Sponsorship In Arts/Sports	23%	24%	24%					

ake Norman of Catawba Pine Level Alamance Lake Santeetlah Rockfish Mesic Old Fort Elm City Souther Fanite Quarry Magnolia Royal Pines Clinton Brices Creek Mocksville Var Intercultural Institute letcher Lake Junaluska Jonesville Youngsville Ansonville Faith Icard for Contextual Ministry occopyright 2011, Intercultural Institute for Contextual Ministry Bessemer City Stoneville Belwood Black Mountain 44

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.



Stanfield Montreat Pumpkin Center Goldsboro Littleton Lumberton Highlands Stedman Silver Lake Pittsboro Bayboro Rennert Newton Bent Creek Hope Mills Hickory Intercultural Institute Creek Rose Hill Bolivia Creswell Winfall Harmony Drexel Pleasant Hill for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Bandleman Parkton Docust Brices Creek Maiden Milton Brookford Grifton Broadway Speed Contextual Cont

Potential Cultural Themes:

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

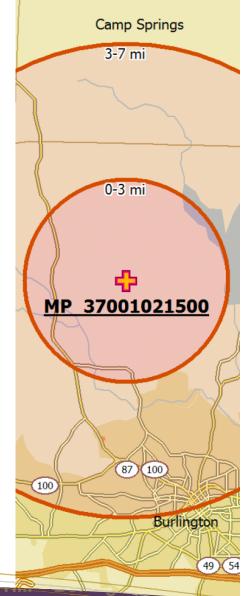
THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	65%	62%	61%	Consider Myself Interested In The Arts		20%	20%
You Should Seize Opportunities In Life	57%	58%	57%	Looking for New Ideas To Improv Home	e 16%	17%	17%
Like To Understand About	36%	38%	38%	Real Men Don't Cry	16%	16%	16%
Nature				Is An Important Part Of Who I Am		15%	15%
Prefer Work Part Of Team Than Alone	35%	35%	34%	Try Not To Worry About The Future	13%	15%	15%
Important Feel Respected By My Peers	33%	33%	34%	Enjoy Spending Time With My Fam.	13%	12%	13%
Prefer To Have Few Possessions As Possible	32%	35%	34%	Provide My Kids With The Little Extras	13%	14%	14%
Important To Juggle Various Tasks	30%	31%	31%	Like Spending Most Time With Fam.	6%	5%	5%
Good At Fixing Things	27%	28%	28%	Children Should Be Allowed To	6%	6%	7%
Have Keen Sense Of Adventure	27%	28%	27%	Express Themselves			
People Have To Take Me As	24%	23%	23%	Feel Very Alone In The World	5%	6%	6%
They Find Me				Decor Particular Interest To Me	4%	4%	4%
Like To Just Enjoy Life	21%	22%	22%	Would Like To Set Up Own	3%	4%	4%
Worried About Pollution Caused By Cars	19%	18%	18%	Business			

bermuda kun Emeraid isie

Grove Late Santeenal Lumber Bridge Wainut Cove Altamanaw Ossipee Jamesville Mooresboro Hudson Grove Late Santeenal Lumber Bridge Wainut Cove Altamanaw Ossipee Jamesville Mooresboro Hudson Goldsboro Mount Pleasant River Road Spencer Blowing Rock Lewis Contextual Ministry Checopyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Alliance Bayshore Linden Asheville Thomasville Leng

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.



is Eureka Middleburg Ossipce South Henderson Kingstown Angier Madison Rose Hill Flat Rock Will Herryville Ocracoke Kinston East Laurinburg Norman Carolina Shores Intercultural Institute Shelby Cerro Gordo Boardman Yanceyville McAdenville Clyde Cresw Field Ministry Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

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.

