MissionSite top unreached locations

CLAYTON, NC CENSUS TRACT: 37101041000 CENSUS TRACT: 3710104100 CONTENTION

MissionSite (TM) Table of Contents

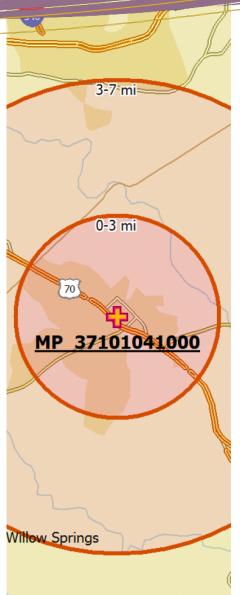
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Site Location Summary

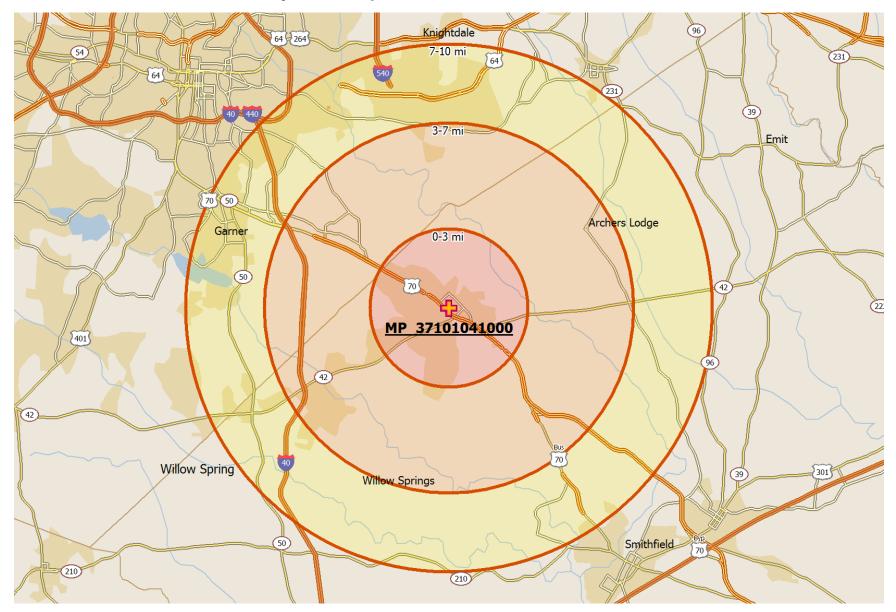
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	3704	Region 4: Triangle
3	County Location	37101	Johnston
4	Zipcode	27520	Johnston
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.25	Medium towns adjacent to a large town
8	Sitescape Density Pattern	К	50000-100000-100000



Pleasant Hill Winton Grandfather Spruce Pine Rosman Garysburg Hoffman Ballour Fairplains Che Sunset Beach Lasker Pembroke Salisbury McDonald Morganton Gibsort Hildsbran Mount Pleasant Ku iley Fallston Goldston Wallace Cedar Rock Norwood Selma Saratoga (Soutestual Ministry Contestual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2014, Intercult

Site Location Summary - Map of the Site Location



Beulaville Bladenboro Bethel Greensboro White Oak Lenoir Valdese Fatkland Clyde Elrod Bays Bonnetsville Wingate Walnut Cove Wagram Lumberton Raemon Dallas Patterson Springs Marion Oak Island Wallburg Troutman Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Oak Ridge Princeton Sharpsburg Asbley Heights Red

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999
			population
5	NCES Urban Centric Locale	31	Town: Fringe: Territory inside an urban cluster that is less than or equal to 10 miles
	Codes		from an urbanized area.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
	Value		
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Eastover Askewville Toast Pink Hill Elroy Brookford Fair Bluff Warrenton Burlington Valley Hill Mise Sins Ellerbe New Bern Beaufort Murphy Pilot Mountain Winterviller Intercultural Institute atterson Springs Mooresboro Apex Newton Grove Highlands Duck Lin Government (Soutestual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bineburst Chocowinity Hildebran Kitty Hawk 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	20,566	48,217	81,091
2010 Households	7,060	16,033	28,134
2010 Group Quarters Population	169	0	978

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	27	35	39
Language Diversity National Index	50	31	45
Foreign Born Diversity National Index	10	20	19
Ancestry Diversity National Index	41	47	33
Racial Diversity National Index	58	42	66

Columbia Middleburg Varnamtown Wallburg Laurel Park Snow Hill Murphy Morehead City Farmville Keener Locust Faith Roxboro Mount Pleasant Oakboro Hemby Bridge Stallings Burlington Cashier Stony Point Sylva Garner Mount Airy Cape Carteret Alamance Silve Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	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

Myrtle Grove White Oak Butters Claremont Pikeville East Arcadia Biltmore Forest Indian Beach Seven Alliance Magnolia Burnsville Candor Bonnetsville Troy Valdese Intercultural Institute Drexel Littleton Dover Cherryville Kingstown Centerville Conetoe (Intercultural Institute) ven Devils Hill Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 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	741	10.5%
Mainstay Communities	Established, Diverse Households	3,588	50.82%
Working Communities	Blue-collar, Working Families	1,493	21.15%
Country Communities	Rural, Agri. & Mining Families	144	2.04%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,016	14.39%
Urban Communities	High Density, Inner-city Neighborhoods	77	1.09%

ven Springs Macelestield Landis Wrightsboro Plain View Salemburg Erwin Drexel Linden Shallotte Ge Hadison Marietta Maysville Tabor City Taylorsville Kings Grant Ward Intercultural Institute ark Seagrove Rockfish Jamestown Bolivia Mocksville Raynham Midworf for Contextual Ministry ^{de} Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Ceville Carolina Shores Marvin Rose Hill Cedar Rock Royal Pines Maysville Cedar Point Tryon Lake S Catabash Robbinsville Bostic Sunset Beach Silver City White Plains Intercultural Institute Fearrington Ocracoke Fayetteville Wilkesboro Kernersville Aurora for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry River Road Warrenton Bryson City Pilot Mountain Wedd

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	39,093	4,731	12.1%
Unreached %	65.63%	67.01%	102.11
Religious But NOT Evangelical HH	8,858	1,079	12.18%
Religious But NOT Evangelical %	14.87%	15.29%	102.79
Spiritual But NOT Relig or Evang HH	6,777	853	12.58%
Spiritual But NOT Relig or Evang %	11.38%	12.08%	106.15
Not Evangelical, Not Interested HH	23,581	2,799	11.87%
Not Evangelical, Not Interested %	39.59%	39.64%	100.15



Staley New Bern Lake Santeetlah Momeyer Colerain Maggie Valley Youngsville Morrisville Reidsville Walkertown Como Woodlawn Earl Wilkesboro St. Pauls Aberdeen Ling <u>Intercultural Institute</u> Davidson Cha Surf City Leland Fayetteville Polkton Navassa Newland Angier Tob for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCNC Churches	53	7	13.21%
Active BCNC Attenders	8,173	1,462	17.89%
Active Evangelical Households	8,987	1,022	11.37%
Active Evangelical Percent	15.09%	14.47%	95.93
Inactive Evangelical Households	11,489	1,306	11.37%
Inactive Evangelical Percent	19.29%	18.51%	95.94
# New Churches Needed	0	0	0%





Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Hocutt Baptist Church	0.53 mi	465	Growing	16	New Covenant Life - Knightdale	6.97 mi	20	Insufficient Data
2	Mision Bautista Betania	0.53 mi	27	Insufficient Data	17	Bethlehem - Knightdale	7.32 mi	343	Plateauing
3	Clayton First - Clayton	0.55 mi	510	Plateauing	18	Clydes Chapel - Wendell	7.33 mi	93	Growing
4	The Church at Clayton Crossings - Clayton	0.79 mi	324	Growing	19	New Life - Smithfield	7.45 mi	32	Plateauing
5	Neuse Community Church	1.37 mi	0	Insufficient Data	20	New Bethel - Garner	8.43 mi	112	Growing
6	Generation	1.66 mi	0	Insufficient Data	21	Hillcrest - Raleigh	8.46 mi	49	Plateauing
7	Wellspring Community - Clayton	1.98 mi	136	Plateauing	22	Turner Memorial - Garner	8.62 mi	242	Growing
8	Baptist Center - Clayton	3.78 mi	155	Plateauing	23	Divine Crossings - Selma	9.21 mi	50	Declining
9	CrossPoint Community Church - Selma	4.58 mi	0	Insufficient Data	24	Aversboro Road - Garner	9.40 mi	416	Declining
10	Mount Moriah - Raleigh	4.70 mi	252	Plateauing	25	Live Oak - Selma	9.49 mi	77	Growing
11	Bethesda - Clayton	5.50 mi	170	Plateauing	26	Garner First - Garner	9.60 mi	639	Plateauing
12	White Oak - Clayton	5.66 mi	153	Insufficient Data	27	FBC of Garner Hispanic Ministry	9.60 mi	0	Insufficient Data
13	Quest Fellowship	5.73 mi	50	Declining	28	Knightdale - Knightdale	9.95 mi	166	Plateauing
14	Cleveland Community - Clayton	6.39 mi	1,942	Growing	29	Sharon - Smithfield	10.12 mi	63	Plateauing
15	Shiloh - Garner	6.80 mi	339	Growing	30	Highland - Raleigh	10.21 mi	345	Growing

ramerton Hildebran Macon Spiveys Corner Momeyer Como Cedar Point Avery Creek Cameron Bakers Hilamston Maysville Murphy Biltmore Forest Zebulon Peachland Cove Intercultural Institute Walnut Creek Falkland Goldston Rhodhiss Cerro Gordo Maggie Valley Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Spirituality Indicators

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

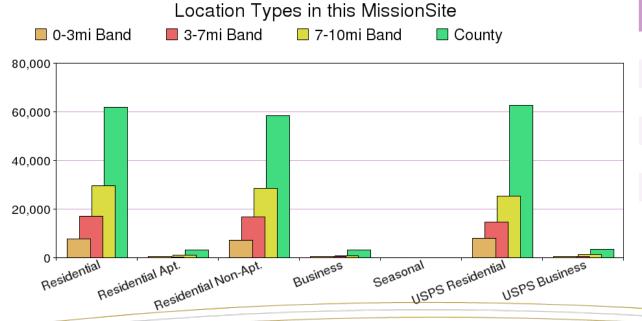
Issues for Your Consideration

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

Bakersville Elizabeth City Rose Hill Garysburg Whitsett Marvin Goldston East Bond Seven Devils Mound Washington Five Points Granite Falls Huntersville Boone Lake Lure Intercultural Institute River Mount Pleasant Ogden Barker Ten Mile Lucama Eastover Millers for Confectual Ministry er Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates 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 81,225 8,499 10.46%
2000 Population 121,965 13,663 11.2%
2010 Population 174,328 20,566 11.8%

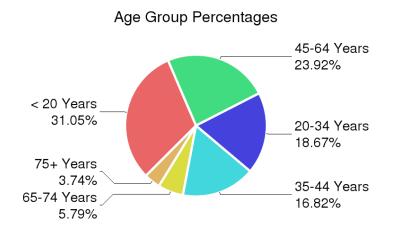


Location Type	0-3mi Band
Residential	7,680
Residential Apt.	599
Residential Non-Apt.	7,081
Business	462
Seasonal	0
USPS Residential	8,102
USPS Business	615

ern Pines Carolina Shores Rural Hall Light Oak Saxapahaw Mount Holly Lewisville Macclesfield Wingate Hiton Beulaville Ronda Staley Forest Hills Brogden Vandemere Ray Intercultural Institute amseur Alamance Hudson Spencer Piney Green Highlands Mountain for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 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.

