# MissionSite top unreached locations

Orrum

Etowah SANFORD, NC Spencer Arapahoe Middleburg Dundarrach CENSUS TRACT: 37105030500 Cross Multiply Faison Granite Quarry Windsor REGION: Region 4: Triangle COUNTY: Lee CONGREGATIONAL Hookerton Belhaven Mineral Springs Cerro Gordo Charlotte Oak Island SITESCAPE: Townscape In partnership with the: Kton Lumber Bridge Enfield Lewiston Woodville EdDENSITY PATTERN: E3erdeen Intercultural Institute Fairview for Contextual Ministryley Heights Light Oak Smithfield Icard Cary North Carolina Baptists Caring. Sharing. Daring. Bowmore Princeto

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#### MissionSite (TM) Table of Contents

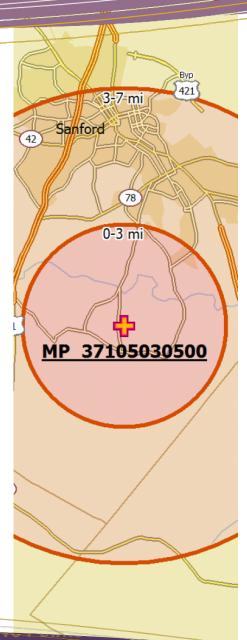
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers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



#### Site Location Summary

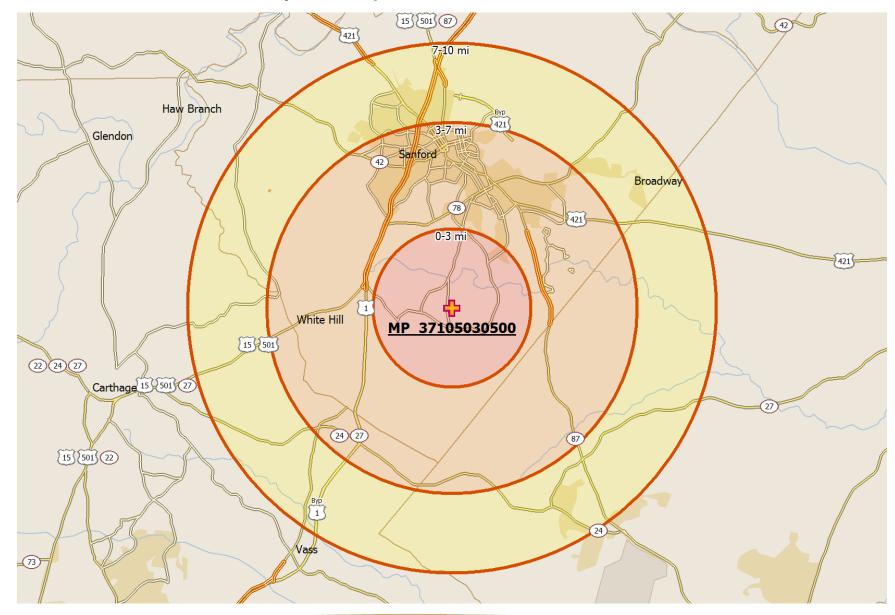
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	37105	Lee
4	Zipcode	27332	Lee
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
8	Sitescape Density Pattern	E3	10000-50000-50000



rven Rich Square Hays Wallace Ocracoke Fairplains Kannapolis Mount Pleasant Mills River Falcon Factor Research Walls River Falcon Factor Wesley Chapel Ansonville Cajah's Mountain Newton Grove Concernant Mills River Falcon Factor Concernant Wesley Chapel Ansonville Cajah's Mountain Newton Grove Concernant Mills River Falcon Factor Concernant Wesley Chapel Ansonville Cajah's Mountain Newton Grove Concernant Mills River Falcon Factor Concernant Wesley Chapel Ansonville Cajah's Mountain Newton Grove Concernant Mills River Falcon Factor Concernant Wesley Chapel Ansonville Cajah's Mountain Newton Grove Concernant Mills River Concernant Concernant Mills River Concernant Concernant Research Resear

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



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#### Site Location Summary - Urbanicity

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

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

Sparta Mar-Mac Warrenton Boardman Plymouth Rowland Jonesville Wingate Staley Southport Fag Gen Raven Troutman Creswell Sylva Clemmons Lasker Hookerton Intercultural Institute Kill Devil Hills Mineral Springs Marshall Leggett Cherryville Ahoski for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Right 2011, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	5,248	40,125	35,896
2010 Households	1,892	13,956	12,254
2010 Group Quarters Population	0	806	115

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	15	31	30
Language Diversity National Index	15	60	35
Foreign Born Diversity National Index	10	2	18
Ancestry Diversity National Index	59	22	49
Racial Diversity National Index	49	78	49

Bolivia Chimney Rock Village Butters Staley Vander Goldsboro Lumber Bridge Newton Grove Roxob Carolina Shores Fayetteville Hendersonville Plain View West Jefferson Intercultural Institute Rex McDonald Milton Stanfield Mars Hill Wallace Selma Grantsbor 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

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#### Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	29	1.53%
Mainstay Communities	Established, Diverse Households	592	31.29%
Working Communities	Blue-collar, Working Families	394	20.82%
Country Communities	Rural, Agri. & Mining Families	454	24%
Aspiring Communities	Young Singles / Aspiring-Multihousing	254	13.42%
Urban Communities	High Density, Inner-city Neighborhoods	168	8.88%

Princeville Woodland Danbury Spring Hope Rockfish Warsaw Summerfield Franklinton Ansonville avrietd Thomasville Lake Waccamaw Saratoga Altamahaw Southport Intercultural Institute Bluff Pinetops Yadkinville Centerville Morehead City St. Helena Stova for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Using the Site Location Summary

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

#### Issues for Your Consideration

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

le Belville Wentworth Broadway Bear Grass Millers Creek Jackson Mills River Angler Oakboro Kenly Brices Creek Whispering Pines Cooleemee Seven Lakes Pumpkin Contextual Institute Stony Point Stoneville Fairview Fearrington Winfall Ogden Laurel Point Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Using the Site Location Summary

#### Issues for Your Consideration - continued

- 3. Band composition and the comparison of population between the bands on page 6 may have implications regarding types of anticipated ministry development from "a neighborhood" congregation to a more "regional" approach. The numbers and types of group quarters (usually some form of multi-family housing) may suggest the need for multi-housing ministry. The density and diversity indices compare this site to other site locations across the country. Values over 50 in each of these indicates a higher level of diversity or density than most other locations.
- 4. Each US location exists in a county or county-equivalent, as shown on page 7. This overall context may affect the environment of this site location. The type of economic dependence of a county may shape the background of a church planter that will be needed for this particular site.
- 5. The dominant social environments in this particular site noted on page 8 create specific cultural practices and values that will need to be taken into consideration when starting a new ministry or new congregation. Please read the summary articles at MissionalCyclopedia.org for the top 2 largest social environments. What implications do you see based on the dominant social environments in this location?



## Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	14,447	1,249	8.64%
Unreached %	66.71%	66.01%	98.96
Religious But NOT Evangelical HH	3,633	329	9.05%
Religious But NOT Evangelical %	16.77%	17.39%	103.64
Spiritual But NOT Relig or Evang HH	2,197	188	8.57%
Spiritual But NOT Relig or Evang %	10.15%	9.96%	98.13
Not Evangelical, Not Interested HH	8,727	732	8.38%
Not Evangelical, Not Interested %	40.29%	38.67%	95.98



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### **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	22	4	18.18%
Active BCNC Attenders	2,791	313	11.21%
Active Evangelical Households	3,165	282	8.9%
Active Evangelical Percent	14.61%	14.89%	101.92
Inactive Evangelical Households	4,046	360	8.91%
Inactive Evangelical Percent	18.68%	19.05%	101.97
# 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	Faith - Cameron	1.28 mi	43	Declining		16	Cameron Baptist Church	7.12 mi	126	Declining
2	Swann Station	1.28 mi	124	Plateauing		17	Spout Springs Church - Cameron	7.54 mi	416	Insufficient Data
3	Lemon Springs - Sanford	1.28 mi	78	Growing		18	Crosspoint Community	7.54 mi	0	Insufficient Data
4	Hunt Springs - Sanford	2.96 mi	68	Plateauing		19	Broadway - Broadway	7.64 mi	61	Declining
5	Beaver Creek - Cameron	3.71 mi	202	Plateauing	:	20	Hillmon Grove - Cameron	8.00 mi	135	Declining
6	Primera Iglesia Bautista De Sanford - San	4.13 mi	0	Insufficient Data	2	21	Piney Wood - Cameron	8.08 mi	63	Plateauing
7	Jonesboro Heights - Sanford	4.90 mi	252	Plateauing		22	Holly Springs - Broadway	8.81 mi	285	Plateauing
8	Tramway - Sanford	4.94 mi	0	Insufficient Data		23	Juniper Springs - Sanford	8.88 mi	114	Declining
9	Good News	5.65 mi	0	Insufficient Data		24	Kingdom Builders of Christ - Broadway	9.13 mi	0	Insufficient Data
10	Filipino - Sanford	6.18 mi	38	Insufficient Data		25	Cool Springs - Sanford	9.23 mi	408	Plateauing
11	Ephesus - Sanford	6.25 mi	133	Declining	2	26	Red Branch - Carthage	11.10 mi	133	Plateauing
12	New Life Praise - Sanford	6.46 mi	130	Declining	2	27	New Home - Vass	11.29 mi	145	Plateauing
13	New Life Hispanic Mission - Sanford	6.46 mi	0	Insufficient Data	:	28	Vass First - Vass	11.58 mi	62	Growing
14	Sanford First - Sanford	6.85 mi	405	Plateauing	-	29	Baptist Chapel - Sanford	11.69 mi	97	Plateauing
15	East Sanford - Sanford	6.97 mi	162	Declining		30	New Hope - Sanford	11.75 mi	230	Insufficient Data

