MissionSite top unreached locations

Marietta Alliance Etowah Aurora Canton Stanley Bar WEST END, NC

CENSUS TRACT: 37125950300 oson Fairview ranklin Multiply lands Ossipee Statesville SpiREGION: Region 4: Triangle Wilson's Mills Cornelius DelwaCOUNTY: Moore av Clarkte **Richlands Ossipee Statesville** Saratoga Harrellsville Dillsb Burgaw Wrightsville Beach Cashiers Belhaven SITESCAPE: Townscape Parmele Troy Peletier In partnership with the: Red Cross Winfall Kelford SalisbuDENSITY PATTERN: 13 Stoneville Intercultural Institute ville Wilmington re Mil Fairview for Contextual Ministry lev Elizabethtown antego North Carolina Baptists Caring. Sharing. Daring. **Lewiston Woodville** Liles co @Copyright 2013) Intercultural Institute for Contextual Ministryn Kitty Hawk Glen Alpine South Rosemary

MissionSite (TM) Table of Contents

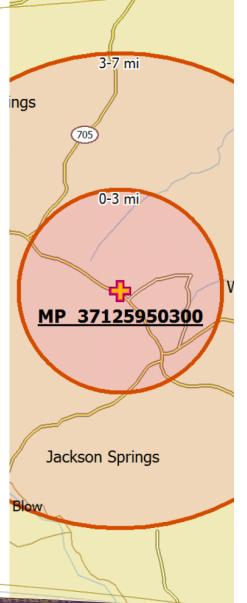
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	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

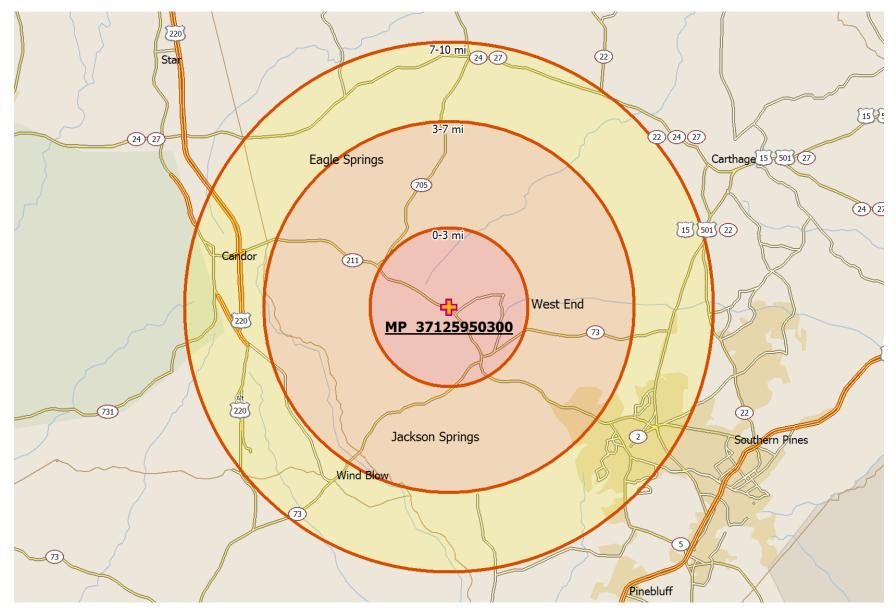
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	37125	Moore
4	Zipcode	27376	Moore
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	13	10000-50000-50000



Oriental Avery Creek Chadbourn Bolivia Stem Leland Walnut Creek Wrightsville Beach Rural Hall Boardman Barker Ten Mile Hudson Vass Kelly Whitsett Boiling Spring Intercultural Institute Waynesville Morrisville Gamewell Silver City Newton Grove Lawndale for Contextual Ministry Contextual Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



gs Head Seagrove Elk Park Catawba McAdenville High Shoals Columbus Westport East Flat Rock Brok Benson Rockingham Long View Bath St. James Snow Hill Five Points <u>Intercultural Institute</u> Kennert Fairmont Love Valley Boardman Cajah's Mountain Hertford Cal Love Contextual Ministry rd Copyright 2013, Intercultural Institute for Contextual Ministry Worth Pineville Lames City Fair Bluff Pine Level Rockfish Laurel Park, Cape Carteret, Rapio, Oak Island