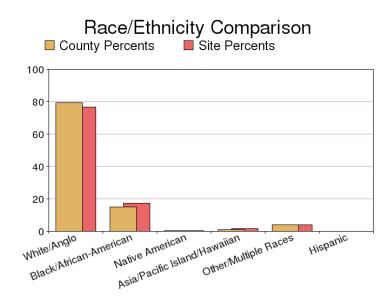


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.98%	6.77%	113.21
4-5 Years	3.11%	3.21%	103.22
6-8 Years	4.72%	4.83%	102.33
9-11 Years	4.63%	4.66%	100.65
12-13 Years	3.04%	3.12%	102.63
14-17 Years	5.66%	5.68%	100.35
18-19 Years	2.72%	2.77%	101.84
0-5 Years	9.1%	9.98%	109.67
6-12 Years	10.87%	11.08%	101.93
13-19 Years	9.91%	9.98%	100.71
< 20 Years	29.88%	31.04%	103.88
20-34 Years	17.91%	18.67%	104.24
35-44 Years	16.13%	16.82%	104.28
45-64 Years	25.63%	23.92%	93.33
65-74 Years	6.46%	5.79%	89.63
75+ Years	3.99%	3.74%	93.73
Median Age	36	36	98.16
Median Age (Male)	35	35	97.91
Median Age (Female)	37	37	98.08

Waxhaw Robbins Smithfield Webster Vass Rowland Alamance Candor McDonald Sharpsburg Cive Wendell Cleveland Neuse Forest Pollocksville Patterson Springs Beulavic Intercultural Institute Sowmore Belmont Salem Pine Level Ogden Brevard Red Oak Castalia (Soutevial Ministry East Flat Rock Copyright 2011, Intercultural Institute for Contextual Ministry four Weaverville Kill Devil Hills Lansing Eastover G16

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	79.45%	76.61%	96.43
Black, African-American	15.13%	17.19%	113.63
Native American	0.49%	0.42%	86.96
Asian	0.79%	1.69%	212.98
Pacific Island, Hawaiian	0.05%	0.02%	42.92
Other/Multiple Races	4.1%	4.06%	99.12
Hispanic	0%	12.33%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	112,564	13,088	
Less than 9th Grade	8.03%	6.93%	115.85
No High School Diploma	11.89%	8.08%	147.1
High School Graduate	29.69%	26.21%	113.27
Some College, no degree	21.45%	23.62%	90.84
Associate Degree	10.26%	11.84%	86.64
College Degree	14.02%	18.38%	76.28
Graduate/Prof. degree	4.66%	4.94%	94.37

eland Burn Bear Grass Pinebluff Oak Ridge Cape Carteret Icard Old Fort Woodlawn Aurora Hoffman a Springs Varnamtown Maiden Oak Island Wagram Snow Hill East Lauring Intercultural Institute nroe Granite Falls Fletcher Royal Pines Pine Knoll Shores River Bend Jor Confectual Ministry ville Bethania of Copyright 2011, Intercultural Institute for Contextual Ministry Lincolnton Laurinburg James City Ayden Avery C17

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	5.87%	3.61%	87.46
\$10,000 to \$19,999	11.12%	10.17%	91.44
\$20,000 to \$29,999	9.58%	6.77%	70.69
\$30,000 to \$49,999	21.92%	22.52%	102.73
\$50,000 to \$59,999	9.1%	9.35%	102.71
\$60,000 to \$69,999	9.53%	9.69%	101.7
\$70,000 to \$79,999	7.29%	9.04%	123.98
\$80,000 to \$89,999	5.55%	6.97%	125.53
\$90,000 to \$99,999	3.74%	4.29%	114.85
\$100,000 to \$124,999	7.46%	6.93%	92.8
\$125,000 to \$149,999	4.67%	5.47%	117.15
\$150,000 to \$199,999	2.11%	3.07%	145.54
\$200,000 to \$249,999	0.49%	0.84%	172.25
\$250,000 or more	1.58%	1.27%	80.78
Median Household	51,426	57,354	111.53
Average Household	61,336	64,290	104.82
Per Capita Household	21,172	22,081	104.29
Family/Non-Family Household			
Income			
Median Family Income	61,643	66,582	108.01
Average Family Income	70,766	73,482	103.84
Median Non-Family Income	31,577	35,271	111.7
Average Non-Family Income	38,450	40,272	104.74

Ogden Tryon Unionville Spring Hope Coats Parkton Orrum Zebulon Roper Pumpkin Center Spring Exapanaw Ashley Heights Godwin Kingstown Wallburg Chadbourn When Intercultural Institute Sugar Mountain St. James Hildebran Calypso Stedman Kings Mour Gor Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Warrenton Atkinson Green Level Haw River

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	70.82%	70.79%	99.96
Families with Children	39.61%	41.43%	104.6
Families without Children	31.21%	29.36%	94.08
Non-Family Households			
% Non-Family Households	29.18%	29.21%	100.09
Non-Families with Children	0.08	0.04	55.03
Non-Families without Children	29.1	29.16	100.21
Housing Units			Index
Total Housing Units	66,218	7,859	
Vacant percent	10.04%	10.17%	101.25
Owned percent	65.63%	65.7%	100.1%
Rented Percent	24.33%	24.14%	99.2
Households by Size			Index
Avg household size	2.90	2.89	99.66
Avg family hh size	3.58	3.55	99.16
Avg non-family hh size	1.25	1.28	102.4
Households By Count of Persons			Percent
One	14,823	1,769	11.93%
Two	13,934	1,632	11.71%
Three or Four	22,533	2,722	12.08%
Five+	8,279	939	11.34%

ex Atkinson Mars Hill Dunn Elon Laurel Park James City Peletier Grandfather Andrews Five Points stown Swepsonville Farmville Morrisville Whitsett Pilot Mountain Grant Columbia rnelius Drexel Cooleemee Light Oak Parkton Stony Point Lake Santeet for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Context

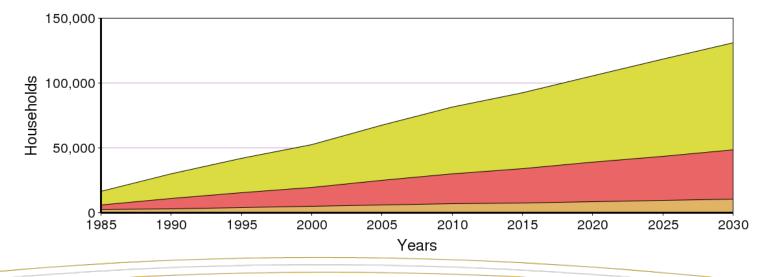
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	81,225	8,499	10.46%
2000 Population	121,965	13,663	11.2%
2010 Population	174,328	20,566	11.8%
2015 Population	203,341	23,888	11.75%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 📕 0-7mi Ring

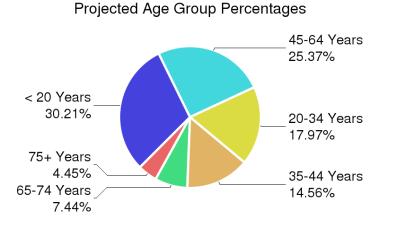
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Youngsville Rex Pineville Wingate Brunswick Bayshore Bermuda Run Davidson Sharpsburg Graham avesville Kenly Elroy Pumpkin Center Angier Emerald Isle St. Pauls Foxfire Creswell Jackson Dobson Calypso Kernersville Seven Devils Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of 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.

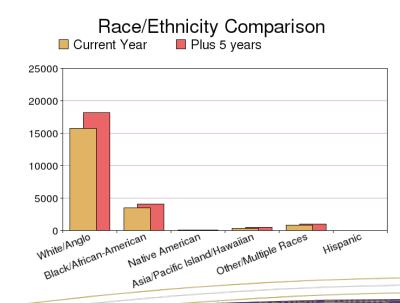


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.77%	5.95%	87.89
4-5 Years	3.21%	2.89%	90.03
6-8 Years	4.83%	4.49%	92.96
9-11 Years	4.66%	4.53%	97.21
12-13 Years	3.12%	3.16%	101.28
14-17 Years	5.68%	6.15%	108.27
18-19 Years	2.77%	3.04%	109.75
0-5 Years	9.98%	8.85%	88.68
6-12 Years	11.08%	10.58%	95.49
13-19 Years	9.98%	10.79%	108.12
< 20 Years	31.04%	30.22%	97.36
20-34 Years	18.67%	17.98%	96.3
35-44 Years	16.82%	14.57%	86.62
45-64 Years	23.92%	25.38%	106.1
65-74 Years	5.79%	7.44%	128.5
75+ Years	3.74%	4.45%	118.98
Median Age	36	37	102.06
Median Age (Male)	35	36	100.88
Median Age (Female)	37	38	102.16

Geopyright 2011, Intercultural Institute for Contextual Ministry Comparison Valley Hill Wathan Contextual Ministry Comparison Valley Hill Wathan Contextual Ministry Comparison Valley Hill Wightshore Lillington Sedalia Zebulon