Navassa Andrews Harmony Teachey Fearrington Neuse Forest Newland Kure Beach Brogden Rive Hertford Wilson Pleasant Hill Stoneville Shannon Belmont Bald Heaver Intercultural Institute Rose Hill Pink Hill Severn Fayetteville Dallas Murraysville Hayesville *Intercultural Institute* rove Hemby B ©Copyright 2011, Intercultural Institute for Contextual Ministry Several Princeville Carthage North Wilkesboro Whiteville 13

## Using the Spirituality Indicators

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

#### Issues for Your Consideration

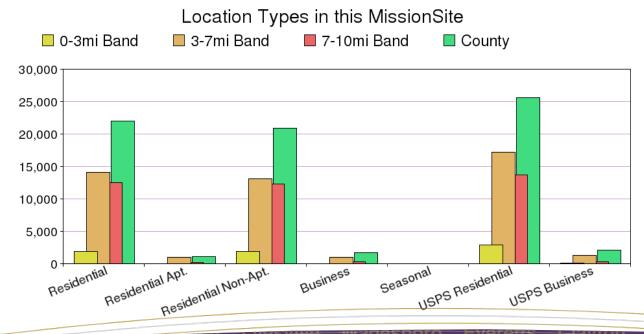
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	41,374	3,942	9.53%
2000 Population	49,040	4,352	8.87%
2010 Population	61,798	5,248	8.49%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	15,689	1,498	9.55%
2000 Households	18,466	1,693	9.17%
2010 Households	21,658	1,892	8.74%

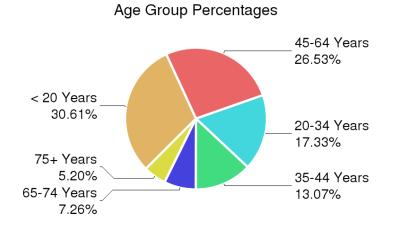


Location Type	0-3mi Band
Residential	1,906
Residential Apt.	0
Residential Non-Apt.	1,906
Business	23
Seasonal	0
USPS Residential	2,917
USPS Business	89

Mars Hill New London Micro Walstonburg Mebane Cleveland Gamewell Knightdale Teachey Myrtle Tolly Ridge Bent Creek Erwin Prospect Belwood Shallotte Ashevic Powmer Waynesville Kenz Royal Pines Newton Grove Linden Brookford Ahoskie Maiden Salemb For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

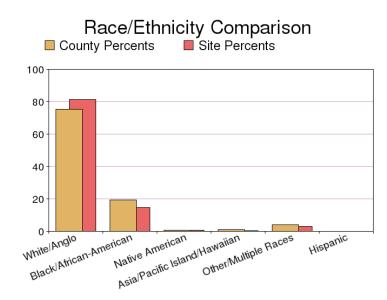


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.5%	6.06%	93.23
4-5 Years	3.17%	3.16%	99.68
6-8 Years	4.7%	5.41%	115.11
9-11 Years	4.35%	4.97%	114.25
12-13 Years	2.72%	3.11%	114.34
14-17 Years	5.11%	5.39%	105.48
18-19 Years	2.45%	2.52%	102.86
0-5 Years	9.67%	9.22%	95.35
6-12 Years	10.42%	11.97%	114.88
13-19 Years	8.91%	9.43%	105.84
< 20 Years	29%	30.62%	105.59
20-34 Years	17.88%	17.34%	96.98
35-44 Years	12.17%	13.07%	107.4
45-64 Years	25.6%	26.54%	103.67
65-74 Years	8.23%	7.26%	88.21
75+ Years	7.12%	5.2%	73.03
Median Age	38	36	94.63
Median Age (Male)	36	35	97.9
Median Age (Female)	39	36	92.73

Hayboro Shelby Winston-Salem Aberdeen Spruce Pine Fearrington Nashville White Plains Weaverville A Hamahaw Washington Mint Hill Chapel Hill Jamestown Elkin Skippers Intercultural Institute aw Sherrills Ford Laurel Park Severn Selma Haw River Pine Level Jet Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	75.32%	81.23%	107.84
Black, African-American	19.19%	14.63%	76.27
Native American	0.63%	0.57%	90.58
Asian	0.83%	0.29%	34.23
Pacific Island, Hawaiian	0.07%	0.17%	230.39
Other/Multiple Races	3.95%	3.09%	78.18
Hispanic	0%	9.87%	0
Education of Adults (25 yrs+)			

Total Adults over age 25 years.	40,299	3,330	
Less than 9th Grade	8.96%	6.37%	140.75
No High School Diploma	12.81%	10.75%	119.12
High School Graduate	31.47%	38.14%	82.52
Some College, no degree	20.77%	20.96%	99.1
Associate Degree	10.65%	10.57%	100.76
College Degree	11.09%	10.45%	106.12
Graduate/Prof. degree	4.25%	2.76%	153.86

Enfield Boiling Springs Rural Hall Fayetteville Stanfield Stanley Littleton Henderson High Point Te Horrisville Teachey Everetts Mineral Springs Harrells Newport Winds Intercultural Institute ia Lenoir Rutherford College South Weldon China Grove Candor South Fait Confectual Ministry I Hills Bethel Copyright 2011, Intercultural Institute for Contextual Ministry Warrenton Flat Rock Sea Breeze King Maiden Tr17

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	10.5%	7.4%	70.23
\$10,000 to \$19,999	11.83%	12.32%	104.11
\$20,000 to \$29,999	10.31%	10.41%	100.99
\$30,000 to \$49,999	23.22%	27.27%	117.43
\$50,000 to \$59,999	8.57%	11.52%	134.45
\$60,000 to \$69,999	8.12%	8.19%	100.87
\$70,000 to \$79,999	6.39%	7.08%	110.75
\$80,000 to \$89,999	4.86%	4.23%	86.97
\$90,000 to \$99,999	3.28%	2.11%	64.49
\$100,000 to \$124,999	5.77%	4.39%	76.01
\$125,000 to \$149,999	3.97%	0.63%	15.99
\$150,000 to \$199,999	2.87%	4.23%	147.23
\$200,000 to \$249,999	0.24%	0.26%	112.23
\$250,000 or more	0.06%	0%	0
Median Household	43,577	44,638	102.43
Average Household	56,055	54,704	97.59
Per Capita Household	19,936	19,722	98.93
Family/Non-Family Household			
Income			
Median Family Income	53,712	51,795	96.43
Average Family Income	66,810	64,664	96.79
Median Non-Family Income	22,536	24,210	107.43
Average Non-Family Income	32,318	29,060	89.92

Angton Wentworth Huntersville Connelly Springs Pink Hill Bent Creek Robbins Dobbins Heights Weaver City Green Level Smithfield Carthage Wrightsboro Walkertown Mar-Mac Intercultural Institute Banner Elk Dillsboro Jackson East Rockingham Hertford Glen Alpine Succepyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Cama West Jefferson Bolton Bogue Lake Park Mayodan

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	68.82%	69.77%	101.38
Families with Children	33.35%	34.46%	103.33
Families without Children	35.47%	35.31%	99.54
Non-Family Households			
% Non-Family Households	31.18%	30.23%	96.96
Non-Families with Children	0.18	0.16	90.37
Non-Families without Children	31	30.07	97
Housing Units			Index
Total Housing Units	24,014	2,115	
Vacant percent	9.81%	10.54%	107.47
Owned percent	62.62%	66.86%	106.77%
Rented Percent	27.57%	22.6%	81.97
Households by Size			Index
Avg household size	2.81	2.77	98.58
Avg family hh size	3.55	3.49	98.31
Avg non-family hh size	1.16	1.12	96.55
Households By Count of Persons			Percent
One	6,231	535	8.59%
Two	5,018	453	9.03%
Three or Four	7,270	655	9.01%
Five+	3,139	248	7.9%

Active South Weldon McLeansville Broadway Hays Hitches Hereit Gatesville Etowah Midway Mo Spruce Pine Light Oak Bowmore Carolina Beach Boone Trent Woods Tabor City Silver City Orrum Marietta East Spencer Mebane Half Mo Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Mount Pleasant McDonald Forest Hills Lake Norman of

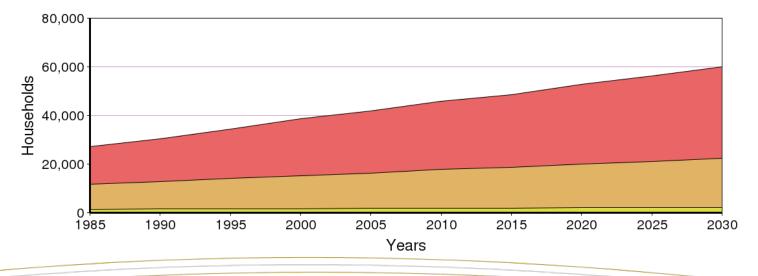
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	41,374	3,942	9.53%
2000 Population	49,040	4,352	8.87%
2010 Population	61,798	5,248	8.49%
2015 Population	68,395	5,814	8.5%

Household Change from 1985 to 2030

🗖 0-3mi Ring 🛛 🗖 0-7mi Ring

g 🛛 📕 0-10mi Ring

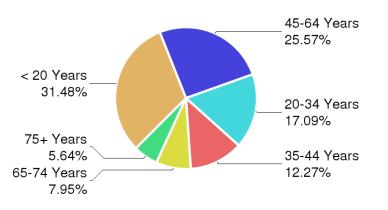


ppers Corner Pelkton Altamahaw Powellsville Myrtle Grove Ahoskie Autryville Pantego Robbins Waxh Salemburg Cameron Yanceyville Teachey Grifton Asheboro Black Martin Fearrington Walstonburg coke Bailey Trent Woods Wallace Ingold Canton Enfield Whitsett Sport for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