7-10

MILES

17.88%

14.49%

17.48% 13.42%

14.46%

14.6%

13.33%

12.12%

14.96%

10.54%

11.08%

13%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	87.99%	85.18%	85.6%
Restaurant-Visit Any			
Fam. Restaurants/Steak	85.21%	81.83%	81.56%
Houses-Visit Any			
McDonald's	59.14%	56.06%	56.18%
Burger King	38.75%	37.41%	38.41%
Subway	32.82%	30.66%	30.7%
Wendy's	32.34%	31.54%	31.04%
Applebee's	31.93%	29.78%	29.39%
Kentucky Fried Chicken (KFC)	31.19%	30.19%	30.11%
Taco Bell	30.13%	27.99%	28.66%
Arby's	27%	22.25%	22.52%
Pizza Hut	24.27%	22.38%	23%
Olive Garden	20.21%	20.45%	20.02%

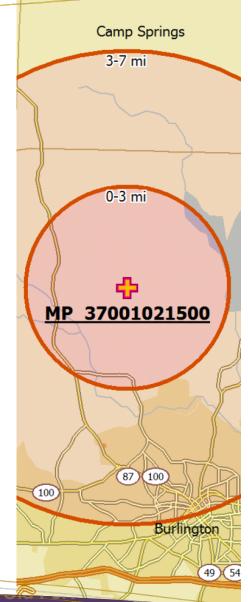
m Lilesville Bethania Shallotte East Arcadia Chadbourn Rutherfordton Grandfather Hendersonville We Woodlawn Archdale Momeyer Locust Rockwell Spencer Clayton Sever ares Gen Raven New Londo nbury Marietta Kannapolis McFarlan Jefferson Simpson Wadesboro For Intercultural Institute Copyright 2014, Intercultural Institute for Contextual Ministry Several Place Pla

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!



dian Beach Come Belivia Powellsville Wilson's Mills Middleburg Rutherfordton Aulander Barker Height Franke Quarry Goldston Reidsville White Oak Rex Mars Hill St. Pauls Intercultural Institute Pine Level Hoffman Woodfin Skippers Corner Everetts Alliance Hoff Confectual Ministry 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	50.16%	48.19%	46.75%
Recycled products	36.14%	34.82%	33.99%
Worked as volunteer (non political)	17.65%	17.12%	16.32%
Engaged in fund raising	11.95%	11.63%	11.22%
Religious club member	8.54%	7.92%	7.8%
Union member	6.53%	5.47%	5.44%

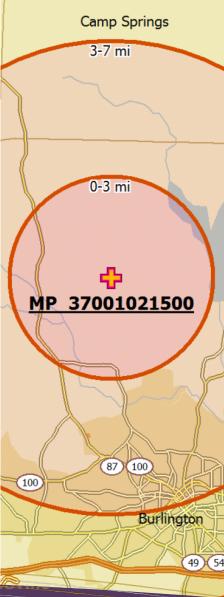
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Church Board	6.29%	5.58%	5.45%
Wrote to elected offcl about	6.26%	5.98%	5.73%
publ bus			
Wrote to editor of mag or	5.92%	5.74%	5.67%
newspaper			
Charitable Organization	5.77%	5.45%	5.26%
Took active part in local civic	5.24%	5.25%	5.09%
issue			
Fraternal order member	5.2%	4.78%	4.68%

East Bend Hillsborough Parmele Grifton Severn Butters Tarboro West Jefferson Fairmont High Shoal Duck South Henderson Leggett Sedalia Cramerton Turkey Eureka Spron Pine Canton Cape Carteret Jackson Rutherfordton Roanoke Rapids Winston-Salem Rolesville Win Confectual Ministry of Confectual Ministry Asheville South Section Sec

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.



Mount Gilead Elkin Rowland Marion Oak Island Ranlo Morganton Seagrove Columbia Rex Bath Encounton Lewisville Mesic Staley Teachey Robbinsville Hamlet Intercultural Institute Cullowhee White Lake Trenton Piney Green Bear Grass Conover Os for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	16.45%	16.74%	16.41%
Children's Books	13.38%	13.34%	13.06%
Mystery	10.78%	11.36%	11.16%
Cookbooks	10.55%	10.46%	10.29%
Religious (not Bibles)	9.71%	9.06%	9.11%
Personal/Business	7.16%	7.06%	6.89%
Self-help			
Romance	6.99%	6.84%	6.7%
History	6.48%	6.76%	6.69%
Biography	6.27%	6.7%	6.53%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	69.91%	69.45%	68.29%
Gen. Editorial	47.67%	48.73%	48.26%
Womens	43.54%	42.96%	42.92%
Service	35.59%	34.49%	33.86%
Business/Finance	18.45%	19.61%	18.58%
Mens	18.42%	18.83%	19.17%
Sports	14.29%	15.48%	15.27%
Mature Market	13.85%	12.95%	12.68%
Health	13.84%	13.5%	13.64%