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	76.61%	76.05%	99.27
Black, African-American	17.19%	17.23%	100.27
Native American	0.42%	0.44%	103.91
Asian	1.69%	2.18%	128.65
Pacific Island, Hawaiian	0.02%	0.02%	107.62
Other/Multiple Races	4.06%	4.09%	100.51
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	13,088	15,163	
Less than 9th Grade	6.93%	6.38%	92.12
No High School Diploma	8.08%	7.31%	90.48
High School Graduate	26.21%	25.16%	96
Some College, no degree	23.62%	23.75%	100.56
Associate Degree	11.84%	12.99%	109.7
College Degree	18.38%	19.06%	103.68
Graduate/Prof. degree	4.94%	5.34%	108.23

Woodfin Piney Green Granite Quarry East Spencer Oak Island Brices Creek Brunswick Waynesville Hount Pleasant Rosman Mooresboro Swannanoa Creswell Seven Lakes Intercultural Institute Wake Forest Mount Holly Gibson Sims Salem Elrod Weldon Apex Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Wilson Castalia Light Oak Selma Coats Jackson Mo

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	3.61%	2.92%	80.73
\$10,000 to \$19,999	10.17%	9.82%	96.51
\$20,000 to \$29,999	6.77%	6.14%	90.75
\$30,000 to \$49,999	22.52%	21.66%	96.18
\$50,000 to \$59,999	9.35%	8.33%	89.12
\$60,000 to \$69,999	9.69%	9.42%	97.28
\$70,000 to \$79,999	9.04%	9.09%	94.5
\$80,000 to \$89,999	6.97%	7.42%	100.31
\$90,000 to \$99,999	4.29%	4.4%	102.52
\$100,000 to \$249,999	6.93%	7.95%	114.83
\$125,000 to \$149,999	5.47%	6.72%	122.85
\$150,000 to \$199,999	3.07%	3.48%	113.08
\$200,000 to \$249,999	0.84%	0.87%	104.36
\$250,000 or more	1.27%	1.41%	110.28
Median Household	57,354	60,886	106.16
Average Household	64,290	68,700	106.86
Per Capita Household	22,081	22,103	100.1
Family/Non-Family Household			
Income			
Median Family Income	66,582	72,243	108.5
Average Family Income	73,482	79,115	107.67
Median Non-Family Income	35,271	37,850	107.31
Average Non-Family Income	40,272	42,969	106.7

alcon Holden Beach Love Valley Dobson Snow Hill Raemon Whispering Pines Kenansville Tar Heef A Lansing Northwest Star Murfreesboro Coats Avery Creek Woodfin Intercultural Institute Bald Head Island Yadkinville Burlington Beaufort Louisburg Troy Sawm Contextual Ministry ©Copyright 2011, Intercultural Institute for 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	70.79%	69.93%	98.78
Families with Children	41.43	41.93	101.2
Families without Children	29.36	31.85	108.48
Non-Family Households			
% Non-Family Households	29.21%	30.07%	102.96
Non-Families with Children	0.04	0.04	102.96
Non-Families without	29.16	30.03	102.97
Children			
Housing Units			
Total Housing Units	7,859	8,572	109.07%
Vacant percent	10.17%	10.38%	102.12
Owned percent	65.7%	65.47%	99.66
Rented Percent	24.14%	24.15%	100.04
Households by Size			
Avg household size	2.89	3.09	106.92%
Avg family hh size	3.55	3.88	109.3%
Avg non-family hh size	1.28	1.24	96.88%
Households By Count of			
Persons			
One	1,769	1,989	112.44%
Two	1,632	1,299	79.6%
Three or Four	2,722	3,132	115.06%
Five+	939	1,262	134.4%

Fremont New London Lake Lure Simpson Laurel Park Tobaccoville Northlakes Foxfire Clinton Window Pleasant Hill Mount Gilead East Rockingham Harrells Wagram St. Stepher Intercultural Institute Reford Fox Nooresboro Black Creek Louisburg Webster Red Cross Fairfield Harbour Louisburg Kings Mountain Halifax Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN	I IN:	N IN: 0-3	N IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	835	1,091	2,167	Eastern Africa		0	0 0
Northern Europe	45	3	54	Middle Africa		0	0 0
Western Europe	41	61	119	Northern Africa		0	0 14
Southern Europe	0	13	31	Southern Africa		0	0 0
Eastern Europe	7	3	13	Western Africa		58	58 31
Other Europe	0	0	0	Other Africa		0	0 0
Eastern Asia	0	32	77	Oceania		0	0 51
So. Central Asia	0	54	38	Caribbean	0		62
SE Asia	0	8	106	Central Amer.	64	2	2 672
Western Asia	10	13	56	South America	26		45
Other Asia	0	0	7	North America	6		29
				Born at sea	0		0

Iv Ridge Taylortewn Hudson West Marion Troutman Magnolia Gibson Fairview JAARS Weldon Kinste Hell Atlantic Beach Fuquay-Varina Yadkinville Tabor City Cove City Later Calvase Williamston Coo Altamahaw Indian Beach Scotland Neck Woodlawn Black Mountain a Copyright 2011, Intercultural Institute for Contextual Ministry Fayetteville Lake Park Godwin Buies Creek Harkers 1:25

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	9,407	27,213	36,192	Other Indo-Euro	66	25	0
Spanish	9,407 912	1,414	2,072	Asian/PI languages	0	0	0
Other Indo-Euro	204	370	437	Chinese	13	36	79
	204	370	437		0	15	0
language	30	100	138	Japanese Korean	0	20	82
French (incl. Patois,	30	133	130		-		
Cajun)	0	4	4.4	Mon-Khmer,	0	0	0
French Creole	0	4	44	Cambodian	0	0	0
Italian	18	30	26	Miao, Hmong	0	0	0
Portuguese	0	8	31	Thai	9	0	0
German	78	65	109	Laotian	0	0	0
Yiddish	0	11	2	Vietnamese	0	0	45
Other West Germanic	0	0	1	Other Asian	0	0	16
A Scandinavian	0	0	8	Tagalog	0	2	33
Language				Other Pacific Is	0	0	0
Greek	0	18	2	Other languages	24	35	228
Russian	0	0	26	Navajo	0	0	0
Polish	0	7	3	Other Native N.	8	0	1
Serbo-Croatian	0	0	0	American			
Other Slavic Language	12	0	0	Hungarian	0	0	2
Armenian	0	0	0	Arabic	0	22	98
Persian	0	40	2	Hebrew	0	0	0
Gujarathi	0	0	11	African languages	0	13	102
Hindi	0	0	21	Other unspecified	16	0	25
Urdu	0	7	13				

freesboro Elkin Castle Hayne Gibsonville Pinebluff Carrboro Princeton Biltmore Forest Connelly Spring Valdese Jamesville Alamance Cary Rich Square Earl Dobbins Height Intercultural Institute Plain View Role I Eastover Lucama Belwood Woodland Falkland Laurinburg Marshai (Soutextual Ministry) on Winfall Me Joi Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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	8,802	24,013	33,348	Irish	Irish 657	Irish 657 1,919
Arab	0	46	144	Italian	Italian 377	Italian 377 668
Armenian	0	10	2	Lithuanian	Lithuanian 9	Lithuanian 9 68
Austrian	7	10	22	Norwegian	Norwegian 23	Norwegian 23 108
British	92	143	135	Polish	Polish 141	Polish 141 378
Canadian	12	16	72	Portuguese	Portuguese 0	Portuguese 0 3
Croatian	0	6	1	Romanian	Romanian 7	Romanian 7 3
Czech	8	33	36	Russian	Russian 36	Russian 36 23
Czechoslovak	13	12	26	Scandinavian	Scandinavian 6	Scandinavian 6 3
Danish	0	29	26	Scotch-Irish	Scotch-Irish 259	Scotch-Irish 259 660
Dutch	48	123	163	Scottish	Scottish 132	Scottish 132 422
English	845	3,241	3,243	Slovak	Slovak 8	Slovak 8 7
European	82	301	427	Subsaharan African	Subsaharan African 121	Subsaharan African 121 172
Finnish	0	12	12	Swedish	Swedish 39	Swedish 39 132
French (not Basque)	140	431	449	Swiss	Swiss 0	Swiss 0 14
French Canadian	29	150	149	Ukrainian	Ukrainian 12	Ukrainian 12 33
German	824	2,112	2,419	US/American	US/American 1,556	US/American 1,556 5,558
Greek	5	49	27	Welsh	Welsh 13	Welsh 13 64
Hungarian	14	39	44	West Indian	West Indian 0	West Indian 0 28
Iranian	0	33	13	Yugoslavian	Yugoslavian 13	Yugoslavian 13 0
				Other	Other 3,274	Other 3,274 6,954

Millers Creek Duck Princeville Bethel Hildebran Winton Topsail Beach Star Vanceboro Wesley Chapel Ittrel Greenville Sanford White Lake Eden Columbus Barker Ten Mile Intercultural Institute Maxton Angier Mineral Springs Edenton Rosman Clinton Greenston (on textual Ministry) Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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?

ome New London Brookford Robersonville Arapahoe Statesville Clyde Momeyer Cary Raemon Broge Ceyville Edenton Murraysville Wesley Chapel Danbury Trent Woods Confectual Institute Foldston Spring Hope Ocracoke Oak Ridge Ivanhoe Bethel Pine Knoll for Confectual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

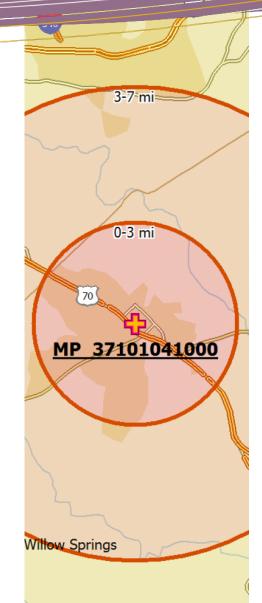
Issues for Your Consideration - continued

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



In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "Evangelscape dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangelscape report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.