Projected Age Group Percentages

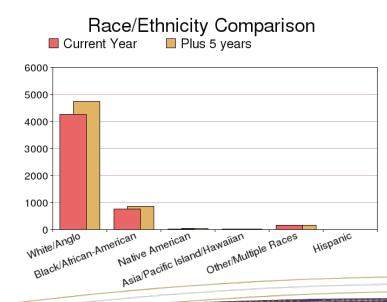


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.06%	6.05%	99.83
4-5 Years	3.16%	3.08%	97.47
6-8 Years	5.41%	5.38%	99.45
9-11 Years	4.97%	5.25%	105.63
12-13 Years	3.11%	3.56%	114.47
14-17 Years	5.39%	5.68%	105.38
18-19 Years	2.52%	2.46%	97.62
0-5 Years	9.22%	9.13%	99.02
6-12 Years	11.97%	12.42%	103.76
13-19 Years	9.43%	9.91%	105.09
< 20 Years	30.62%	31.46%	102.74
20-34 Years	17.34%	17.08%	98.5
35-44 Years	13.07%	12.26%	93.8
45-64 Years	26.54%	25.56%	96.31
65-74 Years	7.26%	7.95%	109.5
75+ Years	5.2%	5.64%	108.46
Median Age	38	35	93.52
Median Age (Male)	36	35	96.8
Median Age (Female)	39	35	90.47

ke Santeetlah Kill Devil Hillis Durham Flat Rock Hertford Morganton Madison Fayetteville Hickory Middle Find Kenansville White Plains Columbia Enfield Nags Head Chimney Rock Intercultural Institute For Ossipee Silver Lake Clyde Gibsonville Fairmont Laurel Park Kelly for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-3 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	81.23%	81.7%	100.58
Black, African-American	14.63%	14.65%	100.14
Native American	0.57%	0.53%	93.27
Asian	0.29%	0.31%	108.32
Pacific Island, Hawaiian	0.17%	0.17%	100.29
Other/Multiple Races	3.09%	2.65%	85.81
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,330	3,628	
Less than 9th Grade	6.37%	6.2%	97.41
No High School Diploma	10.75%	9.95%	92.56
High School Graduate	38.14%	38.78%	101.69
Some College, no degree	20.96%	21.09%	100.6
Associate Degree	10.57%	11.14%	105.35
College Degree	10.45%	10.34%	98.91
Graduate/Prof. degree	2.76%	2.51%	90.79

Rocky Mount Sandy Creek Wade Newport Toast Cedar Point Monroe Belwood Weldon St. Pauls Start City Weaverville High Shoals Lake Junaluska Oak Island Pumpkin Contextual Institute Ford St. Beaufort Creedmoor Lansing Elkin Stony Point Vander Boonville Toy Glen Alpine Rockingham 22

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	7.4%	7.48%	101.1
\$10,000 to \$19,999	12.32%	11.81%	95.87
\$20,000 to \$29,999	10.41%	9.16%	87.98
\$30,000 to \$49,999	27.27%	26.51%	97.22
\$50,000 to \$59,999	11.52%	11.65%	101.14
\$60,000 to \$69,999	8.19%	8.14%	99.39
\$70,000 to \$79,999	7.08%	7.07%	95.57
\$80,000 to \$89,999	4.23%	4.63%	101.1
\$90,000 to \$99,999	2.11%	2.39%	113.13
\$100,000 to \$249,999	4.39%	4.63%	105.57
\$125,000 to \$149,999	0.63%	0.87%	136.4
\$150,000 to \$199,999	4.23%	5.14%	121.56
\$200,000 to \$249,999	0.26%	0.15%	57.77
\$250,000 or more	0%	0%	0
Median Household	44,638	46,205	103.51
Average Household	54,704	57,490	105.09
Per Capita Household	19,722	19,430	98.52
Family/Non-Family Household			
Income			
Median Family Income	51,795	54,225	104.69
Average Family Income	64,664	69,257	107.1
Median Non-Family Income	24,210	24,022	99.22
Average Non-Family Income	29,060	29,879	102.82

Mills Fearrington Morehead City Kingstown Trinity High Point Sunset Beach Pleasant Hill Walnut Cove White Oak Pikeville Denton Watha Columbia Hookerton Yadkinville <u>Intercultural Institute</u> Westport Wadesboro Elkin Red Cross Gaston Fallston Maggie Valley Seven Law <u>Intercultural Institute</u> kinson Avery 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	69.77%	68.24%	97.82
Families with Children	34.46	33.03	95.84
Families without Children	35.31	35.06	99.31
Non-Family Households			
% Non-Family Households	30.23%	31.76%	105.04
Non-Families with Children	0.16	0.1	105.04
Non-Families without	30.07	31.65	105.25
Children			
Housing Units			
Total Housing Units	2,115	2,198	103.92%
Vacant percent	10.54%	10.6%	100.54
Owned percent	66.86%	66.52%	99.49
Rented Percent	22.6%	22.93%	101.46
Households by Size			
Avg household size	2.77	2.96	106.86%
Avg family hh size	3.49	3.84	110.03%
Avg non-family hh size	1.12	1.07	95.54%
Households By Count of			
Persons			
One	535	597	111.59%
Two	453	327	72.19%
Three or Four	655	707	107.94%
Five+	248	335	135.08%

uthport Mocksville Winton Weldon Carrboro Erwin Dallas Stallings Bessemer City Danbury Marion Hat Rock South Rosemary Rhodhiss Franklin Four Oaks Moravian Farmer Franklinton Hickor by West Canton Fremont Altamahaw Seven Devils Lewiston Woodville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Harrisburg Faith Show Hill Hamlet Archdale Mars

## Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10		BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	65	3,688	1,492		Eastern Africa	Eastern Africa 0	Eastern Africa 0 1
Northern Europe	3	50	64	Μ	liddle Africa	liddle Africa 0	liddle Africa 0 0
Western Europe	4	125	118	Nort	hern Africa	hern Africa 0	hern Africa 0 4
Southern Europe	0	30	18	Southe	ern Africa	ern Africa 0	ern Africa 0 0
Eastern Europe	0	17	37	Western	n Africa	n Africa 0	n Africa 0 28
Other Europe	0	0	0	Other Afri	ca	ica 0	ica 0 3
Eastern Asia	3	55	54	Oceania		0	0 0
So. Central Asia	0	0	1	Caribbean		0	0 12
SE Asia	1	96	96	Central Ame	∍r.	er. 49	er. 49 3,164
Western Asia	0	2	3	South Ameri	ica	ica 0	ica 0 13
Other Asia	1	7	0	North Americ	ca	ca 4	ca 4 81
				Born at sea		0	0 0



## Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	2,759	28,102	22,191	Other Indo-Euro	0	3	2
Spanish	74	4,145	1,624	Asian/PI languages	0	0	0
Other Indo-Euro	1	343	254	Chinese	14	24	0
	I	343	254	Japanese	0	3	2
language French (incl. Patois,	1	83	58	Korean	0	80	2 49
•	I	03	50	Mon-Khmer,	0	0	
Cajun) French Creole	0	5	11	Cambodian	0	0	0
Italian	-	5 30	21		0	0	0
	0	30 11	21 16	Miao, Hmong	0	0	0
Portuguese	0			Thai	4	38	22
German	0	149	116	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	3	1
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	0	7	5	Tagalog	0	40	13
Language				Other Pacific Is	0	2	5
Greek	0	40	0	Other languages	0	39	33
Russian	0	0	0	Navajo	0	0	0
Polish	0	7	10	Other Native N.	0	0	5
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	4	3	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	24	23
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	4	12	African languages	0	15	5
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

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a Cross Aboskie Saluda Rosman Murfreesboro Tabor City Whitsett Greenville Tobaccoville Gibson W Teekford Boiling Spring Lakes Farmville Aulander Plymouth Hookerton Intercultural Institute Matthews Hillsborough Sunset Beach Youngsville Laurel Park Oak Rido (ontertual Ministry Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Converted Parts Sandy Creek Wrightsville Beach M 26 Monte 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	ANC	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	2,241	27,938	20,356	Irish	Irish	Irish 154	Irish 154 1,575
Arab	3	29	46	Italia	Italian	Italian 66	Italian 66 602
Armenian	0	0	0	Lithu	Lithuanian	Lithuanian 0	Lithuanian 0 3
Austrian	5	23	3	Norv	Norwegian	Norwegian 15	Norwegian 15 101
British	13	54	69	Polis	Polish	Polish 21	Polish 21 216
Canadian	2	31	47	Port	Portuguese	Portuguese 0	Portuguese 0 9
Croatian	0	0	0	Rom	Romanian	Romanian 3	Romanian 3 7
Czech	7	18	6	Rus	Russian	Russian 9	Russian 9 37
Czechoslovak	0	17	16	Scar	Scandinavian	Scandinavian 2	Scandinavian 2 4
Danish	0	11	24	Scot	Scotch-Irish	Scotch-Irish 107	Scotch-Irish 107 980
Dutch	28	218	209	Scot	Scottish	Scottish 88	Scottish 88 840
English	246	1,951	1,769	Slov	Slovak	Slovak 5	Slovak 5 22
European	7	168	151	Sub	Subsaharan African	Subsaharan African 14	Subsaharan African 14 349
Finnish	0	10	2	Swe	Swedish	Swedish 13	Swedish 13 111
French (not Basque)	19	281	367	Swis	Swiss	Swiss 3	Swiss 3 11
French Canadian	5	115	155	Ukra	Ukrainian	Ukrainian 3	Ukrainian 3 17
German	216	1,766	1,620	US//	US/American	US/American 595	US/American 595 5,391
Greek	0	52	23	Wels	Welsh	Welsh 12	Welsh 12 65
Hungarian	0	22	37	Wes	West Indian	West Indian 0	West Indian 0 21
Iranian	0	0	0	Yug	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Othe	Other	Other 580	Other 580 12,811

Lattimore Bent Creek Prospect Weaverville Statesville Lenoir Enfield Casar Wilkesboro Altamaha Pink Hill Fairview Midland Landis Fair Bluff Littleton Kings Mountae Intercultural Institute Chapel Hill Maxton Holly Ridge Aberdeen Light Oak Greensboro For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Princeville Harrells Creedmoor Red Oak Dallas Gast