JAARS Oriental Apex Robbinsville Long View Duck Robersonville Shallotte Conover Concord Mount Greenevers Bostic McAdenville Clarkton Flat Rock St. Pauls Canton Intercultural Institute untain Home Wingate Grantsboro High Shoals Eden Earl Ellerbe Gor (or Contestual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	56.68%	54.67%	53.97%
Classified	34.76%	32.35%	32.77%
Sport	33.31%	32.33%	31.89%
Editorial Page	31.89%	30.19%	29.54%
Business/Finance	29.08%	29.46%	28.23%
Comics	27.75%	26.82%	26.75%
Food/Cooking	25.78%	25.13%	24.74%
Movie Listings & Reviews	25.59%	25.81%	25.49%
TV/Radio Listings	24.69%	23.98%	23.7%
Home/Gardening	23.14%	21.59%	21.05%
Travel	20.14%	19.89%	19.17%
Science/Technology	18.23%	17.9%	17.33%
Fashion	14.57%	14.79%	14.68%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	23.72%	18.18%	18.49%
CHR Contemp Hit Radio	17.48%	17.57%	18.56%
Adult Contemporary	17.22%	16.5%	16.44%
Urban Contemporary	16.72%	19.84%	19.75%
Rock	12.74%	11.59%	11.66%
News/Talk	11.71%	11.91%	11.19%
Oldies	11.11%	11.35%	11.08%
Classic Rock	9.71%	9.16%	9.04%
Variety	8.42%	9.26%	9.22%
Alternative	8.39%	9.06%	8.75%
Jazz	7.12%	7.08%	6.84%
Religious	6.91%	6.24%	6.22%
Soft Contemporary	6.47%	6.25%	6.11%
All News	5.73%	6.29%	5.95%
Classic Hits	3.99%	3.55%	3.68%
Sports	3.82%	4.21%	3.91%
Gospel	3.74%	3.92%	3.91%
All Talk	3.72%	4.21%	4.02%

Norlina Stoneville Tobaccoville Myrtle Grove Lewiston Woodville Pineville Weldon Cooleemee Murfreesb Burnsville Greenevers Seven Lakes Maggie Valley Rockwell Chadbourg Four Oaks Surf City Mount Co ellsville Biscoe Spring Lake Hertford Maxton Star Harmony Harrellsvil Four Contextual Ministry VI Copyright 2011, Intercultural Institute for Contextual Ministry VI 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	MULTIMEDIA: TV 0-3	MULTIMEDIA: TV 0-3 3-7
MILES	MILES	MILES		MILES	MILES MILES
Fox News Channel 66.13%	64.23%	63.28%	TV Info From Newspapers	TV Info From Newspapers 27.71%	TV Info From Newspapers 27.71% 26.24%
Satellite Dish 55.9%	53.45%	52.31%	Nick At Nite	Nick At Nite 27.46%	Nick At Nite 27.46% 25.2%
Soapnet 51.41%	51.21%	50.99%	Hallmark Channel	Hallmark Channel 25.76%	Hallmark Channel 25.76% 25.9%
Other Video-On-Demand 42.73%	42.87%	42.58%	TCM (Turner Classic	TCM (Turner Classic 25.41%	TCM (Turner Classic 25.41% 25.8%
Sci-Fi Channel 38.63%	36.62%	36.33%	Movies)	Movies)	Movies)
Adult Pay Per View TV 35.89%	34.51%	33.29%	USA Network	USA Network 25.08%	USA Network 25.08% 24.56%
MSNBC 35.1%	33.92%	33.49%	TV Info From Monthly Cable	TV Info From Monthly Cable 24.29%	TV Info From Monthly Cable 24.29% 23.45%
Nickelodeon 30.86%	27.92%	27.81%	Guide	Guide	Guide
Subscribe Digital Cable 30.56%	30.13%	29.53%	BET (Black Entertainment	BET (Black Entertainment 23.62%	BET (Black Entertainment 23.62% 24.94%
TV Info From Sunday TV 29.74%	28.84%	28.52%	TV)	TV)	TV)
Magazine			The Golf Channel	The Golf Channel 23.54%	The Golf Channel 23.54% 24.64%
Comedy Central 28.65%	31.77%	30.55%	ABC Fam.	ABC Fam. 22.5%	ABC Fam. 22.5% 24.42%
Adult Swim 27.82%	25.82%	25.31%	Lifetime	Lifetime 22.32%	Lifetime 22.32% 21.64%
			Video-On-Demand Movies	Video-On-Demand Movies 21.48%	Video-On-Demand Movies 21.48% 20.64%