Ayden Faliston Shamon Oakboro Rockingham Mebane Walkertown Liberty Nashville Flat Rock Severation of the second severation of the severation of the severation of the sever

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	7,060	100%	4,900	100%
AFFLUENT SUBURBIA	406	5.75%	280	5.71%
America's Wealthiest	0	0%	0	0%
Dream Weavers	43	0.61%	31	0.63%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	235	3.33%	163	3.33%
New Suburbia Fam.	128	1.81%	86	1.76%
UPSCALE AMERICA	335	4.75%	230	4.69%
Status Conscious Consumers	18	0.25%	13	0.27%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	263	3.73%	177	3.61%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	15	0.21%	11	0.22%
Successful Urban Sprawl	39	0.55%	29	0.59%
SM TWN SUCCESS	3,212	45.5%	2,121	43.29%
Successful Urban Sprawl	42	0.59%	29	0.59%
2nd City Homebodies	2,943	41.69%	30	0.61%
Prime Middle America	0	0%	1,917	39.12%
Urban Optimists	227	3.22%	0	0%
Family Convenience	0	0%	145	2.96%
Mid-Market Enterprise	0	0%	0	0%

ossreads Creedmoor Sharpsburg Waco Garner Whitsett Foxfire Ronda Pinebluff Cary Bolton Vand Heasant Rockfish Dunn Light Oak Cooleemee Seven Lakes Hobgood Intercultural Institute edar Rock Midway Sherrills Ford Minnesott Beach Belwood Kittrell May Confertual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Pine Knoll 310

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	7,060	100%	4,900	100%
BLUE COLLAR BACKBONE	44	0.62%	28	0.57%
Nuevo Hispanic Fam.	18	0.25%	13	0.27%
Working Rural Suburbia	24	0.34%	14	0.29%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	2	0.03%	1	0.02%
AMER. DIVERSITY	376	5.33%	243	4.96%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	165	2.34%	106	2.16%
Professional Urbanites	20	0.28%	14	0.29%
Urban Advancement	13	0.18%	9	0.18%
Amer. Great Outdoors	178	2.52%	114	2.33%
Mature America	0	0%	0	0%
METRO FRINGE	1,449	20.52%	983	20.06%
Steadfast Conservative	507	7.18%	347	7.08%
Moderate Conventionalists	890	12.61%	598	12.2%
Southern Blues	0	0%	0	0%
Urban Grit	52	0.74%	38	0.78%
Grass-Roots Living	0	0%	0	0%

Trinity Swepsenville High Point Keener Forest Oaks Wrightsboro Kity Hawk Wendel Seaboard Stat Taylorsville St. James Chocowinity Gatesville Westport Gibson Clever Intercultural Institute Sharpsburg Aurora Red Oak Williamston Kirkland Mayodan Wright Got Confectual Ministry ©Copyright 2011, Intercultural Institute for 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.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Perc	cent
Total	7,060	100%	4,900	100%
REMOTE AMERICA	142	2.01%	84	1.71%
Hardy Rural Fam.	6	0.08%	4	0.08%
Rural Southern Living	136	1.93%	80	1.63%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,016	14.39%	735	15%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	670	9.49%	496	10.12%
Stable Careers	136	1.93%	98	2%
Aspiring Hispania	210	2.97%	141	2.88%
RURAL VILLAGES & FARMS	2	0.03%	142	2.9%
Aspiring Hispania	0	0%	141	2.88%
Industrious Country Living	0	0%	0	0%
America's Farmland	2	0.03%	0	0%
Comfy Country Living	0	0%	1	0.02%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Wilkesboro Rich Square Crosshore Midland Bostic Aurora Grandfather Banner Elk Magnelia Stovall est Canton Raleigh Oxford Fair Bluff Altamahaw Gibson Harrells Inder Intercultural Institute Oak Ridge Hightsville Sedalia Shelby East Bend Welcome Hobgood for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Wake Forest Norlina Taylortown Lucama Castle Have

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	7,060	100%	4,900	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
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	77	1.09%	54	1.1%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	62	0.88%	43	0.88%
Urban Diversity	15	0.21%	11	0.22%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

n Woodville Avery Creek Clayton Everetts Warrenton Manteo Bridgeton Kenansville Severn Pinehurst Garden St. James Rolesville Dobbins Heights Lewisville Skippers Corper Intercultural Institute Shannon Navassa Hillsborough Pine Knoll Shores Mineral Springs Bar Forestual Ministry OCopyright 2011, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

rpsburg Ocean Isle Beach Bent Creek Bolton Spindale Holly Springs Linden Carolina Shores Harrelisvill Coats Danbury Yadkinville Pinetops Lattimore Grantsboro Grahar Intercultural Institute Falcon Belmont Windsor North Topsail Beach Hays Pollocksville Spring for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyri

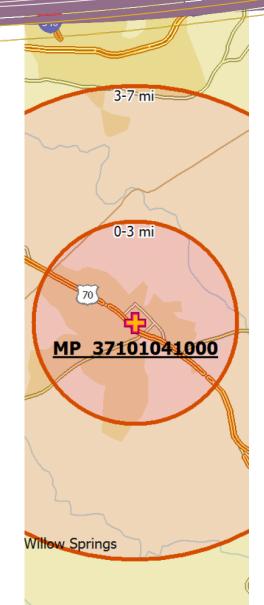
Potential Cultural Bridges

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).



opsail Beach Roper Trinity Whitakers Washington Park Pumpkin Center Biltmore Forest Peachland Bolk Hainut Cove Oakboro Bladenboro Cameron Marshall Woodfin Mayodan Intercultural Institute Intercultural Institute Greenevers Notice Bakersville Elk Park Garysburg Cramerton Staley Bailey Spivey for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-3 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	82%	84%	81%
Use Comp. for Internet/E-mail	67%	69%	65%
Internet Use: E-Mail	56%	59%	55%
Use Comp. for Word Processing	44%	47%	43%
Use Comp. for Shopping	40%	43%	39%
Use Comp. for Comp. Games	40%	42%	40%
Use Comp. for Digital Camera	39%	43%	38%
Photo Editing			
Use Comp. for Banking	38%	40%	36%
Use Comp. for Education	35%	36%	34%
Internet Use: News/ Weather	31%	32%	30%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: Banking	31%	33%	31%
HH Owns DVD Player	30%	31%	30%
Use Comp. for News/Info./Data	29%	29%	27%
Service			
PC-Network-HH Has One	19%	21%	20%
Use Comp. for Personal Financial	16%	17%	16%
Mngmnt			
Internet Use: Shopping: Gathered	16%	16%	15%
Info. for Shopping			
Use Comp. for Accounting	15%	17%	15%
Internet Use: Read Magazines/	14%	14%	13%
Newspapers			
Internet Use: Sports	13%	13%	11%
Use Comp. for Filing/DB Mngmnt	13%	14%	13%



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	69%	69%	68%
Dining Out (Not Fast Food)	60%	61%	59%
Reading Books	53%	53%	53%
Card Games	43%	44%	43%
Go To A Beach/Lake	40%	41%	38%
Cooking for Fun	37%	35%	35%
Board Games	35%	36%	34%
Gardening	33%	34%	33%
Visit Zoo	21%	22%	21%
Going To	21%	20%	19%
Bars/Nightclubs/Dancing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	68%	68%	68%
Gen./Fam. Practitioner	43%	43%	41%
Dentist	28%	27%	27%
Backache	22%	21%	22%
None Of These	20%	20%	20%
Eye Dr.	20%	19%	20%
Hypertension/High Blood	19%	18%	19%
Pressure			
High Cholesterol	18%	17%	18%
Heartburn	15%	15%	15%
Acid Reflux Disease (GERD)	14%	15%	15%

Wilmington <u>Winterville</u> Rural Hall Stantonsburg Green Level Seven Devils Swepsonville Gibson Wace Oak City Shannon Red Cross Mountain Home Polkville Stedman Correct Intercultural Institute Rutherford College Aulander Valley Hill Rosman Welcome Sparta Spon for Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	27.74%	27.98%	27.62%
Live Theater	19.82%	21.24%	20.9%
Live Theater Most Often	16.09%	17.25%	16.99%
Rock/Pop Concerts Most	14.86%	14.32%	14.45%
Often			
Comedy Club	12.59%	13.34%	12.42%
Comedy Club Most Often	9.28%	9.46%	8.78%
Movies: Action/Adventure	41.17%	42.23%	41.2%
Movies: Comedy	40.52%	42.88%	42.04%
Movies: Fam.	22.37%	23.96%	23.33%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	20.15%	21.33%	20.98%
Movies: Drama	18.99%	19.17%	19.55%
Movies: Mystery	15.19%	15.28%	15.72%
MLB Baseball Reg. Season	10.62%	11.2%	9.72%
NFL Football Reg. Season	9.23%	9.71%	8.71%
College Football Reg.	6.98%	7.41%	6.81%
Season			
NBA Basketball Reg.	5.02%	5.36%	4.93%
Season			
Auto Racing Events	4.87%	5.43%	4.68%
College Basketball Reg.	4.19%	4.98%	4.65%
Season			

Swansboro Aulander Bailey Brookford Marvin Saratoga Robbins Kings Grant High Point Magnolia La Formetsville Hobgood Raynham Oak City Mount Holly Cullowhee Latting Intercultural Institute Ison Mayodan Smithfield Matthews Spiveys Corner Vanceboro Monroe for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Pines Dobson Leland Sedalia Clinton Robersonville

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

3-7

MILES

11.51%

10.49% 10.24%

10.35%

10.02%

9.54%

9.24%

7.87%

8.24%

7.13%

7.15%

7.69%

6.68%

7.25%

7-10

MILES 11.9%

9.84%

9.45%

9.75%

9.69%

10.29%

8.69%

8.31%

7.54%

6.97%

7.66%

7.71%

6.25% 6.83%

RIDGES	0-3	3-7	7-10	BRIDGES
	MILES	MILES	MILES	
Walking for Exercise	41.63%	42.8%	41.99%	Football
Swimming	35.72%	37.81%	35.4%	Backpacking/Hiking
Bowling	22.93%	23.74%	23.58%	Hunting
Billiards/Pool	21.14%	21.36%	20.44%	Saltwater Fishing
Freshwater Fishing	20.37%	20.66%	19.41%	Softball
Weight Training	18.92%	19.7%	18.56%	Aerobics
Camping Trips	16.6%	15.99%	14.41%	Target Shooting
Basketball	15.98%	16.8%	17.4%	Volleyball
Using Cardio Machine	15.76%	16.36%	15.39%	Power Boating
Jogging/Running	14.82%	15.2%	15.59%	Yoga
Golf	13.97%	15.12%	14.31%	Soccer
Baseball	13.06%	13.31%	13.03%	Tennis
Mountain/Road Biking	12.46%	12.64%	12.07%	Canoeing/Kayaking
Stationary Cycling	12.17%	11.7%	11.47%	Motorcycling