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### Using the Demographic Indicators

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

#### Issues for Your Consideration

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

Atlantic Beach Moravian Falls Trinity Murraysville Icard Clinton Hamilton Sharpsburg Vanceville He Pinebluff Navassa Huntersville Bolton New Bern Marshville Atkinson Intercultural Institute Weldon Elk Park Davidson Cricket Vander Keener Rutherford College for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

## Using the Demographic Indicators

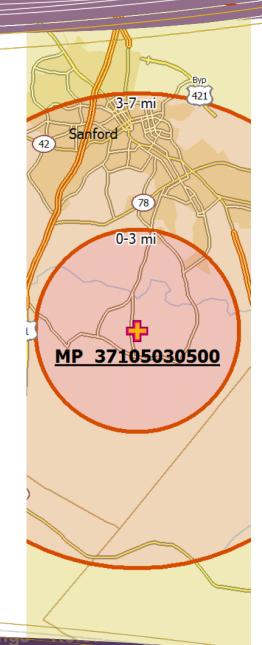
#### Issues for Your Consideration - continued

- 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.



ina Shores Magnolia Lumber Bridge White Oak Seven Lakes Fairview Pinebluff Stallings Lumberton Was the Lake Waccamaw Cedar Rock Brookford Hendersonville Spiveys Correct Richfield Pumpkin Center My Whitakers Shannon Danbury Fearrington Randleman Bear Grass Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,892	100%	1,248	100%
AFFLUENT SUBURBIA	7	0.37%	5	0.4%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	7	0.37%	5	0.4%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	22	1.16%	15	1.2%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	22	1.16%	15	1.2%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	375	19.82%	242	19.39%
Successful Urban Sprawl	23	1.22%	0	0%
2nd City Homebodies	111	5.87%	16	1.28%
Prime Middle America	0	0%	72	5.77%
Urban Optimists	241	12.74%	0	0%
Family Convenience	0	0%	154	12.34%
Mid-Market Enterprise	0	0%	0	0%

Spencer Mountain Bayboro Stedman Bunn Ellerbe Bryson City Gatesville McDonald Kings Grant Etowah Asheville Navassa Kenansville Elroy Bayshore Mineral Spring Intercultural Institute Middlesex Tobaccoville Pilot Mountain Ronda Cerro Gordo Ashley for Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,892	100%	1,248	100%
BLUE COLLAR BACKBONE	1	0.05%	1	0.08%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	1	0.05%	1	0.08%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	217	11.47%	145	11.62%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	150	7.93%	97	7.77%
Professional Urbanites	67	3.54%	48	3.85%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	393	20.77%	269	21.55%
Steadfast Conservative	393	20.77%	269	21.55%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

h Sheals Salemburg Lincolnton Elk Park Bethania Marvin Belmont Kings Mountain Mars Hill Leggett ford Laurel Park Mills River Indian Trail Henderson Gibsonville Dillsborg Marlesborg Lake Lure Aydet oungsville Matthews Bonnetsville Bent Creek Brices Creek Montreat Provide Confectual Ministry We Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry Foxfire Pinehurst Goldsboro Bryson City Neuse Fore32

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,892	100%	1,248	100%
REMOTE AMERICA	412	21.78%	242	19.39%
Hardy Rural Fam.	32	1.69%	19	1.52%
Rural Southern Living	380	20.08%	223	17.87%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	254	13.42%	188	15.06%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	254	13.42%	188	15.06%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	42	2.22%	25	2%
Aspiring Hispania	13	0.69%	0	0%
Industrious Country Living	0	0%	9	0.72%
America's Farmland	10	0.53%	0	0%
Comfy Country Living	16	0.85%	6	0.48%
Small Town Connections	3	0.16%	9	0.72%
Hinterland Fam.	0	0%	1	0.08%

dan Davidson Carthage Hickory Milton Lawndale Lincolnton Fremont Eureka Chimney Rock Village S Leett Wingate Rhodhiss Hayesville Roxobel Maxton Grandfather West Intercultural Institute alley Hill Rennert Randleman Havelock Arapahoe Kirkland Mulberry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Forest City Archdale Simpson King Midway Henders

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,892	100%	1,248	100%
STRUGGLING SOCIETIES	9	0.48%	5	0.4%
Rugged Southern Style	9	0.48%	5	0.4%
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	159	8.4%	111	8.89%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	159	8.4%	111	8.89%
Urban Diversity	0	0%	0	0%
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%

Kure Beach Vilson's Vills Butner Hildebran Seven Devils Tarboro Magnolia West Marion Laurinbur Hayodan Columbia Webster Carolina Beach Duck Bunn Elizabethtown Intercultural Institute Askewville Greensboro Lake Lure Waco South Henderson Asheboro for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

tlantic Beach Half Moon Ahoskie Star Concord Elrod Trinity Bailey Ivannoe Bethel Mount Pleasant Holy Springs Haw River Bostic Seven Lakes China Grove Shelby Bensie Intercultural Institute dison Stokesdale Whispering Pines Elizabethtown Drexel Denton West for Confectual Ministry Franklinville F Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

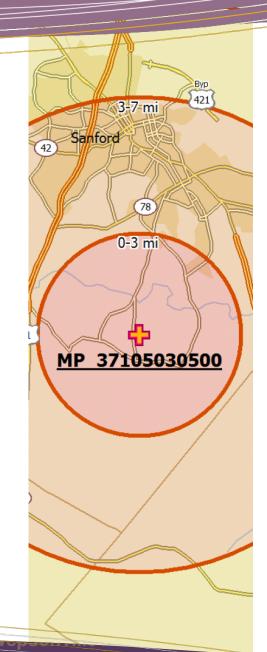
#### **Potential Cultural Bridges**

Donald McGavran in his book, The Bridges of God, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, lignuistic, or class barriers." In addition, research into evangelism suggests that most people come to faith in Christ as the result of the witness of a Christian with whom they have a close personal relationship (mostly a friend or a relative).

Missional congregations intentionally release their people to permeate the community in order to develop relational bridges across which they can present Christ. These relational bridges usually are established in some context: arts & cultural organizations, sports teams and sporting events, park & recreational facility use, community organizations, community cultural events, and community social concerns and needs.

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the comunity offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.

[i] McGavran, Donald A. The Bridges of God. Revised edition. (New York: Friendship Press, 1981).



Ville Weaverville Spencer Sandyfield Eden McAdenville Marion Spruce Pine Godwin Creswell Mineral Frent Woods Pembroke Kings Grant Rhodhiss Hoffman Weldon Ward Intercultural Institute Ssa Powellsville Highlands Lenoir Icard Cerro Gordo Snow Hill Polloc (onfertual Ministry Cooleemee H Coopyright 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	В	RID
	MILES	MILES	MILES		
PC-HH Own	78%	75%	78%	In	ntern
Use Comp. for Internet/E-mail	59%	55%	59%	In	nterr
Internet Use: E-Mail	48%	47%	50%	U	lse (
Use Comp. for Comp. Games	38%	38%	40%	S	ervi
Use Comp. for Word Processing	37%	34%	37%	P	C-N
Use Comp. for Shopping	34%	31%	34%	U	lse (
Use Comp. for Education	32%	31%	33%	U	lse (
Use Comp. for Banking	31%	29%	32%	Μ	Ingn
Use Comp. for Digital Camera	30%	28%	31%	U	lse (
Photo Editing				In	nterr
HH Owns DVD Player	27%	27%	28%	Р	urch

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: Banking	27%	26%	28%
Internet Use: News/ Weather	27%	26%	28%
Use Comp. for News/Info./Data	21%	19%	21%
Service			
PC-Network-HH Has One	19%	18%	20%
Use Comp. for Accounting	16%	14%	16%
Use Comp. for Personal Financial	13%	12%	14%
Mngmnt			
Use Comp. for Filing/DB Mngmnt	13%	12%	12%
Internet Use: Shopping: Made A	11%	10%	12%
Purchase			
Internet Use: Shopping: Gathered	10%	10%	11%
Info. for Shopping			
HH Owns Video/Webcam	10%	11%	11%



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	68%	66%	68%
Dining Out (Not Fast	55%	53%	56%
Food)			
Reading Books	51%	50%	51%
Card Games	41%	39%	41%
Cooking for Fun	36%	35%	36%
Go To A Beach/Lake	34%	33%	35%
Gardening	33%	32%	33%
Board Games	33%	31%	33%
Visit Zoo	20%	19%	21%
Photography	18%	17%	18%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	68%	68%	68%
Gen./Fam. Practitioner	41%	39%	41%
Dentist	26%	25%	26%
Backache	23%	23%	23%
Eye Dr.	20%	20%	20%
None Of These	19%	19%	19%
Hypertension/High Blood	19%	19%	18%
Pressure			
High Cholesterol	17%	17%	17%
Overweight (30 Pounds Or	15%	14%	14%
More)			
Any Arthritis	15%	15%	15%

Atkinson Cander Askewville Roanoke Rapids Bakersville McLeansville Piney Green Brunswick Weaver Hountain Home Badin Peletier Misenheimer Fayetteville Elkin Ossiper Intercultural Institute con Holly Springs Angier Pinehurst Thomasville Stokesdale Bethlehen for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

7-10

**MILES** 20.66%

19.18%

17.68%

6.96%

5.76%

5.67%

4.09%

2.83%

2.67%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	25.86%	25.8%	27%
ive Theater	17.3%	16.95%	17.58%
e Theater Most Often	14.35%	13.96%	14.54%
ock/Pop Concerts Most	13.02%	13.2%	13.79%
Often			
Comedy Club	9.08%	8.87%	9.36%
ountry Concerts Most	7.24%	6.76%	7.65%
ften			
lovies: Comedy	38.79%	39.35%	40.05%
ovies: Action/Adventure	37.73%	38.15%	38.93%
lovies: Drama	19.57%	20.73%	20.58%