ESPN2

22.04%

21.23%

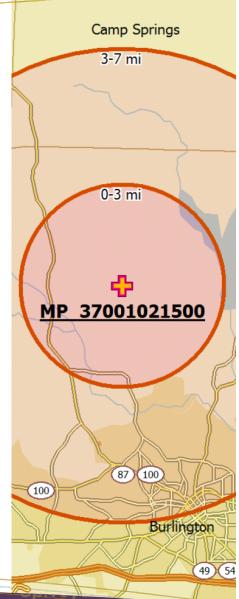
22.62%

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.



Manteo Pumpkin Center Sneads Ferry Dallas Askewville Rockwell Rockingham Jamesville Pantege Elemboro Unionville Washington Jackson Fairplains Bolton Mar-Maco Intercultural Institute Kings Mountain Fairview Mount Gilead Ramseur Crossnore Eureka for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	19.4%	19.69%	19.14%
Medium Users (4-6)	10.44%	10.3%	10.27%
Light Users (1-3)	20.79%	20.04%	20.19%
Quintiles (20%)			
Newspaper I (Heavy)	1.37%	1.23%	1.5%
Newspaper II	1.65%	1.41%	1.56%
Newspaper III	2.38%	2.23%	2.17%
Newspaper IV	0.7%	0.53%	0.55%
Newspaper V (Light)	1.02%	1.08%	1.02%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	19.82%	19.27%	19.5%
Magazines II	9.49%	8.73%	9.09%
Magazines III	10.32%	9.58%	9.66%
Magazines IV	11.22%	11.92%	12.04%
Magazines V (Light)	0.66%	0.7%	0.71%
Outdoor I (Heavy)	6.34%	7.27%	7.72%
Outdoor II	2.59%	3.41%	3.43%
Outdoor III	3.32%	3.89%	3.94%
Outdoor IV	16.75%	15.75%	16.42%
Outdoor V (Light)	25.86%	24.63%	24.78%
Yellow Pages I	15.27%	15.09%	15.51%
(Heavy)			
Yellow Pages II	6.11%	6.75%	6.99%
Yellow Pages III	5.19%	6.65%	6.73%
Yellow Pages IV	22.69%	22.01%	22.92%
Yellow Pages V (Light)	2.93%	3.65%	3.93%



Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	7
	MILES	MILES	MILES		MILES	MILES	M
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths /			
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	3.37%	2.92%	3.09%	Prime Time I & II (Heavy)	3.76%	3.67%	3.
Drive Time III (Medium)	0.73%	0.73%	0.74%	Prime Time III (Medium)	1.97%	1.77%	1.
Radio IV & V (Light)	2.36%	2.55%	2.76%	Prime Time IV & V (Light)	7.9%	8.23%	8.
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	8.91%	9.41%	9.3%	Fringe I & II (Heavy)	41.16%	39.91%	39
Radio III (Medium)	5.61%	4.68%	4.75%	Fringe III (Medium)	54.98%	53.65%	53
Radio IV & V (Light)	3.54%	3.4%	3.61%	Fringe IV (Light)	57.53%	55.47%	55
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	13.47%	13.44%	13.5%	All Day I & II (Heavy)	12.58%	13.37%	13
Cable III (Medium)	3.97%	4.36%	4.53%	All Day III (Medium)	24.43%	24.25%	24
Cable IV & V (Light)	33.18%	34.07%	34.49%	All Day IV (Light)	12.39%	15.08%	14