Waxhaw Saratoga Stem Smithfield Jamesville Five Points Bald Head Island Elk Park Ahoskie La Gran Kinston Whiteville Hemby Bridge Locust Beech Mountain Washington <u>Intercultural Institute</u> e Cramerton Whitsett Oakboro Yadkinville Norman Broadway Sweps Jon Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to 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	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Horseback Riding	5.99%	6.32%	6.02%	Water Skiing	Water Skiing 3.96%	Water Skiing 3.96% 3.88%
Roller Skating	5.78%	5.61%	5.71%	Surfing & Windsurfing	Surfing & Windsurfing 3.82%	Surfing & Windsurfing 3.82% 3.6%
Snorkeling	5.46%	6.06%	5.59%	Skateboarding	Skateboarding 3.79%	Skateboarding 3.79% 3.64%
Downhill & X-Country	5.36%	5%	4.59%	Rock Climbing	Rock Climbing 3.73%	Rock Climbing 3.73% 3.67%
Skiing				Snowmobiling	Snowmobiling 3.72%	Snowmobiling 3.72% 3.96%
Fly Fishing	5.02%	4.84%	4.58%	Rowing	Rowing 3.49%	Rowing 3.49% 3.7%
Jet Skiing	5%	5.21%	4.94%	Martial Arts	Martial Arts 3.31%	Martial Arts 3.31% 3.19%
Ice Skating	4.89%	4.84%	5.02%	Hockey	Hockey 3.11%	Hockey 3.11% 2.88%
Archery	4.78%	4.52%	4.22%	Auto Racing	Auto Racing 3.04%	Auto Racing 3.04% 2.99%
Racquetball	4.01%	4.05%	4.33%	Sailing	Sailing 2.97%	Sailing 2.97% 3.15%
Snowboarding	4%	3.76%	3.61%			

China Grove Altamahaw Bethel Dillsboro Asheboro Parmele Linden Fairview Norman Smithfield Retenton Wadesboro Princeton Peachland Forest Hills Scotland Neck West Intercultural Institute Cenansville Hope Mills Cornelius Stony Point Foxfire McDonald Norwood for Confectual Ministry Confectual Ministry Bethel Dillsboro Asheboro Parmele Linden Fairview Norman Smithfield Re-Confectual Ministry Mount Alta Confectual Ministry Ministry Ministry Ministry Ministry Magnolia Orrum Red Springs Rob

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.

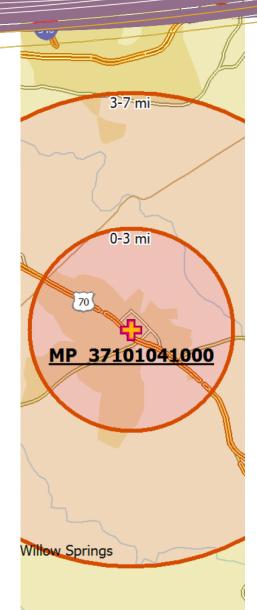
BIBLICAL BARRIERS

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.



t Rock Saratoga <u>Hisenheimer Nags Head Sherrills Ford Prospect</u> Summerfield <u>Hountain Home</u> Bowmore Hetcher Randleman Weldon Centerville King Mulberry Laurel Park <u>Intercultural Institute</u> White Lake Nashville Wendell Charlotte Wallace Pilot Mountain Wallb Contextual Ministry B Copyright 2011, Intercultural Institute for Contextual Ministry Kappapolis Spring Hope Lawpdale Notling Grover

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.

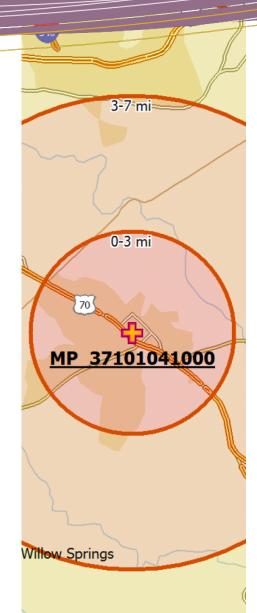
CULTURAL BARRIERS OF ACCEPTANCE

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.



ant Garden Pineville Hildebran Seven Devils Misenheimer Swannanoa Brunswick Trent Woods Beulaville Casar Indian Beach Highlands Pikeville Welcome Morrisville Matthew Intercultural Institute Vanceboro Elon Rowland Sneads Ferry Taylortown Bolivia Falkland Vecopyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILE
Important Continue Learning	51%	51%	51%	Marijuana Should Be Legalized	21%	21%	21%
New Things	000/	140/	440/	Like to Stand Out In A Crowd	20%	20%	20%
Find It Difficult To Say No To My	39%	41%	41%	I Am A Workaholic	19%	20%	21%
Kids Speak My Mind Even If It Upsets	36%	36%	36%	Rarely Sit Down to a Meal Together At Home	17%	17%	17%
People				Like To Pursue	17%	15%	16%
Woman's Place Is In The Home	35%	35%	35%	Challenge/Novelty/Change			
Prefer To Have Few Possessions As Possible	32%	30%	31%	Only Work Current Job for The Money	14%	13%	14%
Like Control Over People And Resources	31%	30%	33%	We Should Strive for Equality for All	13%	13%	14%
If Won Lottery Would Never Work Again	30%	31%	30%	Happy With My Standard Of Living	11%	10%	10%
Like To Do Unconventional Things	29%	30%	30%	Indulge My Kids With The Little Extras	10%	10%	10%
Don't Judge People/Way They Live Life	29%	29%	29%	On Whole People Get What They Deserve	10%	9%	10%
Money Is Best Measure Of Success	25%	24%	25%	Little I Can Do To Change My Life	9%	9%	9%
Friends More Important Than My Fam.	24%	22%	23%	More Important Do Duty Than Enjoy Life	7%	5%	6%
Too Much Sponsorship In Arts/Sports	22%	22%	23%				

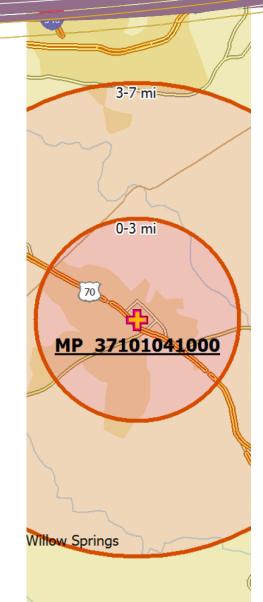
Wagram Mount Holly Surf City Fayetteville Spring Hope Piney Green East Arcadia Four Oaks Lawnda Asheboro St. Pauls Siler City Pembroke Richfield Bogue Beech Mount Intercultural Institute Jenton Bermuda Run Brookford Middleburg Denton Ellenboro Rural How for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

AUTOra

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.



 ort
 Bath
 Simpson
 Shannon
 Pinehurst
 Tarboro
 Gamewell
 Elroy
 Piney Green
 Minesott Beach
 East Beach

 Wake Forest
 Matthews
 Franklinton
 Cerro Gordo
 Walnut Creek
 Whit
 Intercultural Institute
 Beach
 Mothematic

 Misenheimer
 Wadesboro
 Vander
 Ellerbe
 Candor
 Columbus
 Gibson
 Gibson
 Gorderfuel Ministry
 Sandy Greek
 Mothematic
 Mothematic

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	68%	70%	68%	Consider Myself Interested In The Arts		17%	18%
You Should Seize Opportunities In Life	57%	57%	57%	Real Men Don't Cry Looking for New Ideas To Improve	17% 9 16%	17% 16%	17% 17%
Like To Understand About Nature	36%	36%	36%	Home Is An Important Part Of Who I Am		14%	14%
Prefer Work Part Of Team Than Alone	34%	34%	35%	Try Not To Worry About The Future	13%	13%	14%
Prefer To Have Few Possessions As Possible	32%	30%	31%	Provide My Kids With The Little Extras	12%	11%	13%
Important Feel Respected By My Peers	32%	31%	31%	Enjoy Spending Time With My Fam.	12%	12%	12%
Important To Juggle Various Tasks	28%	29%	30%	Like Spending Most Time With Fam.	6%	6%	6%
Good At Fixing Things Have Keen Sense Of Adventure	28% 27%	27% 27%	27% 27%	Children Should Be Allowed To Express Themselves	6%	5%	6%
People Have To Take Me As They Find Me	25%	26%	25%	Feel Very Alone In The World Decor Particular Interest To Me	4% 4%	4% 4%	4% 4%
Like To Just Enjoy Life Worried About Pollution Caused	22% 21%	20% 22%	20% 22%	Would Like To Set Up Own Business	4%	3%	3%
By Cars	2170	2270	22 /0				

TOULOAKS Whispering Filles Rube

Seven Springs Jamestown Catesville Pleasant Garden Fair Bluff Vann Crossroads Bridgeten Sherrins Intercultural Institute Stovall Walstonburg Silver City Seaboard Pinehurst Carolina Shores Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Highlands Gaston Laurinburg Altamabaw Carrboro

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.