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 /	СО	EXPLANATION
	URBAN	DE	
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	8	Percent commuting from non metro to metro areas

Mesie Kity Hawk Moravian Falls Milton Summerfield Balfour Salisbury Weldon Nerwood Clarkton Rosman Jamesville Duck Wilkesboro Morganton Reidsville Sea Brog Intercultural Institute In Center Harrisburg Ocracoke Fairfield Harbour Franklinville Gibson For Contextual Ministry Copyright 2013, 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	5,652	9,058	21,609
2010 Households	2,064	3,055	7,834
2010 Group Quarters Population	46	212	539

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	12	16	22
Language Diversity National Index	18	10	45
Foreign Born Diversity National Index	20	30	9
Ancestry Diversity National Index	64	70	62
Racial Diversity National Index	19	49	49

ici – East Afcaula –Etowan Moravian Palis – Nayii

Vann Crossroads Zebulon Harrellsville Parmele Fletcher Marvin Havelock Hountain View Franklinte Sethtown Taylorsville Ashley Heights Marion McDonald Barker Heights Alamance Kenansville Han Level Kingstown Magnolia Plain View Enochville Hoffman Winton Te for Contextual Institute Incolnton Cash Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Banner Elk Hildebran Royal Pines Broadway Miltor6

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	1	True
Retirement Destination County	1	True

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

Cameron Rose Hill Lake Norman of Catawba Laurel Park Waynesville Mount Airy Stokesdale Gorman Trent Woods Shelby Kings Grant Mountain Home Monroe Glen Alpinet Intercultural Institute of Contextual Ministry Bethlehem Hobgood Stovall Webster Sawmills V7 is Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	19	0.92%
Mainstay Communities	Established, Diverse Households	1,143	55.38%
Working Communities	Blue-collar, Working Families	180	8.72%
Country Communities	Rural, Agri. & Mining Families	58	2.81%
Aspiring Communities	Young Singles / Aspiring-Multihousing	601	29.12%
Urban Communities	High Density, Inner-city Neighborhoods	63	3.05%

ville Hookerton West Canton Troutman Hope Mills Castalia Hendersonville Montreat Trenton Kittrell South Rosemary Stoneville Dallas Como Wesley Chapel Wanchese Intercultural Institute Mars Hill Beech Mountain Henderson Carthage Severn Wagram Tak for Contextual Ministry Copyright 2013, 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.

Laurel Park Kittrell Hoffman Hemby Bridge Hamilton Clyde Forest City Sandy Creek Creswell Taylors Enfield Boone Wilkesboro Clarkton Icard Hildebran Cerro Gordo Greek Intercultural Institute Falkland Orrum Foxfire Hayesville Wendell Castalia Kernersville Share Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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	21,094	1,482	7.02%
Unreached %	67.27%	71.78%	106.71
Religious But NOT Evangelical HH	5,581	453	8.12%
Religious But NOT Evangelical %	17.8%	21.96%	123.35
Spiritual But NOT Relig or Evang HH	3,343	225	6.72%
Spiritual But NOT Relig or Evang %	10.66%	10.89%	102.16
Not Evangelical, Not Interested HH	12,228	807	6.6%
Not Evangelical, Not Interested %	38.99%	39.09%	100.24



Stantonsburg Hountain View Haw River White Oak Rocky Mount Orrum Eden Oxford Macclesfield G Saratoga Lexington Star Lilesville Robbins Falkland Sawmills Raleine Intercultural Institute arta Lewiston Woodville Butters Morrisville Jefferson Leggett Brookfor for Confectual Ministry Springs Southern Shores Conover Staley Seven Devi