Ivanhoe Lake Norman of Catawba Elkin Boiling Spring Lakes Burgaw Star East Flat Rock Locust Rand Williamston Hertford La Grange Ranlo Ocracoke Kitty Hawk Archdalog Intercultural Institute xford Stonewall Cornelius Kelly Elon Littleton Whiteville Elizabeth Confectual Ministry accopyright 2011, Intercultural Institute for Contextual Ministry accopyright 2011, Intercultural Institute for Contextual Ministry Alamahaw

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]	12.34%	11.7%	11.76%
6:00am - 10:00am	14.62%	16.82%	15.98%
10:00am - 3:00pm	6.26%	8.13%	7.95%
3:00pm - 7:00pm	13.43%	14.39%	14.26%
7:00pm - Midnight	11.81%	13.19%	12.83%
Midnight - 6:00am	5.11%	6.48%	6.28%
Weekend Radio			
Listeners			
Dayparts [summary]	15.77%	14.66%	14.8%
6:00am - 10:00am	3.33%	3.95%	3.74%
10:00am-3:00pm	5.13%	5.85%	5.6%
3:00pm - 7:00pm	6.77%	6.92%	6.96%
7:00pm - Midnight	8.94%	9.86%	9.44%
Midnight - 6:00am	10.32%	12.6%	11.97%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	8.21%	7.91%	7.4%
Saturday: 8:00-11:00pm	8.54%	8.22%	8.3%
Sunday: 7:00-11:00pm	9.77%	10.11%	9.48%
9:00am-1:00pm	27.46%	25.2%	25.2%
9:00am-4:00pm	31.82%	29.07%	29.21%
4:00pm-7:00pm	29.85%	31.98%	30.71%
11:00pm-1:00am	43.65%	43.15%	42.31%
AVG Prime time	3.13%	3.65%	3.57%
Mon-Sun			

Chese Bear Grass Millers Creek Wadesboro Boone Mills River Ranlo Oak Island Ellenboro Columbus Bonnetsville China Grove Gastonia Wade Farmville Burlington Mary Intercultural Institute Mountain View Cherryville Teachey Wesley Chapel Crossnore Mary for Contextual Ministry Contextual Ministry Oakboro Biscoe Roxboro Tobaccoville Harrellsville 58

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	14.84%	16.68%	16.58%	Sat: 7-10am	Sat: 7-10am 17.89%	Sat: 7-10am 17.89% 18.86%
7-9am	21.23%	22.62%	22.04%	Sat: 10am-1pm	Sat: 10am-1pm 8.03%	Sat: 10am-1pm 8.03% 8.08%
9am-12noon	23.76%	20.55%	20.55%	Sat: 1-4pm	Sat: 1-4pm 25.49%	Sat: 1-4pm 25.49% 24.93%
12noon-4pm	8.06%	8.53%	8.66%	Sat: 4-6pm	Sat: 4-6pm 7.51%	Sat: 4-6pm 7.51% 6.98%
4-6pm	49.43%	50.94%	49.15%	Sat: 6-7pm	Sat: 6-7pm 2.32%	Sat: 6-7pm 2.32% 2.2%
6-7pm	20.87%	19.26%	19.04%	Sat: 7-8pm	Sat: 7-8pm 0.97%	Sat: 7-8pm 0.97% 1.11%
7-7:30pm	1.75%	1.7%	1.94%	Sat: 8-11pm	Sat: 8-11pm 8.54%	Sat: 8-11pm 8.54% 8.22%
7:30-8pm	12.13%	10.9%	11.14%	Sat: 11pm-1am	Sat: 11pm-1am 5.17%	Sat: 11pm-1am 5.17% 5.5%
8-11pm	8.21%	7.91%	7.4%	Sat: 1am-7pm	Sat: 1am-7pm 25.08%	Sat: 1am-7pm 25.08% 24.56%
11pm-12am	35.1%	33.92%	33.49%	Sun: 7-10am	Sun: 7-10am 2.41%	Sun: 7-10am 2.41% 2.48%
11pm-1am	43.65%	43.15%	42.31%	Sun: 10am-1pm	Sun: 10am-1pm 7.47%	Sun: 10am-1pm 7.47% 6.78%
1-6am	30.62%	32.64%	31.87%	Sun: 1-4pm	Sun: 1-4pm 6.1%	Sun: 1-4pm 6.1% 6.19%
				Sun: 4-7pm	Sun: 4-7pm 14.18%	Sun: 4-7pm 14.18% 13%
				Sun: 7-11pm	Sun: 7-11pm 9.77%	Sun: 7-11pm 9.77% 10.11%
				Sun: 11pm-1am	Sun: 11pm-1am 4.96%	Sun: 11pm-1am 4.96% 4.9%
				Sun: 1-7am	Sun: 1-7am 22.33%	Sun: 1-7am 22.33% 21.6%