3-7 mi 0-3 mi MP 37101041000 Willow Springs

Wiston Woodville <u>Calabash Sims Kings Mountain Hayesville</u> Pinebluff Kelford Forest City Linden Wike East Flat Rock Middlesex Mayodan Maggie Valley Morganton Chocower <u>Intercultural Institute</u> an Bogue Whitakers Ranlo Pumpkin Center Leggett Pinetops Minera for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 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

20.17%

16.87%

17.6%

17.87%

16.64%

16.59%

16.41%

17.25%

14.94%

13.27%

14.03%

14.55%

PLACE	0-3	3-7	7-10		PLACE	PLACE 0-3
	MILES	MILES	MILES			MILES
Fast Food/Drive-In	88.61%	89.18%	88.49%	1	Chick-Fil-A	Chick-Fil-A 18.51%
Restaurant-Visit Any					Dairy Queen	Dairy Queen 17.53%
Fam. Restaurants/Steak	86.23%	87.8%	86.2%		Chili's Grill and Bar	Chili's Grill and Bar 17.04%
Houses-Visit Any					Red Lobster	Red Lobster 17.03%
McDonald's	59.67%	61.6%	60.21%		Outback Steakhouse	Outback Steakhouse 16.67%
Burger King	38.17%	36.61%	37.08%		Sonic	Sonic 16.48%
Subway	34.64%	36.13%	34.68%		IHOP (International House Of	IHOP (International House Of 16.24%
Taco Bell	33.59%	35.18%	33.19%		Pancakes)	Pancakes)
Applebee's	33.42%	35.2%	33.64%		Cracker Barrel	Cracker Barrel 16.1%
Wendy's	31.36%	32.76%	32.71%		Domino's Pizza	Domino's Pizza 14.57%
Kentucky Fried Chicken (KFC)	27.04%	27.36%	29.43%		Starbucks	Starbucks 13.72%
Arby's	25.08%	26.71%	25.69%		TGI Friday's	TGI Friday's 13.46%
Pizza Hut	22.53%	22.52%	23.32%		Ruby Tuesday	Ruby Tuesday 13.15%
Olive Garden	21.91%	22.91%	22.13%			

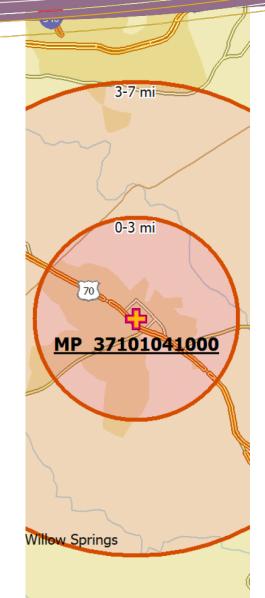
ville Faith Lexington Lincolnton Columbia Burnsville Altamahaw Laurel Park East Laurinburg Severn Newland Ronda Mar-Mac Lake Santeetlah Albemarle Jonesville Hark Laurel Park East Laurinburg Severn Como Murfreesboro Blowing Rock Raemon Green Level Bermuda Run Como Murfreesboro Blowing Rock Raemon Green Level Bermuda Run Como Murfreesboro Blowing Rock Raemon Green Level Bermuda Run Como Murfreesboro Blowing Rock Raemon Green Level Bermuda Run Como Murfreesboro Blowing Rock Raemon Green Level Bermuda Run Como Murfreesboro Blowing Rock Raemon Green Level Bermuda Run Como Murfreesboro Blowing Rock Raemon Green Level Bermuda Run Como Gatesville Reversion Blowing Rock Raemon Green Level Bermuda Run Como Gatesville Contextual Ministry

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!



Agate Dobson Sandy Creek Boiling Springs Star Greenevers Ayden Magnolia Davidson Morrisville Sh Siter City Asheboro Butters Claremont Southport Mars Hill Bailey Intercultural Institute Elrod Trenton Valley Hill Elk Park Pilot Mountain Badin Pink Hill Souther and Ministry Scorner Bath Baccopyright 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	46.32%	47.59%	47.38%
Recycled products	35.2%	36.24%	34.93%
Worked as volunteer (non political)	16.54%	17.21%	16.31%
Engaged in fund raising	10.6%	10.93%	11.21%
Religious club member	8.26%	8.8%	8.97%
Wrote to elected offcl about publ bus	7.11%	7.76%	7.03%

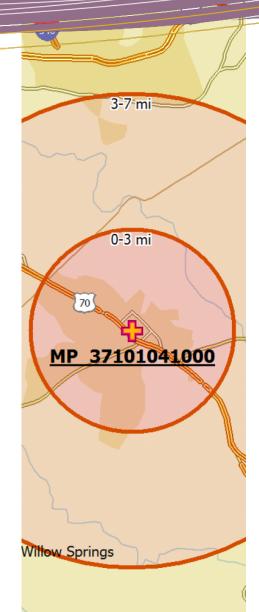
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	6.1%	6.34%	5.95%
newspaper			
Union member	5.23%	5.26%	5.6%
Took active part in local civic	5.19%	5.43%	5.34%
issue			
Wrote to editor of mag or	5.12%	5.78%	5.13%
newspaper			
Church Board	4.96%	5.41%	6.2%
Charitable Organization	4.81%	4.92%	4.95%

Pevil Hills Love Valley Stantonsburg Elk Park Foxfire Greenville Skippers Corner Harrells Coats Casar Cedar Rock Roanoke Rapids Lowesville Mills River Butters White Provint Intercultural Institute Pert Spencer New London Granite Falls Holly Ridge Thomasville Ronda for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Rorehead City Walstonburg Spindale Valley Hill 50

Communication Media Content

The media-saturated 21st century poses both unique challenges and unique opportunities for missional leaders today. A major challenge you will face in this missional site location is cutting through the many layers of media that bombard your intended audience. Through the din of competing voices, the message of the gospel needs to become a clarion call.

Understanding the type of media content people in your site location use may help you to begin planning a comprehensive media strategy. Combining an understanding of this media content with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to begin shaping targeted messages to your intended audience.



West Marion Salisbury Blowing Rock Conover Ashley Heights Moravian Fails Salemburg Williamston Honor South Henderson Catawba Bethania Kure Beach Wade Teachey Moravian Fails Salemburg Mount Olive Graham Concertual Ministry South Henderson Catawba Bethania Kure Beach Wade Teachey Moravian Fails Salemburg Mount Olive Concertual Ministry South Henderson Catawba Bethania Kure Beach Wade Teachey Moravian Fails Salemburg Mount Olive Graham Concertual Ministry South Henderson Catawba Bethania Kure Beach Wade Teachey Moravian Fails Salemburg Mount Olive Graham Concertual Ministry South Salemburg Stanfield Ministry Stanfield Person Spiveys C 51

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	18.53%	19.52%	18.48%
Children's Books	13.72%	14.49%	14.29%
Mystery	11.96%	12.35%	11.34%
Religious (not Bibles)	10.49%	11.26%	11.1%
Cookbooks	10.23%	10.3%	9.93%
History	7.69%	7.99%	7.34%
Romance	7.59%	7.95%	7.62%
Biography	6.91%	7.08%	6.93%
Personal/Business Self-help	6.75%	6.87%	6.89%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	67.46%	67.62%	67.66%
Gen. Editorial	44.85%	44.75%	46.7%
Womens	43.32%	44.26%	45.36%
Service	37.38%	38.99%	36.63%
Mens	19.39%	19.39%	19.44%
Business/Finance	17.4%	18.45%	19.47%
Parenthood	15.21%	15.87%	15.28%
Sports	14.53%	14.63%	14.52%
Health	13.49%	13.43%	13.74%

Walkertown <u>Mountain View Vandemere Princeville Mills River</u> Pilot Mountain Cedar Rock Neuse Forest Hinswick Hope Mills Saluda Columbia Greensboro Bethania Bowmore Intercultural Institute Polkville Pittsboro Fayetteville Toast Cary Cleveland Trinity White for Contextual Ministry ¹¹ Copyright 2011, Intercultural Institute for Contextual Ministry Kelly Lucama Beautort Sunset Beach Carolina Bea 52 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	55.36%	56.31%	54.95%
Classified	33.94%	33.91%	32.95%
Sport	31.08%	31.14%	31%
Editorial Page	30.49%	31.33%	30.12%
Business/Finance	28.96%	30.02%	29.05%
Comics	27.46%	27.34%	26.06%
Movie Listings & Reviews	24.7%	24.46%	24.45%
Food/Cooking	24.48%	24.77%	24.52%
TV/Radio Listings	22.5%	22.33%	22.39%
Home/Gardening	20.21%	20.47%	20.56%
Travel	18.74%	19.35%	19.42%
Science/Technology	16.72%	17.5%	17.36%
Fashion	14.33%	14.73%	15.45%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	24.48%	25.85%	22.12%
CHR Contemp Hit Radio	19.19%	18.46%	18.61%
Adult Contemporary	18.48%	18.37%	16.55%
Rock	14%	14.11%	12.38%
Urban Contemporary	13.72%	13.58%	19.57%
News/Talk	11.77%	12.22%	10.98%
Oldies	11.12%	11.03%	10.54%
Classic Rock	10.37%	10.46%	8.88%
Alternative	9.66%	9.87%	8.59%
Variety	8.93%	8.41%	9.32%
Soft Contemporary	8.18%	8.79%	8.07%
Religious	7.17%	7.64%	7.46%
Classic Hits	6.26%	6.6%	5.39%
Jazz	5.43%	5.88%	8.07%
All News	5.08%	5.38%	6.45%
All Talk	4.93%	5.51%	5.23%
Hispanic	3.6%	2.69%	3.26%
Sports	3.17%	3.13%	3.36%

Pilot Mountain Mint Hill Hightsville Catawba Cornelius Fearrington Ocracoke Valdese Pine Knoll St Stonewall Nashville Chocowinity Clinton Boardman Red Oak Trent Wood Intercultural Institute Hoffman Taylorsville McFarlan Statesville Bakersville Lillington Jan for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10	MULTIMEDIA: TV
	MILES	MILES	MILES	
Fox News Channel	66.84%	68.48%	67.26%	Video-On-Demand Mo
Satellite Dish	55.91%	58.59%	56.84%	Hallmark Channel
Soapnet	51.37%	52.23%	52.01%	TV Info From Newspap
Other Video-On-Demand	42.06%	43.11%	43.25%	TV Info From Monthly
Sci-Fi Channel	39.11%	40.09%	39.31%	Guide
Adult Pay Per View TV	36.23%	37.17%	36.48%	Subscribe Digital Cable
MSNBC	35.26%	35.55%	34.9%	TCM (Turner Classic
Nickelodeon	32.9%	33.99%	32.12%	Movies)
Comedy Central	31.22%	31.06%	29.74%	ABC Fam.
Adult Swim	30.39%	30.58%	28.1%	Lifetime
TV Info From Sunday TV	29.86%	30.71%	30.49%	The Golf Channel
Magazine				BET (Black Entertainm
Nick At Nite	29.33%	30.02%	28.79%	TV)
				LISA Notwork

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Video-On-Demand Movies	28.14%	31.41%	29%
Hallmark Channel	28.11%	29.21%	28.1%
TV Info From Newspapers	27.82%	29.03%	28.44%
TV Info From Monthly Cable Guide	26.99%	28.14%	26.36%
Subscribe Digital Cable	26.17%	25.94%	28.45%
TCM (Turner Classic Movies)	25.86%	26.21%	25.63%
ABC Fam.	25.62%	25.41%	24.48%
Lifetime	25.57%	27%	25.71%
The Golf Channel	25.37%	25.89%	25.11%
BET (Black Entertainment TV)	25%	23.79%	22.65%
USA Network	24.49%	25.47%	24.74%
ESPN2	23.99%	23.86%	22.81%

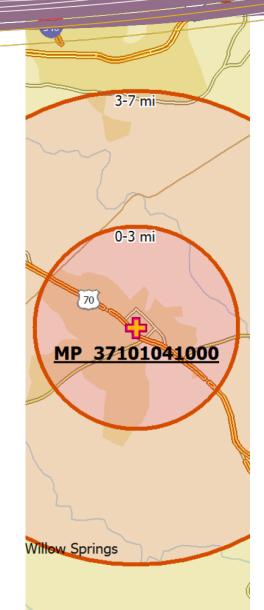
elly Springs Wilmington Saratoga Fearrington Garysburg Louisburg Roseboro Havesville Stanfield Jak Vass Lewisville Ocracoke Greenville Warsaw Parmele Woodland Intercultural Institute e Elon Fairview Elm City Hendersonville Ansonville Keener Gastonia for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Communication Media Usage

It is not enough to understand the type of media that your intended audience uses. It may also be helpful to understand the extent to which people in your site location use various media types and when they use the media. Media usage is generally measured by frequency or extent. Time usage is measured in blocks of day, night and weekend usage.