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

BRIDGES	0-3	3-7	7-10		BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	37.71%	37.31%	37.7%	ŀ	Hunting	Hunting 10.7%	Hunting 10.7% 9.29%
Swimming	33.34%	31.31%	33.86%	S	Stationary Cycling	Stationary Cycling 10.44%	Stationary Cycling 10.44% 10.47%
Bowling	22.77%	20.92%	22.1%	-	Target Shooting	Target Shooting 9.6%	Target Shooting9.6%8.45%
Freshwater Fishing	22.08%	19.41%	21.22%	1	Aerobics	Aerobics 9.1%	Aerobics 9.1% 8.84%
Billiards/Pool	19.79%	19.23%	20.2%	١	Volleyball	Volleyball 9.05%	Volleyball 9.05% 8.56%
Basketball	16.02%	15.53%	15.67%	\$	Saltwater Fishing	Saltwater Fishing 9%	Saltwater Fishing 9% 7.96%
Camping Trips	15.18%	14.03%	15%	S	Softball	Softball 8.43%	Softball 8.43% 7.49%
Weight Training	14.95%	14.12%	15.2%	E	Backpacking/Hiking	Backpacking/Hiking 8.36%	Backpacking/Hiking 8.36% 7.89%
Jogging/Running	14.11%	13.65%	13.7%		Soccer	Soccer 7.53%	Soccer 7.53% 7.05%
Using Cardio Machine	12.25%	11.65%	12.53%	F	Power Boating	Power Boating 6.94%	Power Boating 6.94% 6.81%
Baseball	12.18%	11.42%	11.87%	ł	Horseback Riding	Horseback Riding 6.94%	Horseback Riding 6.94% 5.92%
Football	11.89%	11.12%	11.54%	Г	Motorcycling	Motorcycling 6.81%	Motorcycling 6.81% 5.92%
Golf	11.84%	11.26%	12.26%	-	Tennis	Tennis 6.49%	Tennis 6.49% 6.14%
Mountain/Road Biking	11.3%	10.59%	11.24%	(	Canoeing/Kayaking	Canoeing/Kayaking 5.96%	Canoeing/Kayaking 5.96% 5.5%

Angler Cander Menroe Elizabeth City Fletcher Gamewell Carolina Beach Beaufort Edenton Mount Frant Staley Jamestown Louisburg Dover Red Springs Mint Hill Wilkes Intercultural Institute ite Plains Conover Pleasant Garden Grantsboro Rockingham Varnamtov for Contextual Ministry Ise Copyright 2011, Intercultural Institute for Contextual Ministry Banner Elk Magnolia Cameron Calabash Woodlawn 40

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

0-3	3-7	7-10	
MILES	MILES	MILES	
5.83%	6.01%	5.96%	
5.01%	4.67%	4.63%	
4.97%	4.23%	4.5%	
4.64%	4.41%	4.65%	
4.12%	3.52%	3.69%	
4.11%	4.32%	4.07%	
3.73%	3.44%	3.57%	
3.71%	3.43%	3.59%	
3.54%	3.77%	3.93%	
3.42%	3.5%	3.69%	
	MILES 5.83% 5.01% 4.97% 4.64% 4.12% 4.11% 3.73% 3.71% 3.54%	MILES         MILES           5.83%         6.01%           5.01%         4.67%           4.97%         4.23%           4.64%         4.41%           4.12%         3.52%           4.11%         4.32%           3.73%         3.44%           3.71%         3.43%	MILES         MILES         MILES           5.83%         6.01%         5.96%           5.01%         4.67%         4.63%           4.97%         4.23%         4.5%           4.64%         4.41%         4.65%           4.12%         3.52%         3.69%           3.73%         3.44%         3.57%           3.71%         3.43%         3.59%           3.54%         3.77%         3.93%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Snowmobiling	3.2%	3.08%	3.14%
Hockey	3.02%	2.79%	2.67%
Skateboarding	2.75%	2.81%	2.73%
Rock Climbing	2.56%	2.83%	2.81%
Sailing	2.55%	2.6%	2.68%
Auto Racing	2.53%	2.92%	2.72%
Snowboarding	2.49%	2.66%	2.63%
Martial Arts	2.47%	2.36%	2.33%
Rowing	2.37%	2.25%	2.43%
Surfing & Windsurfing	1.92%	1.99%	2.08%

Havesville Bailey Codwin Landis Cove City Roper Seven Lakes Gatesville Broadway Beulaville Gree Havesville Maggie Valley Murraysville Montreat Rose Hill Oakboro Raynhard Intercultural Institute Jefferson Bethlehem Sneads Ferry Mocksville Bolivia Northwest Caro for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bessemer City Granite Quarry Scotland Neck Spence 1

#### 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.

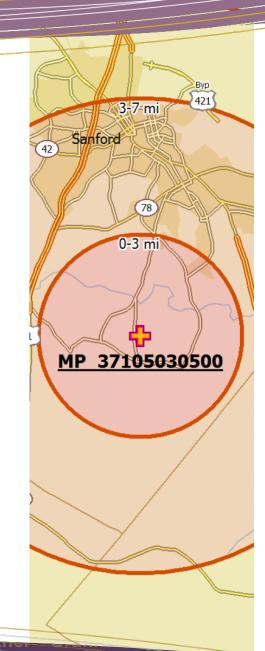
#### **BIBLICAL BARRIERS**

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.



Andrews Lattimore Como Rose Hill Roxboro Siler City Indian Beach Smithfield Leland Spruce Fin Lake Lure Ossipee Cashiers West Marion Bolton Salem Lake Norme Intercultural Institute abeth City Columbus Marshville Pleasant Hill Burnsville McDonald Provide Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### Potential Cultural Barriers -- Introduction (part 2)

#### CULTURAL BARRIERS OF UNDERSTANDING

Cultural barriers may impede either understanding or acceptance. Cultural barriers of understanding occur because of problems with the communication of the message. Often people do not understand the gospel when it is presented to them.

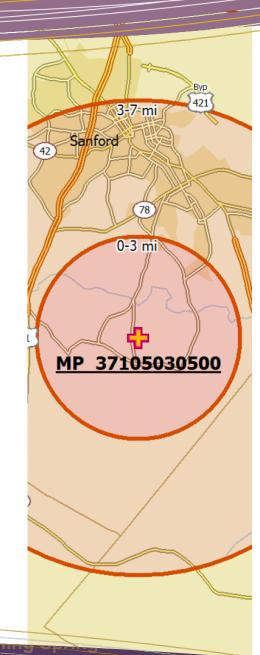
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

Cultural barriers of acceptance occur because of a variety of problems, including those related to the Christian sub-culture as well as the culture of the hearer. Sometimes unchurched people have understood that they must adopt the evangelical Christian subculture in order to come to faith -- and become like "church people" -- including dressing like them, participating in all of the church functions and activities, passively following church leadership, not questioning aspects of Christian faith and beliefs, and ignoring the poor and minorities.

#### Unreached People Group

Sometimes cultural aspects from within the unchurched people group -- currently held values, attitudes & behaviors are seen as antithetical to Christianity, which inhibits them from coming to faith. Some aspects of culture may be redeemed for God's glory and used to please him. Other cultural aspects are so perverted by sin that they cannot be used without syncretizing. In order to identify cultural barriers of acceptance, missional congregations develop relationships within the cultural group and seek to understand who they are and what an indigenous church would look like among them in order to eliminate unnecessary barriers that have been identified that the missionary should consider in reaching out to the lifestyle segments in this site location.



tain View Wrightsville Beach Hendersonville Faison Newland Murfreesboro Highlands Weldon Valdese Hendrove Washington Vanceboro Kingstown Albemarle Forest City Intercultural Institute Institute for Contextual Ministry Forest Hills Old Fort Forest Hills Old Fort

## **Potential Cultural Barriers:**

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

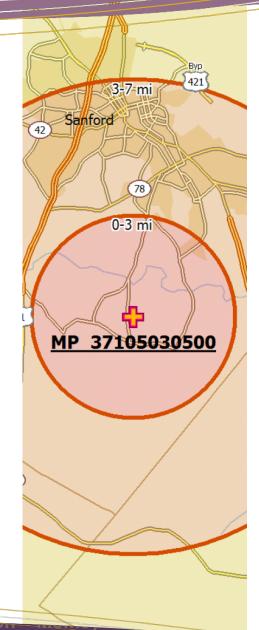
BARRIERS	0-3	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning	49%	50%	50%	Like to Stand Out In A Crowd	20%	22%	21%
New Things				I Am A Workaholic	19%	20%	19%
Find It Difficult To Say No To My	39%	38%	39%	Marijuana Should Be Legalized	19%	19%	19%
Kids				Rarely Sit Down to a Meal	17%	17%	17%
Woman's Place Is In The Home	36%	35%	35%	Together At Home			
Like Control Over People And Resources	36%	36%	35%	Like To Pursue Challenge/Novelty/Change	17%	17%	17%
Speak My Mind Even If It Upsets People	34%	36%	35%	Only Work Current Job for The Money	15%	15%	14%
Like To Do Unconventional Things	32%	31%	31%	We Should Strive for Equality for All	14%	15%	14%
Prefer To Have Few Possessions As Possible	29%	29%	29%	Happy With My Standard Of Living	10%	11%	10%
Don't Judge People/Way They ∟ive Life	27%	29%	29%	On Whole People Get What They Deserve	10%	10%	10%
Money Is Best Measure Of Success	26%	25%	25%	Indulge My Kids With The Little Extras	10%	9%	9%
f Won Lottery Would Never Nork Again	24%	25%	25%	Little I Can Do To Change My Life	8%	8%	8%
Foo Much Sponsorship In Arts/Sports	24%	26%	24%	I Am A Perfectionist	6%	6%	6%
Friends More Important Than My Fam.	22%	22%	21%				