htown Turkey <u>Hills River</u> Edenton Peachland Cajah's Mountain Spruce Pine Bostic Morehead City Build Elm City Littleton Whitsett New Bern Middleburg Charlotte Misenheur <u>Intercultural Institute</u> Raeford Bridgeton Lillington Swansboro Vann Crossroads New Lond (Soutextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

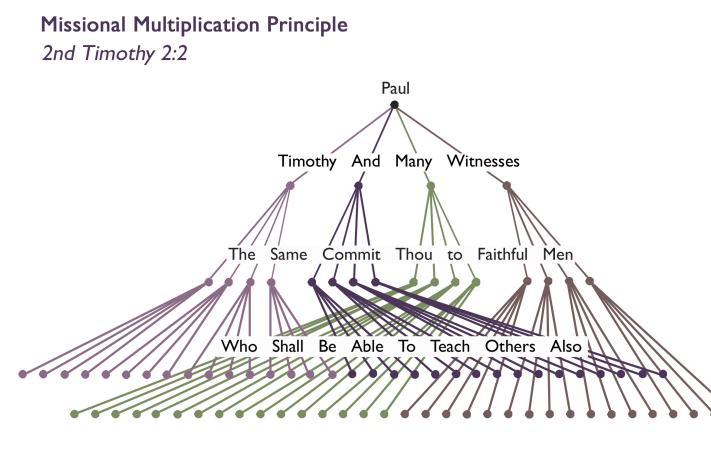
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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



Biblical Missional Multiplication

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

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



Carolina Beach Trinity Westport Spiveys Corner Mineral Springs Oakboro Archdale Coats Swansboro Hendersonville Sylva Tar Heel Parmele Emerald Isle Sandyfield Karo Intercultural Institute ast Flat Rock Tarboro Belwood Highlands Oak City Whitakers Pine Lever Confertual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

Missional Multiplication occurs when redemptive relationships move people through a process to bring people to Christ. This process is most successful as we relate to people based on their identity. Five types of identity enable us to connect with people and see them move through this process.

Communication Steps

- 1. Category-to-Category: Connect through a common social identity; some activity, interest, or behavior that you share with the person.
- 2. Face-to-Face: Begin interacting with the person; building a personal rapport.
- 3. Mind-to-Mind: After building a rapport, move the conversation towards spiritual issues.
- 4. Heart-to-Heart: As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.
- 5. Spirit-to-Spirit: This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.



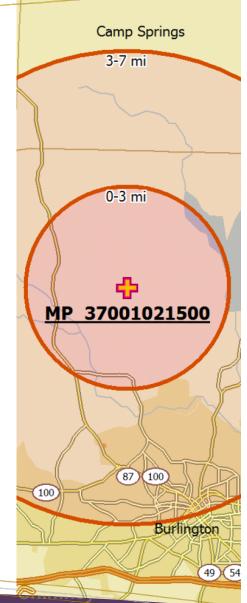


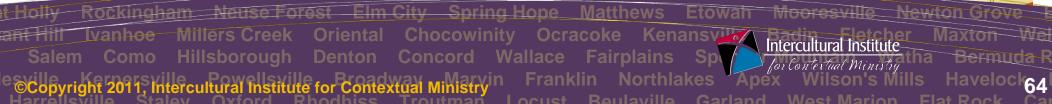
Your MissionSite and the Missional Suite