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	49	4	8.16%
Active BCNC Attenders	5,017	270	5.38%
Active Evangelical Households	2,896	164	5.68%
Active Evangelical Percent	9.23%	7.96%	86.22
Inactive Evangelical Households	7,368	418	5.68%
Inactive Evangelical Percent	23.50%	20.26%	86.22
# 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	Middle Cross - West End	1.72 mi	102	Plateauing	16	Candor - Candor	9.70 mi	41	Plateauing
2	Beulah Hill	2.89 mi	109	Declining	17	Taylor Memorial - Jackson Springs	10.12 mi	73	Declining
3	West End First - West End	2.89 mi	31	Growing	18	Norman - Norman	10.66 mi	21	Plateauing
4	Harmony	2.89 mi	28	Insufficient Data	19	Tillery - Tillery	10.81 mi	0	Insufficient Data
5	Cornerstone - West End	4.01 mi	32	Declining	20	Vaughan - Vaughan	10.81 mi	24	Declining
6	Eagle Springs - Eagle Springs	4.37 mi	42	Declining	21	Cedar Falls - Cedar Falls	10.81 mi	40	Plateauing
7	Church of the Open Door	4.73 mi	0	Insufficient Data	22	Community - Mt Mourne	10.81 mi	27	Plateauing
8	Fairview - We	5.03 mi	83	Growing	23	Harris First	10.81 mi	35	Insufficient Data
9	Victory Community - Carthage	6.73 mi	84	Declining	24	Cliffside	10.81 mi	141	Plateauing
10	Bethlehem - Carthage	7.83 mi	76	Declining	25	Goodes Creek	10.81 mi	211	Plateauing
11	Pinehurst First - Pinehurst	9.40 mi	244	Growing	26	Caroleen	10.81 mi	87	Declining
12	Pine Grove - Eagle Springs	9.46 mi	65	Plateauing	27	Ridgecrest - Ridgecrest	10.81 mi	61	Plateauing
13	Prince of Peace - Candor	9.62 mi	20	Declining	28	Skyland - Skyland	10.81 mi	178	Growing
14	Flint Hill - Robbins	9.68 mi	73	Plateauing	29	Refuge - Dana	10.81 mi	141	Declining
15	Calvary - Robbins	9.69 mi	85	Growing	30	New Salem - Skyland	10.81 mi	26	Insufficient Data

Jacksonville Raleigh Woodfin Light Oak Southern Shores Kannapolis Oak Ridge New Bern Holden Bear West Marion Speed Robersonville Harrellsville Dobson Huntersville Program Bend Rethania Summerficte r-Mac Fairview Sherrills Ford Columbia Gamewell Marion Calabash Woodfin Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

Using the Spirituality Indicators

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

Issues for Your Consideration

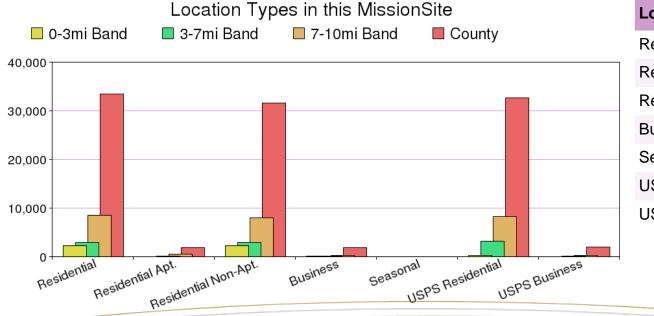
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



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	59,005	2,974	5.04%
2000 Population	74,769	4,302	5.75%
2010 Population	88,384	5,652	6.39%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	23,825	1,194	5.01%
2000 Households	30,713	1,817	5.92%
2010 Households	31,357	2,064	6.58%

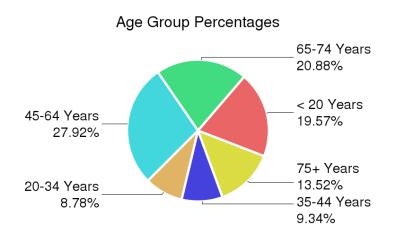


Location Type	0-3mi Band
Residential	2,324
Residential Apt.	7
Residential Non-Apt.	2,317
Business	71
Seasonal	0
USPS Residential	313
USPS Business	64

and Southern Pines Begue Rolesville Montreat Asheville Saratoga Atlantic Beach Morchead City Ayder gar Hountain Momeyer Ocean Isle Beach Pine Level Falcon Whitsett Spect Forest Fills Mountain View Ingold Rutherfordton Smithfield Edenton Badin Teach (Southerfull Ministry) Vie Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