Taken together, media content, media usage, and time usage may be combined with demographics, lifestyles, and consumer behavior to paint a picture of who does what and when at the site location.

Each of these components may help you to begin planning a comprehensive media strategy. Combining media with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.



Garner Harmony Pine Knoll Shores Pilot Mountain Mountain View Mount Olive Rutherford College Fueuay Shore Kenly Jamestown Light Oak Troy Waco Wadesboro Fayetteville Advertain Jonesville Cle Intercultural Institute Confectual Ministry Mountain South Henco Contextual Ministry Archdale Ogden Myrtle Grove Dillsboro Clyde Lexin South Henco Contextual Ministry Archdale Ogden Myrtle Grove Dillsboro Clyde Lexin South Henco Contextual Ministry Archdale Ogden Myrtle Grove Dillsboro Clyde Lexin South Henco Contextual Ministry Archdale Ogden Myrtle Grove Dillsboro Clyde Lexin South Henco Contextual Ministry Archdale Contextual Ministry State Contextual Ministry State 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+)	20.16%	21.3%	20.34%
Medium Users (4-6)	11.44%	11.56%	10.91%
Light Users (1-3)	21.79%	22.02%	21.59%
Quintiles (20%)			
Newspaper I (Heavy)	2.65%	1.95%	1.47%
Newspaper II	1.35%	1.26%	1.4%
Newspaper III	1.88%	2.02%	2.09%
Newspaper IV	1.1%	1.25%	0.98%
Newspaper V (Light)	1.15%	0.99%	0.85%

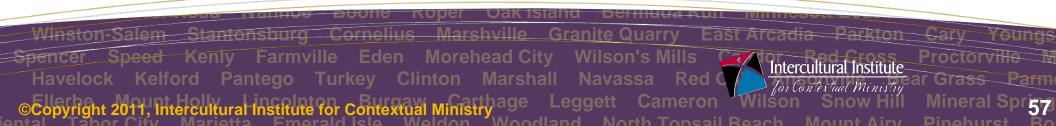
0-3	3-7	7-10
MILES	MILES	MILES
21.27%	21.56%	20.96%
10.68%	10.67%	10.23%
11.91%	12.21%	11.53%
12.53%	12.19%	12.15%
0.77%	0.94%	1.06%
7.41%	6.6%	7%
2.89%	2.21%	2.65%
2.92%	2.74%	3.26%
15.49%	14.89%	15.6%
25.34%	24.88%	24.75%
15.46%	14.27%	14.88%
6.13%	5%	5.89%
5.73%	5.09%	5.71%
24.46%	24.07%	23.95%
3.5%	2.72%	3.06%
	MILES 21.27% 10.68% 11.91% 12.53% 0.77% 7.41% 2.89% 2.92% 15.49% 25.34% 15.46% 5.73% 24.46%	MILES MILES 21.27% 21.56% 10.68% 10.67% 11.91% 12.21% 12.53% 12.19% 0.77% 0.94% 7.41% 6.6% 2.89% 2.21% 2.92% 2.74% 15.49% 14.89% 15.46% 14.27% 6.13% 5% 5.73% 5.09% 24.46% 24.07%

White Lake Tarboro Kelford Lawndale Cullowhee Liberty Toast Norlina Pleasant Hill Como Duck F cer Hountain Manteo Rolesville Calabash McAdenville Mint Hill Plain Vice Plan Spruce Pine Stanton gh Ranlo Rockwell Eureka Pinebluff Wadesboro Valdese Boone Duve Intercultural Institute Vecopyright 2011, Intercultural Institute for Contextual Ministry Marvin File Park Hamilton Clen Alpine Creswell Sea Breeze Elkin Falkland Apex St Helena Lake San

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.

EDIUM 0-3 3-7 7-10 MED	DIUM	DIUM 0-3
MILES MILES MILES		MILES
dio Drive Time Quntiles TV Prime Ti	ime Quntiles (fifths	ime Quntiles (fifths /
ths / 20%) 20%)		
ive Time I & II (Heavy) 3.79% 3.15% 2.98% Prime Time I & II ((Heavy)	(Heavy) 2.78%
ive Time III (Medium) 0.75% 0.84% 0.87% Prime Time III (Medi	um)	um) 2.4%
Idio IV & V (Light) 2.95% 2.06% 2.18% Prime Time IV & V (Light)	ght)	ght) 11.49%
idio Media Quntiles (fifths / TV Early/Late Fringe C	untiles	untiles
%) (fifths / 20%)		
dio I & II (Heavy) 10.09% 11.12% 10.73% Fringe I & II (Heavy)		39.71%
dio III (Medium) 5.74% 5.93% 5.49% Fringe III (Medium)		49.63%
adio IV & V (Light) 4.92% 4.75% 4.52% Fringe IV (Light)		56.35%
ble TV Quntiles (fifths / TV All Day Quntiles (fifths	s /	s /
%) 20%)		
ble I & II (Heavy) 17.56% 18.23% 16.9% All Day I & II (Heavy)		14.03%
ble III (Medium) 4.06% 4.12% 4.14% All Day III (Medium)		23.71%
ble IV & V (Light) 33.76% 33.98% 34.7% All Day IV (Light)		13.29%



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]	12.47%	12.39%	12.2%
6:00am - 10:00am	14.87%	14.24%	14.58%
10:00am - 3:00pm	6.45%	6.62%	7.47%
3:00pm - 7:00pm	14.01%	14.18%	14.03%
7:00pm - Midnight	14.02%	13.52%	12.84%
Midnight - 6:00am	5.59%	5.07%	5.41%
Weekend Radio			
Listeners			
Dayparts [summary]	17.3%	17.09%	16.24%
6:00am - 10:00am	3.18%	3.25%	3.18%
10:00am-3:00pm	5.22%	4.63%	4.98%
3:00pm - 7:00pm	7.59%	8.07%	7.69%
7:00pm - Midnight	10.64%	11.04%	10.61%
Midnight - 6:00am	10.38%	9.83%	10.29%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	9.54%	11.03%	9.79%
Saturday: 8:00-11:00pm	8.01%	7.63%	7.87%
Sunday: 7:00-11:00pm	10.14%	10.93%	10.23%
9:00am-1:00pm	29.33%	30.02%	28.79%
9:00am-4:00pm	33.52%	33.87%	32.91%
4:00pm-7:00pm	31.94%	32.74%	32.93%
11:00pm-1:00am	42.91%	42.94%	43.03%
AVG Prime time Mon-Sun	3.02%	2.87%	3.35%

Hamlet Oak City Weddington Harkers Island Chadbourn Valdese South Weldon Burlington Pine Knoll City Clinton Fletcher Chimney Rock Village Magnolia St. James Woodlard Intercultural Institute Rex Wallace Columbus Washington Park Whitakers Boiling Spring Lake For Confectual Ministry the Copyright 2011, Intercultural Institute for Contextual Ministry Rock Emerald Isle Ellenboro Wadesboro Norwood 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	18.38%	18.18%	16.98%		Sat: 7-10am	Sat: 7-10am 18.15%	Sat: 7-10am 18.15% 18.5%
7-9am	23.99%	23.86%	22.81%		Sat: 10am-1pm	Sat: 10am-1pm 7.1%	Sat: 10am-1pm 7.1% 7.68%
9am-12noon	24.99%	26.26%	25.03%		Sat: 1-4pm	Sat: 1-4pm 26.25%	Sat: 1-4pm 26.25% 26.66%
12noon-4pm	8.53%	7.61%	7.88%		Sat: 4-6pm	Sat: 4-6pm 6.94%	Sat: 4-6pm 6.94% 7.63%
4-6pm	53.15%	54.33%	53.67%		Sat: 6-7pm	Sat: 6-7pm 1.59%	Sat: 6-7pm 1.59% 1.55%
6-7pm	20.62%	20.24%	19.7%		Sat: 7-8pm	Sat: 7-8pm 1.49%	Sat: 7-8pm 1.49% 1.28%
7-7:30pm	2.78%	1.95%	1.95%		Sat: 8-11pm	Sat: 8-11pm 8.01%	Sat: 8-11pm 8.01% 7.63%
7:30-8pm	12.66%	13.08%	12.98%		Sat: 11pm-1am	Sat: 11pm-1am 5.18%	Sat: 11pm-1am 5.18% 4.97%
8-11pm	9.54%	11.03%	9.79%		Sat: 1am-7pm	Sat: 1am-7pm 24.49%	Sat: 1am-7pm 24.49% 25.47%
11pm-12am	35.26%	35.55%	34.9%		Sun: 7-10am	Sun: 7-10am 2.91%	Sun: 7-10am 2.91% 2.4%
11pm-1am	42.91%	42.94%	43.03%		Sun: 10am-1pm	Sun: 10am-1pm 7.81%	Sun: 10am-1pm 7.81% 7.63%
1-6am	33.46%	33.58%	33.07%		Sun: 1-4pm	Sun: 1-4pm 6.13%	Sun: 1-4pm 6.13% 6.7%
					Sun: 4-7pm	Sun: 4-7pm 15.4%	Sun: 4-7pm 15.4% 16.33%
					Sun: 7-11pm	Sun: 7-11pm 10.14%	Sun: 7-11pm 10.14% 10.93%
					Sun: 11pm-1am	Sun: 11pm-1am 6.7%	Sun: 11pm-1am 6.7% 6.87%
					Sun: 1-7am	Sun: 1-7am 23.43%	Sun: 1-7am 23.43% 24.65%

on Elkin Ogden Patterson Springs Pembroke Cary Black Creek Morven Reidsville Surf City Spring H Como Varnamtown Dallas Elroy Dover Mocksville Lasker Stony Intercultural Institute Hudson Grandfather Falkland Charlotte Marion Saluda Bethel Fair for Contextual Ministry for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual 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.