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

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

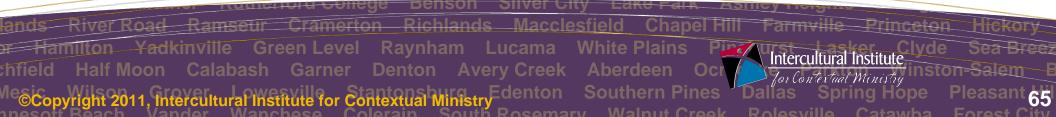
- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org





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	Altamahaw - Elon	3445 Altamahaw Church St Elon, NC 27244	0.71 mi	336	Declining
2	Ossipee - Elon	2470 Old NC Highway 87 N Elon, NC 27244	1.18 mi	57	Plateauing
3	Westside Fellowship - Elon	2548 NC Highway 100 Elon, NC 27244	1.18 mi	0	Insufficient Data
4	Glencoe - Burlington	2556 Glencoe St Burlington, NC 27217	4.25 mi	109	Plateauing
5	Antioch Community	1600 Powerline Rd Elon, NC 27244	4.62 mi	0	Insufficient Data
6	Elon First - Elon	621 E Haggard Ave Elon, NC 27244	5.34 mi	139	Plateauing
7	Brookwood - Burlington	1606 W Davis St Burlington, NC 27215	5.58 mi	195	Insufficient Data
8	City Lake - Burlington	1849 Carolina Rd Burlington, NC 27217	5.69 mi	60	Declining
9	Gospel Road - Gibsonville	1007 E Joyner St Gibsonville, NC 27249	5.74 mi	0	Insufficient Data
10	New Life at Hocutt	302 N. Logan St. Burlington, NC 27217	5.88 mi	35	Declining
11	Gibsonville First - Gibsonville	221 Piedmont Ave Gibsonville, NC 27249	5.91 mi	149	Plateauing
12	Staley Memorial - Burlington	1446 N Graham Hopedale Rd Burlington, NC 27217	6.33 mi	0	Insufficient Data
13	The Church at Burlington - Burlington	152 North Main St Burlington, NC 27217	6.58 mi	0	Insufficient Data
14	The Good Samaritan	128 E Holt St Burlington, NC 27217	6.61 mi	0	Insufficient Data
15	Kerrs Chapel - Elon	2980 Kerrs Chapel Rd Elon, NC 27244	6.63 mi	121	Declining

alcon Walstonburg Hickory Whitakers Mount Cilead Emerald Isle Clarkton Bowmore Fuguay-Varina Ed Webster Forest Oaks Winfall Cajah's Mountain Salemburg Garysburg Intercultural Institute Erwin Landis Linden Flat Rock Sims Atkinson Rose Hill St. Jam Anton Confertual Ministry Confertual Ministry Carthage Wagram Maxton Cape Carteret Winston-Sale Winston-Sale Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
10					
16	Holly Hill - Burlington	2818 Edgewood Ave Burlington, NC 27215	6.81 mi	148	Declining
17	Northside - Burlington	513 Homewood Ave Burlington, NC 27217	6.82 mi	0	Plateauing
18	Burlington First - Burlington	400 S Broad St Burlington, NC 27215	6.87 mi	283	Plateauing
19	Grove Park - Burlington	108 Trail One Burlington, NC 27215	7.00 mi	330	Declining
20	New Birth - Burlington	424 S Flanner St Burlington, NC 27215	7.38 mi	0	Insufficient Data
21	Kinnett Memorial - Burlington	1106 É Morehead St Burlington, NC 27215	7.45 mi	203	Plateauing
22	Eastlawn - Burlington	432 N Sellars Mill Rd Burlington, NC 27217	7.54 mi	73	Insufficient Data
23	Glen Hope - Burlington	911 North Ave Burlington, NC 27217	7.54 mi	407	Declining
24	Calvary - Burlington	230 Williamson St Burlington, NC 27215	8.10 mi	0	Insufficient Data
25	Integrity Community - Burlington	2420 H Corporation Pkwy Burlington, NC 27215	8.39 mi	400	Insufficient Data
26	North Graham - Graham	721 Washington St Graham, NC 27253	8.40 mi	40	Insufficient Data
27	Pine Ridge Church	323 W Harden St Graham, NC 27253	8.83 mi	205	Insufficient Data
28	Fellowship - Bur	2744 Maple Ave Burlington, NC 27215	8.97 mi	134	Declining
29	Hispanic Mission	224 N Main St Graham, NC 27253	8.98 mi	0	Insufficient Data
30	Graham First - Graham	224 N Main St Graham, NC 27253	8.98 mi	123	Declining