Wrightsville Beach Mount Olive Glen Alpine Asheboro Pantego Taylortown James City Hertford Love The Bladenboro Catawba Winterville Mount Gilead Littleton Salisbury Intercultural Institute abeth City Gatesville Lake Lure Robbins Emerald Isle White Oak Neus ForConfectual Ministry Confectual Ministry Balley Rose H Copyright 2011, Intercultural Institute for Contextual Ministry Reamon Raeford Fairview Dundarrach Forest Oaks 44

#### **Potential Cultural Themes**

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

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



ar Heel St. Pauls Vandemere Hamilton Lenoir Littleton Morehead City McAdenville Reidsville Dobbins in the swappaned Skippers Correction Morehead City McAdenville Swappaned Skippers Correction Morehead City Harrellsville Bonnetsville Whitsett Valdese Red Cross Catawba Catawba Correction Ministry Castella Mar Copyright 2011, Intercultural Institute for Contextual Ministry Marshall October Correction Files Sea Provide Statement of Contextual Ministry Marshall October Correction Files Files Sea Provide Statement of Contextual Ministry Castella Mar Correction Statement of Contextual Ministry Castella Marshall October Correction Files Files

## **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	62%	60%	63%	Looking for New Ideas To Improv Home		18%	18%
You Should Seize Opportunities In Life	57%	57%	57%	Worried About Pollution Caused By Cars	17%	17%	17%
Like To Understand About	37%	38%	38%	Real Men Don't Cry	16%	16%	16%
Nature				Is An Important Part Of Who I Am	15%	15%	15%
Prefer Work Part Of Team Than Alone	35%	34%	34%	Try Not To Worry About The Future	14%	14%	14%
Important Feel Respected By My Peers	32%	32%	32%	Provide My Kids With The Little Extras	14%	14%	13%
Important To Juggle Various Tasks	31%	31%	30%	Enjoy Spending Time With My Fam.	12%	13%	12%
Prefer To Have Few Possessions As Possible	29%	29%	29%	Children Should Be Allowed To Express Themselves	6%	6%	5%
Good At Fixing Things	26%	27%	25%	Like Spending Most Time With	5%	5%	5%
Have Keen Sense Of Adventure	25%	26%	25%	Fam.			
People Have To Take Me As	24%	23%	23%	Feel Very Alone In The World	5%	5%	5%
They Find Me				Decor Particular Interest To Me	4%	4%	4%
Like To Just Enjoy Life	20%	20%	20%	Would Like To Set Up Own	3%	3%	3%
Consider Myself Interested In The Arts	18%	19%	18%	Business			

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Crover Kings Hountain Newton Bolton Mulberry Surf City White Plains Shannon Mineral Springs Herrits Ford Mills River Harrellsville Sandyfield Cajah's Mountain Taylor Intercultural Institute Intercultural Institute Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

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

Oakboro Huntersville Lincolnton Seven Springs Troutman Mills River Sugar Mountain Godwin Troy V Hount Holly East Arcadia Mar-Mac Lumber Bridge Moravian Falls Center Intercultural Institute Jonesville Sea Breeze Dillsboro Icard Stony Point Dallas Caswell Old Fort Scotland Neck Belhaven 47 ©Copyright 2011, Intercultural Institute for Contextual Ministry

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### **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	86.16%	86.4%	86.66%
Restaurant-Visit Any			
Fam. Restaurants/Steak	82.11%	80.93%	82.61%
Houses-Visit Any			
McDonald's	58.9%	57.84%	58.91%
Burger King	38.32%	38.13%	37.9%
Applebee's	30.81%	29.87%	31.9%
Subway	30.56%	30.92%	31.64%
Taco Bell	30.4%	30.16%	31.24%
Wendy's	30.27%	30.91%	31.36%
Kentucky Fried Chicken (KFC)	29.94%	30.91%	30.08%
Arby's	23.83%	23.1%	24.09%
Pizza Hut	23.33%	24.32%	23.64%
Olive Garden	19.8%	19.35%	20.39%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Dairy Queen	18.55%	18.92%	18.87%
Cracker Barrel	16.9%	16.02%	17.36%
Red Lobster	16.47%	17.01%	16.77%
Sonic	16%	16.3%	16.74%
Chick-Fil-A	15.85%	14.49%	15.82%
Domino's Pizza	14.63%	15.42%	14.76%
Golden Corral	14.41%	14.07%	13.8%
IHOP (International House Of	13.63%	13.92%	13.9%
Pancakes)			
Outback Steakhouse	13.32%	13.87%	14.83%
Ruby Tuesday	12.07%	11.95%	13.03%
Chili's Grill and Bar	11.97%	12.37%	13.4%
Hardee's	11.86%	12.33%	12.4%

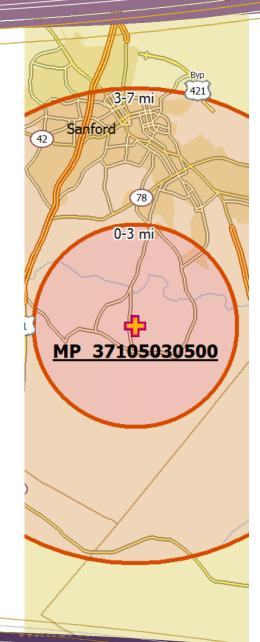


#### **Potential Shared Projects**

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!



Provident Haw River Morrisville Mineral Springs Sanford Sandy Creek Jacksonville South Hesville Pine Level Faison Seven Lakes Spindale Enfield Washington Intercultural Institute White Oak Stantonsburg Dobson Bowmore Princeville Wrightsville Beau for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Shared Projects**

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	43.89%	42.26%	43.42%
Recycled products	30.47%	29.77%	31.02%
Worked as volunteer (non political)	14.69%	14.49%	15.27%
Engaged in fund raising	10.34%	9.67%	9.96%
Religious club member	7.44%	7.15%	7.37%
Church Board	5.4%	4.9%	4.94%

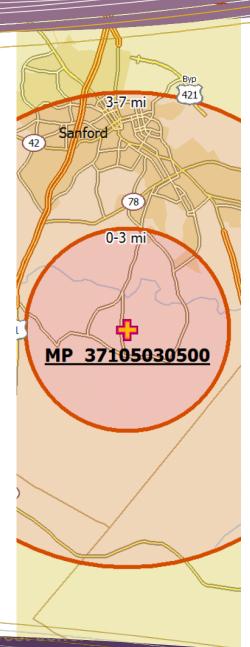
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	5.29%	4.99%	5.37%
Union member	5.25%	4.63%	4.85%
Charitable Organization	5.12%	4.72%	4.9%
Wrote to editor of mag or newspaper	4.93%	5.1%	5.21%
Addressed a public meeting	4.71%	4.28%	4.55%
Took active part in local civic issue	4.56%	4.45%	4.55%

Stanley Halifax Swepsonville Vander Benson Cape Carteret Mountain Home Cedar Point Ingold Warren Robbinsville Oakboro North Topsail Beach Alamance Raynham Ear Intercultural Institute Spiveys Corner Garner Kelford Aulander Hookerton Harmony Old For Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Stonewall Huntersville Bryson City Peletier Five Point

#### **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.



sic St. Pauls Davidson Welcome Cape Carteret Casar Mount Airy Gamewell Unionville Faith Edenton Cleveland Dunn Lasker Neuse Forest Bolivia Trent Woods Brices Cred Ellenborg Raemon Whitake Ansonville Granite Falls Montreat Toast Oxford Catawba Kelly Chadbor for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Print Media Content:**

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	14.61%	14.4%	15.16%
Children's Books	12.32%	12.35%	12.65%
Mystery	10.92%	10.94%	11.56%
Cookbooks	9.65%	9.58%	9.95%
Religious (not Bibles)	9.43%	9.03%	9.3%
Romance	7.02%	6.75%	7.12%
History	6.38%	6.38%	6.58%
Personal/Business	5.92%	5.7%	5.85%
Self-help			
Biography	5.49%	5.54%	5.68%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	64.73%	63.62%	64.06%
Gen. Editorial	45.1%	46.47%	45.62%
Womens	40.51%	40.92%	40.65%
Service	33.76%	33.66%	34.92%
Mens	16.99%	17.98%	17.5%
Business/Finance	15.12%	15.66%	15.77%
Health	13.69%	13.84%	13.97%
Fishing/Hunting	13.37%	12.79%	13.2%
Automotive	13.03%	13.01%	12.9%

ogden Harrisburg Wingate Rutherfordton Manteo Bonnetsville Boiling Springs Bear Grass Calabash Per Jackson Rutherford College Boiling Spring Lakes Blowing Rock Swansborg Intercultural Institute Intercultural Institute for Contextual Run Garysburg Harrells (on Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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	52.81%	51.65%	53.04%
Classified	34.56%	33.75%	34.29%
Sport	31.63%	30.61%	31.09%
Editorial Page	29.36%	28.19%	29.52%
Comics	26.55%	26.4%	27.1%
Business/Finance	25.75%	25.19%	26.17%
Food/Cooking	23.92%	23.62%	24.49%
Movie Listings & Reviews	23.76%	23.1%	23.41%
TV/Radio Listings	23.57%	22.92%	23.25%
Home/Gardening	20.92%	19.42%	20.17%
Travel	17.76%	16.73%	17.42%
Science/Technology	15.38%	14.81%	15.36%
Fashion	13.88%	13.35%	13.44%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	24.31%	22.15%	24.36%
Urban Contemporary	18.01%	19.28%	16.47%
CHR Contemp Hit Radio	17.45%	17.32%	17.02%
Adult Contemporary	15.22%	15.48%	16.15%
Rock	11.1%	10.53%	11.3%
Oldies	9.94%	10.39%	10.49%
News/Talk	8.72%	8.72%	9.45%
Classic Rock	8.03%	8.1%	8.65%
Variety	7.88%	7.92%	7.51%
Religious	6.48%	6.06%	6.42%
Alternative	6.37%	7.19%	7.51%
Jazz	5.58%	5.54%	5.02%
Soft Contemporary	5.48%	5.41%	5.95%
All News	4.98%	4.39%	4.4%
Hispanic	4.22%	4.47%	3.57%
Gospel	4.17%	4.62%	4.41%
Classic Hits	3.69%	3.6%	4.11%
All Talk	3.46%	3.38%	3.44%