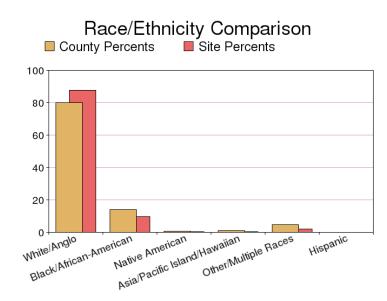


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.89%	2.88%	58.9
4-5 Years	2.45%	1.63%	66.53
6-8 Years	3.66%	3.17%	86.61
9-11 Years	3.67%	3.54%	96.46
12-13 Years	2.45%	2.21%	90.2
14-17 Years	4.82%	4.07%	84.44
18-19 Years	2.39%	2.07%	86.61
0-5 Years	7.34%	4.51%	61.44
6-12 Years	8.55%	7.86%	91.93
13-19 Years	8.43%	7.2%	85.41
< 20 Years	24.32%	19.57%	80.47
20-34 Years	15.36%	8.78%	57.16
35-44 Years	11.62%	9.34%	80.38
45-64 Years	26.29%	27.92%	106.2
65-74 Years	11.34%	20.88%	184.13
75+ Years	11.08%	13.52%	122.02
Median Age	44	52	118.34
Median Age (Male)	42	52	123.25
Median Age (Female)	46	52	114.07

Sparta Locust East Bend Maggie Valley Patterson Springs Forest City Valdese Lewiston Woodville El Prospect Swansboro Warrenton Seven Lakes Laurinburg Seagrove Intercultural Institute desboro Taylortown Shannon Winston-Salem Winfall Shallotte Wrights for Contextual Ministry Contextual Ministry Convey Ranlo Carolina Shores King ar Borright 2013, 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	80.05%	87.72%	109.58
Black, African-American	13.84%	9.57%	69.17
Native American	0.74%	0.37%	50.14
Asian	0.8%	0.32%	39.64
Pacific Island, Hawaiian	0.05%	0.02%	33.99
Other/Multiple Races	4.51%	1.98%	43.91
Hispanic	0%	2.42%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	62,235	4,385	
Less than 9th Grade	4.65%	1.96%	236.86
No High School Diploma	6 74%	3.81%	177 03

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	62,235	4,385	
Less than 9th Grade	4.65%	1.96%	236.86
No High School Diploma	6.74%	3.81%	177.03
High School Graduate	30.89%	26.39%	117.06
Some College, no degree	20.73%	24.31%	85.26
Associate Degree	10.05%	9.37%	107.2
College Degree	18.35%	24.52%	74.84
Graduate/Prof. degree	8.61%	9.65%	89.21

Sibson Wanchese Dundarrach Butters Greensboro Chocowinity Chapel Hill Bowmore Harkers Island G Troy Norwood Jackson Ossipee Falkland Apex Columbus Clarkter Burnsville Lincolnton Latting mele Biltmore Forest Walkertown Boone Carthage Bladenboro Lumber of Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministr

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	7.79%	3.54%	52.21
\$10,000 to \$19,999	11.9%	7.03%	59.06
\$20,000 to \$29,999	10.52%	9.16%	87.01
\$30,000 to \$49,999	20.89%	20.64%	98.81
\$50,000 to \$59,999	9.06%	9.54%	105.35
\$60,000 to \$69,999	9.03%	10.9%	120.74
\$70,000 to \$79,999	7.13%	8.58%	120.32
\$80,000 to \$89,999	5.41%	6.44%	119.21
\$90,000 to \$99,999	3.59%	4.31%	119.98
\$100,000 to \$124,999	6.47%	6.54%	101.13
\$125,000 to \$149,999	3.5%	7.07%	202.01
\$150,000 to \$199,999	2.23%	1.45%	65.3
\$200,000 to \$249,999	0.77%	0.87%	113
\$250,000 or more	1.72%	3.73%	217.44
Median Household	48,458	59,757	123.32
Average Household	66,826	83,591	125.09
Per Capita Household	24,085	30,531	126.76
Family/Non-Family Household			
Income			
Median Family Income	61,324	70,186	114.45
Average Family Income	82,547	96,407	116.79
Median Non-Family Income	26,280	35,888	136.56
Average Non-Family Income	35,105	31,923	90.94