Lilesville <u>Gatesville Mocksville Selma Pine Level Andrews</u> Boiling Spring Lakes Teachey West Cant Hot Springs Mount Gilead Cameron Stedman Maxton Atlantic Beach <u>Intercultural Institute</u> ora Macclesfield Zebulon Winfall Biltmore Forest East Bend Altamaha <u>Forestual Ministry</u> Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Henderson Stovall Asbeville Unionville Pink Hill St

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

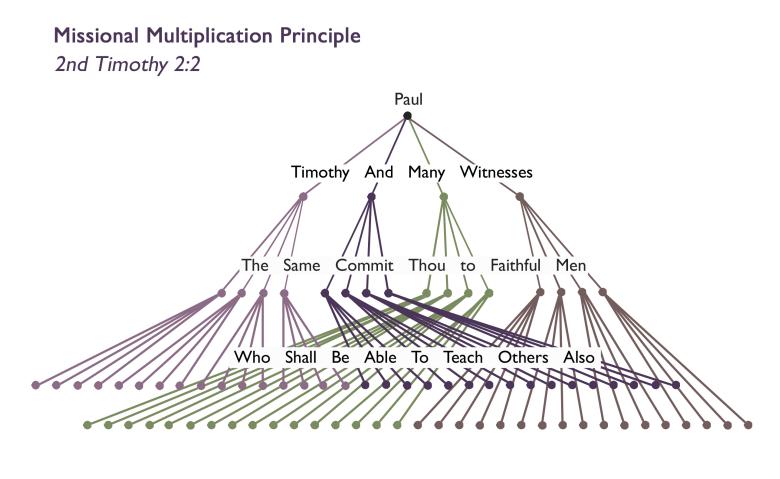
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Colerain Pantego Charlotte Murphy Oakboro Kings Grant Waco Grandfather Macelestield Stem Bethan Castle Hayne Spindale Archdale Denton Harrells Leland Manteo Factor Intercultural Institute wton Macon Elrod Marshall White Plains Jackson Spencer Danbury e Copyright 2011, Intercultural Institute for Contextual Ministry Corpyright 2011, Intercultural Institute for Contextual Ministry Corpyright 2011, Intercultural Institute for Contextual Ministry

Biblical Missional Multiplication

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

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



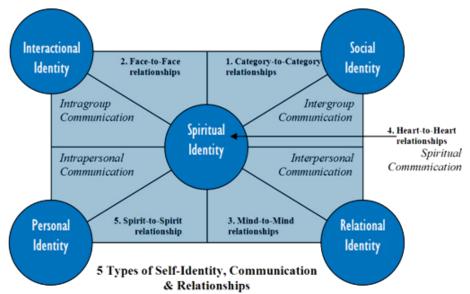


Establishing Redemptive Relationships

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.



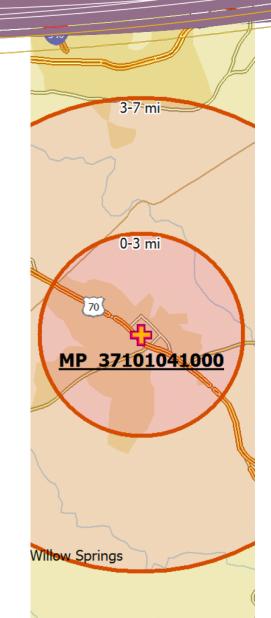


Your MissionSite and the Missional Suite

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



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Notes and Sources

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



APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Hocutt Baptist Church	314 W Horne St Clayton, NC 27520	0.53 mi	465	Growing
2	Mision Bautista Betania	314 W Horne St Clayton, NC 27520	0.53 mi	27	Insufficient Data
3	Clayton First - Clayton	411 N Fayetteville St Clayton, NC 27520	0.55 mi	510	Plateauing
4	The Church at Clayton Crossings - Clayton	11407 US 70 Bus Hwy W Clayton, NC 27520	0.79 mi	324	Growing
5	Neuse Community Church	850 Hwy 42 W Clayton, NC 27528	1.37 mi	0	Insufficient Data
6	Generation	143 Locket Dr Clayton, NC 27520	1.66 mi	0	Insufficient Data
7	Wellspring Community - Clayton	143 Short Johnson Rd Clayton, NC 27520	1.98 mi	136	Plateauing
8	Baptist Center - Clayton	2163 Ranch Rd Clayton, NC 27520	3.78 mi	155	Plateauing
9	CrossPoint Community Church - Selma	5383 Covered Bridge Rd Clayton, NC 27527	4.58 mi	0	Insufficient Data
10	Mount Moriah - Raleigh	3000 E Garner Rd Raleigh, NC 27610	4.70 mi	252	Plateauing
11	Bethesda - Clayton	4967 US Highway 70 Bus W Clayton, NC 27520	5.50 mi	170	Plateauing
12	White Oak - Clayton	13943 Buffalo Rd Clayton, NC 27527	5.66 mi	153	Insufficient Data
13	Quest Fellowship	5120 Raynor Rd. Garner, NC 27529	5.73 mi	50	Declining
14	Cleveland Community - Clayton	8246 Cleveland Rd Clayton, NC 27520	6.39 mi	1,942	Growing
15	Shiloh - Garner	3414 N Shiloh Rd Garner, NC 27529	6.80 mi	339	Growing

Rennert Kelly Surf City Clarkton Misenheimer Mulberry Vander Morrisville Woodland Stoneville Dersonville Catawba Winston-Salem Wentworth Royal Pines Bolton Provide Peachland Winton Jahr Dallas Lowell Cullowhee Myrtle Grove Milton Gamewell Boone Laver Confertual Ministry Confertual Ministry Contextual Ministry Landis Bunn Parkton Mooresville Wallace Bermuda 66

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	New Covenant Life - Knightdale	3332 S Smithfield Rd Knightdale, NC 27545	6.97 mi	20	Insufficient Data
17	Bethlehem - Knightdale	8400 Poole Rd Knightdale, NC 27545	7.32 mi	343	Plateauing
18	Clydes Chapel - Wendell	16657 Buffalo Rd Wendell, NC 27591	7.33 mi	93	Growing
19	New Life - Smithfield	2075 Swift Creek Rd Smithfield, NC 27577	7.45 mi	32	Plateauing
20	New Bethel - Garner	2110 Benson Rd Garner, NC 27529	8.43 mi	112	Growing
21	Hillcrest - Raleigh	3800 Hillcrest Dr Raleigh, NC 27610	8.46 mi	49	Plateauing
22	Turner Memorial - Garner	3704 Benson Rd Garner, NC 27529	8.62 mi	242	Growing
23	Divine Crossings - Selma	440 Little Divine Rd Selma, NC 27576	9.21 mi	50	Declining
24	Aversboro Road - Garner	1600 Aversboro Rd Garner, NC 27529	9.40 mi	416	Declining
25	Live Oak - Selma	1555 Live Oak Church Rd Selma, NC 27576	9.49 mi	77	Growing
26	Garner First - Garner	601 Saint Marys St Garner, NC 27529	9.60 mi	639	Plateauing
27	FBC of Garner Hispanic Ministry	601 St Marys St Garner, NC 27529	9.60 mi	0	Insufficient Data
28	Knightdale - Knightdale	15 Main St Knightdale, NC 27545	9.95 mi	166	Plateauing
29	Sharon - Smithfield	116 Britt St Smithfield, NC 27577	10.12 mi	63	Plateauing
30	Highland - Raleigh	8524 Crowder Rd Raleigh, NC 27603	10.21 mi	345	Growing

Salemburg Franklin Washington Buies Creek Bayboro Aurora Cleveland La Grange Meoresville A Hance Farmville Rutherford College Kannapolis South Rosemary Arapin Intercultural Institute Shannon Pollocksville Graham Carrboro Everetts Rosman Autryvill for Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Mountain Home Leland Elon South Weldon Elm City

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	AVG	IICM CGR
31	Green Pines - Knightdale	1498 Hodge Rd Knightdale, NC 27545	10.29 mi	251	Plateauing
32	Vietnamese Grace - Raleigh	4105 Poole Rd Raleigh, NC 27620	10.38 mi	0	Insufficient Data
33	Baptist Tabernacle - Wendell	1599 NC Highway 231 Wendell, NC 27591	10.54 mi	148	Declining
34	Central - Wendell	11109 Poole Rd Wendell, NC 27591	10.54 mi	438	Plateauing
35	The Passage Church	3401 Wendell Blvd Wendell, NC 27591	10.69 mi	0	Insufficient Data
36	Samaria - Raleigh	3621 Poole Rd Raleigh, NC 27610	10.71 mi	80	Insufficient Data
37	Progressive Msnry - Raleigh	2504 Creech Rd Raleigh, NC 27610	10.77 mi	0	Insufficient Data
38	Wendell - Wendell	302 N Pine St Wendell, NC 27591	10.78 mi	265	Plateauing
39	McCullers Community Baptist Church	133 Rand Rd Raleigh, NC 27603	10.80 mi	0	Insufficient Data
40	Calvary - Selma	4627 Buffalo Rd Selma, NC 27576	10.92 mi	46	Declining
41	Pleasant Grove - Willow Spring	1241 Old Fairground Rd Willow Spring, NC 27592	11.15 mi	72	Plateauing
42	Hephzibah - Wendell	1794 Wendell Blvd Wendell, NC 27591	11.25 mi	475	Plateauing
43	Smithfield First - Smithfield	202 S 4th St Smithfield, NC 27577	11.44 mi	541	Plateauing
44	Smithfield First Hispanic Mission - Smith	202 S 4th St Smithfield, NC 27577	11.44 mi	73	Growing
45	New Beginnings Fellowship	8116 Ten Ten Rd Raleigh, NC 27603	11.61 mi	0	Insufficient Data

eaboard Stovall Maysville Elkin Hoffman Weaverville Ramseur Harrells Mills River Havelock Carthag West Jefferson Harmony Wesley Chapel Macon Kinston Badin Forest in Intercultural Institute E Lure Coats East Bend Richlands Mesic Simpson Earl Old Fort Gave for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry



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