### **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

ULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	63.27%	62.13%	63.12%
Satellite Dish	51.32%	51.58%	53.19%
Soapnet	49.93%	50.28%	50.61%
Other Video-On-Demand	38.85%	44.12%	42.48%
Sci-Fi Channel	36.18%	35.71%	36.22%
MSNBC	33.15%	33.26%	33.54%
Adult Pay Per View TV	32.86%	33.1%	33.85%
TV Info From Sunday TV	29.85%	28.95%	29.72%
Magazine			
Subscribe Digital Cable	29.51%	28.62%	28.6%
Nickelodeon	28.56%	28.02%	29.1%
Comedy Central	26.55%	26.56%	27.83%
TV Info From Newspapers	26.4%	25.7%	26.47%



Lifetime

19.97%

20.84%

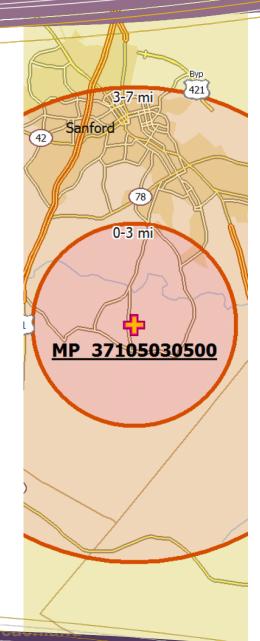
21.06%

#### **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.



ntersville Durham Forest City Askewville Watha Brogden Bakersville Shelby Boiling Spring Lakes Weak Homasville Harrellsville Asheboro Hillsborough Murphy Sharpsburg Intercultural Institute Castle Hayne Knightdale Belmont Stanley Oriental Elm City Keener Have for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Buttors Stantonsburg Valley Hill Valdese Garland Broad

## 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+)	17.47%	17.31%	18.26%
Medium Users (4-6)	9.35%	9.43%	9.66%
Light Users (1-3)	19.87%	18.96%	19.2%
Quintiles (20%)			
Newspaper I (Heavy)	1.23%	1.46%	1.47%
Newspaper II	1.67%	1.47%	1.52%
Newspaper III	2.26%	1.91%	1.9%
Newspaper IV	0.76%	0.78%	0.82%
Newspaper V (Light)	1.06%	1.11%	1.11%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	21.43%	21.06%	21.16%
Magazines II	9.46%	9.46%	9.49%
Magazines III	10.67%	10.38%	10.67%
Magazines IV	13.19%	13.11%	12.98%
Magazines V (Light)	0.63%	0.68%	0.73%
Outdoor I (Heavy)	6.28%	7.24%	6.45%
Outdoor II	2.52%	3.26%	2.77%
Outdoor III	3.87%	4.16%	3.86%
Outdoor IV	16.11%	16.67%	16.36%
Outdoor V (Light)	23.87%	24.23%	24.11%
Yellow Pages I	16.76%	16.28%	16.3%
(Heavy)			
Yellow Pages II	6.43%	6.64%	6.33%
Yellow Pages III	5%	6.62%	5.77%
Yellow Pages IV	23.48%	24.2%	23.63%
Yellow Pages V (Light)	3.34%	4.1%	3.63%

Clyde Icard Weldon Barker Ten Mile Bryson City West Canton Marshville Bowmore Bostic High Point Hurfreesboro Creedmoor Ivanhoe Gatesville Aberdeen Sawmills Wright He Boach Connelly Springs Parkton McDonald Severn Flat Rock Emerald Isle Pantego Sanford Never Intercultural Institute Bit Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry Contextual Ministry

# Potential Multimedia Usage

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

MILES MILES MILES
Radio Drive Time Quntiles       TV Prime Time Quntiles (fifths /
(fifths / 20%) 20%)
Drive Time I & II (Heavy)         3.76%         3.09%         3.11%         Prime Time I & II (Heavy)         4.48%
Drive Time III (Medium)         1.08%         0.84%         0.74%         Prime Time III (Medium)         1.92%
Radio IV & V (Light)         2.39%         2.21%         2.1%         Prime Time IV & V (Light)         9.25%
Radio Media Quntiles (fifths / TV Early/Late Fringe Quntiles
20%) (fifths / 20%)
Radio I & II (Heavy)         10.06%         10.91%         10.88%         Fringe I & II (Heavy)         39.67%
Radio III (Medium)         5.16%         4.82%         5.01%         Fringe III (Medium)         53.97%
Radio IV & V (Light)         4.01%         3.77%         3.77%         Fringe IV (Light)         56.82%
Cable TV Quntiles (fifths / TV All Day Quntiles (fifths /
20%) 20%)
Cable I & II (Heavy)         11.78%         11.94%         12.72%         All Day I & II (Heavy)         12.89%
Cable III (Medium)         4.07%         4.88%         4.55%         All Day III (Medium)         23.68%
Cable IV & V (Light)         32.16%         35.39%         33.83%         All Day IV (Light)         13.61%



# 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]	12.08%	11.38%	12.03%
6:00am - 10:00am	13.8%	13.59%	13.8%
10:00am - 3:00pm	6.17%	7.52%	6.78%
3:00pm - 7:00pm	13.25%	14.76%	14.1%
7:00pm - Midnight	11.04%	11.94%	12.32%
Midnight - 6:00am	4.8%	5.97%	5.43%
Weekend Radio			
Listeners			
Dayparts [summary]	14.87%	15.07%	15.73%
6:00am - 10:00am	3.87%	3.79%	4.2%
10:00am-3:00pm	4.37%	4.27%	4.21%
3:00pm - 7:00pm	6.36%	6.91%	7.08%
7:00pm - Midnight	9.53%	9.75%	10.09%
Midnight - 6:00am	10.32%	11.39%	11.26%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7%	6.94%	7.69%
Saturday: 8:00-11:00pm	8.87%	8.17%	8.64%
Sunday: 7:00-11:00pm	9.46%	9.75%	10.24%
9:00am-1:00pm	25.15%	25.41%	26.24%
9:00am-4:00pm	29.15%	29.04%	30.08%
4:00pm-7:00pm	28.55%	28.55%	28.8%
11:00pm-1:00am	41.62%	42.09%	41.88%
AVG Prime time	2.89%	3.61%	3.21%
Mon-Sun			

Barker Heights <u>Cooleemee</u> Boardman Fearrington Bethlehem Beech Mountain Indian Beach Trinity Char on Bostic Grifton Hayesville Lansing Ranlo Lumberton Wanchese <u>Intercultural Institute</u> ville Dover Mint Hill Toast Calypso Cajah's Mountain Lucama Roxobe for Contextual Ministry De Copyright 2011, Intercultural Institute for Contextual Ministry Harkers Island Hemby Bridge Cedar Rock Marvin Southport Andrews Huntersville Harrells Elkin Vand

## 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	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday				Wee	Weekend	Weekend	Weekend
6-7am	15.2%	16.46%	16.69%	Sat	Sat: 7-10am	Sat: 7-10am 17.57%	Sat: 7-10am 17.57% 17.58%
7-9am	20.5%	20.04%	20.96%	Sat	Sat: 10am-1pm	Sat: 10am-1pm 9.32%	Sat: 10am-1pm 9.32% 8.43%
9am-12noon	21.59%	20.88%	22.03%	Sat	Sat: 1-4pm	Sat: 1-4pm 24.16%	Sat: 1-4pm 24.16% 24.62%
12noon-4pm	7.56%	8.15%	8.06%	Sat	Sat: 4-6pm	Sat: 4-6pm 7%	Sat: 4-6pm 7% 6.96%
4-6pm	44.78%	44.46%	45.57%	Sat	Sat: 6-7pm	Sat: 6-7pm 2.04%	Sat: 6-7pm 2.04% 1.79%
6-7pm	18.86%	18.09%	18.55%	Sat	Sat: 7-8pm	Sat: 7-8pm 0.66%	Sat: 7-8pm 0.66% 0.74%
7-7:30pm	1.31%	1.24%	1.18%	Sat	Sat: 8-11pm	Sat: 8-11pm 8.87%	Sat: 8-11pm 8.87% 8.17%
7:30-8pm	11.4%	11.43%	11.44%	Sat	Sat: 11pm-1am	Sat: 11pm-1am 5.22%	Sat: 11pm-1am 5.22% 5.12%
8-11pm	7%	6.94%	7.69%	Sat	Sat: 1am-7pm	Sat: 1am-7pm 23.09%	Sat: 1am-7pm 23.09% 22.8%
11pm-12am	33.15%	33.26%	33.54%	Sun	Sun: 7-10am	Sun: 7-10am 2.2%	Sun: 7-10am 2.2% 2.13%
11pm-1am	41.62%	42.09%	41.88%	Sun	Sun: 10am-1pm	Sun: 10am-1pm 6.94%	Sun: 10am-1pm 6.94% 6.43%
1-6am	26.5%	28.77%	28.5%	Sun	Sun: 1-4pm	Sun: 1-4pm 6.76%	Sun: 1-4pm 6.76% 6.24%
				Sun	Sun: 4-7pm	Sun: 4-7pm 14.05%	Sun: 4-7pm 14.05% 13.21%
				Sun	Sun: 7-11pm	Sun: 7-11pm 9.46%	Sun: 7-11pm 9.46% 9.75%
				Sun	Sun: 11pm-1am	Sun: 11pm-1am 5.65%	Sun: 11pm-1am 5.65% 5.54%
				Sun	Sun: 1-7am	Sun: 1-7am 22.2%	Sun: 1-7am 22.2% 21.36%