arner Biscoe Liberty Buies Creek Welcome Morven Louisburg Peletier Kitty Hawk Oakboro Sawmills Calabash Bent Creek Northlakes Creedmoor JAARS Carrboro Plain Anters Island Institute Kings Grant East Flat Rock Bear Grass Mount Holly Centerville Bol Article Intercultural Institute Confectual Ministry Confectual Ministry Confectual Ministry Confectual Ministry Confectual Ministry Connelly 67

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	
31	Haw River First - Haw River	508 E Main St	9.24 mi	0	Insufficient Data
		Haw River, NC 27258		-	Insunicient Data
32	Nall Memorial - Graham	1340 Hanford Rd Graham, NC 27253	10.03 mi	0	Insufficient Data
33	Alamance First - Burlington	4363 C NC Hwy 62 Burlington, NC 27215	10.40 mi	0	Growing
34	Reedy Fork Community - Brown Summit	6720 McLeansville Rd McLeansville, NC 27301	10.55 mi	0	Insufficient Data
35	New Covenant Fellowship - Graham	1913 Rogers Rd Graham, NC 27253	11.05 mi	150	Insufficient Data
36	Vietnamese - Graham	1568 E Harden St Graham, NC 27253	11.13 mi	0	Insufficient Data
37	Riverside - Graham	1568 E Harden St Graham, NC 27253	11.13 mi	201	Growing
38	Baynes	1760 Baynes Rd Burlington, NC 27217	11.21 mi	148	Plateauing
39	Edgewood - Mebane	476 Edgewood Church Rd Mebane, NC 27302	11.41 mi	90	Plateauing
40	Trinity - Reidsville	9904 US Hwy 150 E Reidsville, NC 27320	11.50 mi	119	Plateauing
41	New Bessemer - Mc Leansville	4115 Hines Chapel Rd Mc Leansville, NC 27301	11.56 mi	134	Plateauing
42	Calvary - Mcl	5585 Burlington Rd McLeansville, NC 27301	11.78 mi	269	Plateauing
43	Burton Memorial - Reidsville	184 Cook Florist Rd Reidsville, NC 27320	12.08 mi	104	Growing
44	Northeast - Mc Leansville	2354 Huffine Mill Rd Mc Leansville, NC 27301	12.49 mi	69	Growing
45	Oak Grove - Mebane	5217 Oak Grove Church Rd Mebane, NC 27302	12.63 mi	120	Declining

Hus Beulaville Pink Hill Carolina Shores Gorman Wingate Greenevers Rennert Beech Mountain Mayod Heach Maysville Swansboro Whitsett Severn Waco Delway Blowing K. Borne Laurinburg Hinter Plymouth Holly Ridge Castle Hayne Lewisville Butner Etowah Mo Goi Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry



6 Wateroak Court North Augusta, SC 29841 In Partnership with:



CONTACT US:

An evangelical mission agency supported by individuals, foundations, churches, denominations, mission agencies & para-church ministries. For more information about the mission and vision of IICM please visit www.iicm.net.

cwatke@iicm.net
803-279-5828
www.iicm.net
www.apept.org
www.missionalcoach.org
www.missionalcontext.org
www.missionalcorps.org
www.missionalcyclopedia.org
www.missionalzipcode.org
www.missionalpartners.org