Fletcher Pilot Mountain Maysville Gibson Neuse Forest South Henderson Landis Mayodan Grantsbor Fuquay-Varina Burlington St. James Matthews Franklin Centerville Wadesboro New London Bent Creek Walnut Cove Kings Mountain Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	66.86%	73.98%	110.65
Families with Children	27.43%	21.66%	78.95
Families without Children	39.43%	52.33%	132.71
Non-Family Households			
% Non-Family Households	33.14%	26.02%	78.51
Non-Families with Children	0.64	0.44	68.37
Non-Families without Children	32.5	25.58	78.71
Housing Units			Index
Total Housing Units	42,463	2,727	
Vacant percent	26.15%	24.31%	92.96
Owned percent	56.76%	68.1%	119.98%
Rented Percent	17.09%	7.59%	44.42
Households by Size			Index
Avg household size	2.77	2.72	98.19
Avg family hh size	3.55	3.24	91.27
Avg non-family hh size	1.20	1.22	101.67
Households By Count of Persons			Percent
One	9,342	494	5.29%
Two	7,413	677	9.13%
Three or Four	10,229	638	6.24%
Five+	4,373	256	5.85%



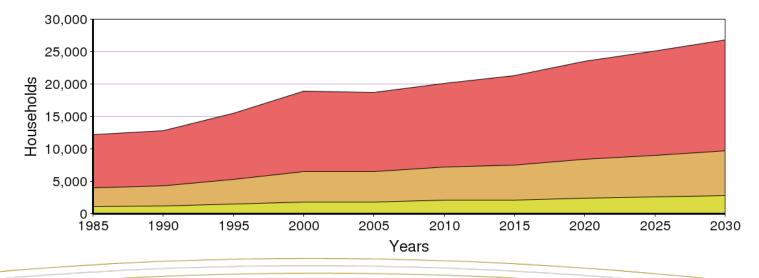
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	59,005	2,974	5.04%
2000 Population	74,769	4,302	5.75%
2010 Population	88,384	5,652	6.39%
2015 Population	94,515	5,904	6.25%

Household Change from 1985 to 2030

🗖 0-3mi Ring 👘 🗖 0-7mi Ring

📕 0-10mi Ring

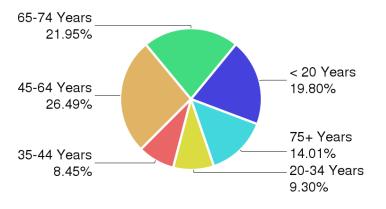


utherfordton Dillsbore Marvin Micro Aulander Dundarrach Wallace Grover Pineville Erwin Lowesville Lincolnton Roanoke Rapids Madison Ruth Belville Bailey Jefferson Intercultural Institute Kenansville Kannapolis Cameron Jacksonville Staley Marietta Spart for Confectual Ministry Copyright 2013, Intercultural 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