The Crossnore Valdese Oriental East Flat Rock Cedar Rock Five Points Lawndale Magnelia Fremont Lexington Stoneville Lake Lure Gatesville Locust Staley Weldon Intercultural Institute roke Colerain McDonald Oak City Archdale Nags Head Kingstown Barling Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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

CO Gibsonville <u>Harmony Mebane Reidsville Belville Stedman Boonville Roxobel Coolecmee Mulberry</u> Lumberton Albemarle Spring Hope Danbury Hobgood Cullowhee Optic and Garland Kenly Randler er Woodlawn Faith Wade Everetts Alliance Windsor Murphy Orrum Faith Wade Everetts Alliance Windsor Murphy Orrum Copyright 201 F, Intercultural Institute for Contextual Ministry McDonald Seaboard Lake Norman of Catawba Swansb60

# 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

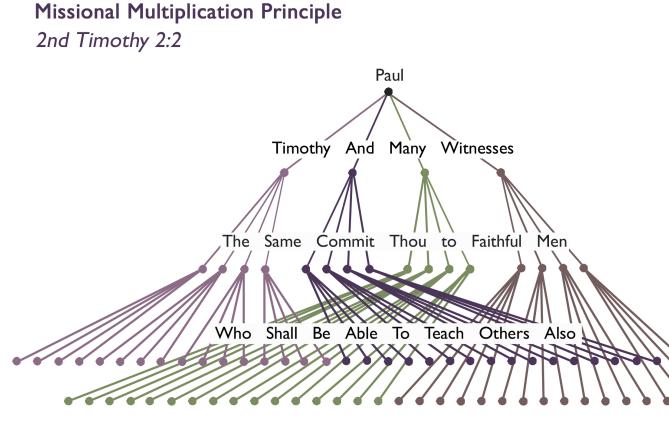
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Laurel Park <u>Knightdale Ingold South Weldon Franklin Bunn King Ruth Fearrington Beulaville Faith</u> ake Waccamaw Cajah's Mountain Wake Forest Bailey Williamston Richlard <u>Intercultural Institute</u> Hoffman Yanceyville Princeville Kingstown Brunswick Dunn Mount Hong Confectual Ministry <sup>g</sup>Copyright 2011, Intercultural Institute for Contextual Ministry Bund Start Contextual Ministry Confectual Ministry Contextual Ministry Bund Start 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.



Vest Canton Hertford Rockwell Tryon Seven Devils Black Creek Tobaccoville Brevard Murfreesboro Bu Leggett Plymouth Yadkinville Spring Hope Conover Hildebran Wilkesboro Intercultural Institute Red Cross Millers Creek Calypso Raleigh Ansonville Welcome Colerain (a) Contextual Ministry Enochville P an Copyright 2011, Intercultural Institute for Contextual Ministry Falkland Carrboro Bermuda Run Caston Milton White

## **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.



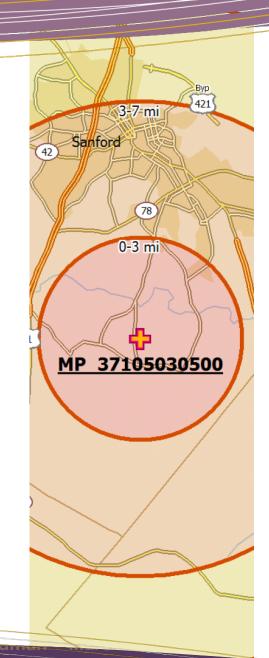


#### Your MissionSite and the Missional Suite

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



 Iumbia
 Colerain
 Pantego
 Dunn
 Lexington
 Elizabethtown
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 Wilmington
 Carolina

 Farmer Elk
 Washington Park
 Hope Mills
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 Lake Waccamaw
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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.
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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**

			DICTANCE		
	CHURCH	ADDRESS	DISTANCE		
1	Faith - Cameron	128 Claude White Rd Sanford, NC 27332	1.28 mi	43	Declining
2	Swann Station	7592 NC Highway 87 S Sanford, NC 27332	1.28 mi	124	Plateauing
3	Lemon Springs - Sanford	6816 Sanders Rd Sanford, NC 27332	1.28 mi	78	Growing
4	Hunt Springs - Sanford	1557 Saint Andrews Chu Rd Sanford, NC 27332	2.96 mi	68	Plateauing
5	Beaver Creek - Cameron	2280 Nicholson Rd Cameron, NC 28326	3.71 mi	202	Plateauing
6	Primera Iglesia Bautista De Sanford - San	2840 Cemetery Rd Sanford, NC 27332	4.13 mi	0	Insufficient Data
7	Jonesboro Heights - Sanford	316 W Main St Sanford, NC 27332	4.90 mi	252	Plateauing
8	Tramway - Sanford	2401 Jefferson Davis Hwy Sanford, NC 27332	4.94 mi	0	Insufficient Data
9	Good News	1615 South 3rd Street Sanford, NC 27330	5.65 mi	0	Insufficient Data
10	Filipino - Sanford	202 Westover Dr Sanford, NC 27330	6.18 mi	38	Insufficient Data
11	Ephesus - Sanford	2724 White Hill Rd Sanford, NC 27332	6.25 mi	133	Declining
12	New Life Praise - Sanford	2398 Wicker St Sanford, NC 27330	6.46 mi	130	Declining
13	New Life Hispanic Mission - Sanford	2398 Wicker St Sanford, NC 27330	6.46 mi	0	Insufficient Data
14	Sanford First - Sanford	202 Summitt Dr Sanford, NC 27330	6.85 mi	405	Plateauing
15	East Sanford - Sanford	300 North Ave Sanford, NC 27330	6.97 mi	162	Declining

sle Beach Powellsville Wilson Pine Level Pinehurst Buies Creek Simpson New Bern Lillington Waynes Kersville Butner Red Springs Mills River North Topsail Beach Ellerbe intercultural Institute Silver Lake Vander Apex Fletcher Wrightsboro Walstonburg Autryv in Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Cameron Baptist Church	593 Carthage St Cameron, NC 28326	7.12 mi	126	Declining
17	Spout Springs Church - Cameron	346 H M Cagle Dr Cameron, NC 28326	7.54 mi	416	Insufficient Data
18	Crosspoint Community	38 Checkmate Ct Cameron, NC 28326	7.54 mi	0	Insufficient Data
19	Broadway - Broadway	105 E Harrington Ave Broadway, NC 27505	7.64 mi	61	Declining
20	Hillmon Grove - Cameron	384 Hillmon Grove Rd Cameron, NC 28326	8.00 mi	135	Declining
21	Piney Wood - Cameron	545 Pineywood Church Rd Cameron, NC 28326	8.08 mi	63	Plateauing
22	Holly Springs - Broadway	385 Holly Springs Church Rd Broadway, NC 27505	8.81 mi	285	Plateauing
23	Juniper Springs - Sanford	852 Buckhorn Rd Sanford, NC 27330	8.88 mi	114	Declining
24	Kingdom Builders of Christ - Broadway	210 Bald Eagle Dr Sanford, NC 27505	9.13 mi	0	Insufficient Data
25	Cool Springs - Sanford	1313 Cool Springs Rd Sanford, NC 27330	9.23 mi	408	Plateauing
26	Red Branch - Carthage	1748 Old River Rd Carthage, NC 28327	11.10 mi	133	Plateauing
27	New Home - Vass	1000 Lobelia Rd Vass, NC 28394	11.29 mi	145	Plateauing
28	Vass First - Vass	3448 US 1 Vass, NC 28394	11.58 mi	62	Growing
29	Baptist Chapel - Sanford	2413 Buckhorn Rd Sanford, NC 27330	11.69 mi	97	Plateauing
30	New Hope - Sanford	3915 Hawkins Ave Sanford, NC 27330	11.75 mi	230	Insufficient Data

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Emmanuel - Carthage	632 McCrimmon Rd Carthage, NC 28327	11.78 mi	220	Plateauing
32	Open Arms Community - Vass	244 South St Vass, NC 28394	11.90 mi	52	Growing
33	Cumnock - Sanford	477 Cumnock Rd Sanford, NC 27330	12.11 mi	62	Growing
34	Gourd Springs - Spring Lake	4575 Ray Rd Spring Lake, NC 28390	12.78 mi	230	Plateauing
35	Hope Community - Lakeview	202 Camp Easter Rd Lakeview, NC 28350	13.67 mi	14	Declining
36	Flat Springs - Sanford	4148 Deep River Rd Sanford, NC 27330	14.46 mi	184	Insufficient Data
37	Bethany - Gulf	503 Alton King Rd Gulf, NC 27256	14.47 mi	70	Growing
38	Anderson Creek Comm - Spring Lake	2085 Ray Rd Spring Lake, NC 28390	14.71 mi	60	Insufficient Data
39	Church at the Creek	1994 Ray Rd Spring Lake, NC 28390	14.79 mi	0	Insufficient Data
40	Carthage First - Carthage	108 McNeill St Carthage, NC 28327	14.95 mi	88	Declining
41	Tillery - Tillery	450 NC Hwy 481 Tillery, NC 27887	15.54 mi	0	Insufficient Data
42	Vaughan - Vaughan	1318 Eaton Ferry Rd Vaughan, NC 27586	15.54 mi	24	Declining
43	Cedar Falls - Cedar Falls	3836 Old Cedar Falls Rd Cedar Falls, NC 27230	15.54 mi	40	Plateauing
44	Community - Mt Mourne	274 Langtree Rd Mount Mourne, NC 28123	15.54 mi	27	Plateauing
45	Harris First	127 Hogan Rd Harris, NC 28074	15.54 mi	35	Insufficient Data

Trent Woods Bunn Oriental Lewiston Woodville Carthage Conway Murphy Atlantic Beach Orrum Coll Jacksonville East Rockingham Keener Royal Pines East Arcadia Half of Intercultural Institute ford Belhaven Stonewall Mayodan Jefferson Neuse Forest Liberty Storester Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Contextual Ministry Contextual Contextual Ministry



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#### CONTACT US:

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cwatke@iicm.net
803-279-5828
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