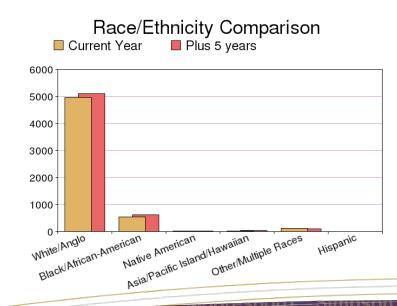


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	2.88%	3.18%	110.42
4-5 Years	1.63%	1.61%	98.77
6-8 Years	3.17%	3.12%	98.42
9-11 Years	3.54%	3.54%	100
12-13 Years	2.21%	2.25%	101.81
14-17 Years	4.07%	4.03%	99.02
18-19 Years	2.07%	2.07%	100
0-5 Years	4.51%	4.79%	106.21
6-12 Years	7.86%	7.79%	99.11
13-19 Years	7.2%	7.22%	100.28
< 20 Years	19.57%	19.8%	101.18
20-34 Years	8.78%	9.3%	105.92
35-44 Years	9.34%	8.45%	90.47
45-64 Years	27.92%	26.49%	94.88
65-74 Years	20.88%	21.95%	105.12
75+ Years	13.52%	14.01%	103.62
Median Age	44	52	117.91
Median Age (Male)	42	52	123.91
Median Age (Female)	46	52	112.58

Sparta Newton Grove South Rosemary Bethania Pikeville Mooresboro Madison Glen Alpine Marsh Fobaccoville Fairplains Hays Granite Quarry Cape Carteret Benson Duck Burgaw Beaufort Sneads Ferry Crossnore Kitty Hawk Trinity Contextual Ministry Contextual Ministry Compyright 2013, Intercultural Institute for Contextual Ministry State White Plains Elm City Coldsboro Lake Norman of Catawba Long View Liberty Enfield Leggett Wils

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	87.72%	86.55%	98.67
Black, African-American	9.57%	10.5%	109.71
Native American	0.37%	0.46%	123.08
Asian	0.32%	0.63%	196.78
Pacific Island, Hawaiian	0.02%	0.02%	95.73
Other/Multiple Races	1.98%	1.85%	93.17
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	4,385	4,547	
Less than 9th Grade	1.96%	1.67%	85.22
No High School Diploma	3.81%	2.97%	77.96
High School Graduate	26.39%	28.17%	106.77
Some College, no degree	24.31%	23.62%	97.16
Associate Degree	9.37%	9.94%	106.06
College Degree	24.52%	24.59%	100.29
Graduate/Prof. degree	9.65%	9.04%	93.7

Wellsville Stem <u>Sunset Beach</u> Walkertown Misenheimer Elm City St. Stephens Fletcher Wallburg Frankling Grover Brevard Lillington South Weldon Mills River Cornelius East Art is Kittrell Roxobel Swanse Newport Mount Pleasant Woodland Parmele McAdenville Taylorsvi for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	
	CURRENT	FLUS 5 TEARS	INDEX
Household Income			
< \$10,000	3.54%	3.19%	90.14
\$10,000 to \$19,999	7.03%	6.84%	97.43
\$20,000 to \$29,999	9.16%	8.02%	87.55
\$30,000 to \$49,999	20.64%	18.85%	91.31
\$50,000 to \$59,999	9.54%	9.38%	98.24
\$60,000 to \$69,999	10.9%	11.44%	104.94
\$70,000 to \$79,999	8.58%	9%	99.5
\$80,000 to \$89,999	6.44%	7.41%	109.13
\$90,000 to \$99,999	4.31%	4.55%	105.46
\$100,000 to \$249,999	6.54%	7.13%	108.95
\$125,000 to \$149,999	7.07%	7.97%	112.67
\$150,000 to \$199,999	1.45%	1.41%	96.77
\$200,000 to \$249,999	0.87%	0.94%	107.52
\$250,000 or more	3.73%	3.7%	99.28
Median Household	59,757	62,834	105.15
Average Household	83,591	88,672	106.08
Per Capita Household	30,531	32,041	104.95
Family/Non-Family Household			
Income			
Median Family Income	70,186	75,659	107.8
Average Family Income	96,407	104,140	108.02
Median Non-Family Income	35,888	40,648	113.26
Average Non-Family Income	31,923	33,896	106.18

ke Nashville Bethel Carrboro Winterville Broadway Hightsville Holly Springs Benson Locust Richland Selma East Spencer Scotland Neck Weaverville South Weldon Royal (<u>Intercultural Institute</u> Pineville But Beaufort Winton Carolina Shores Gorman Chapel Hill Pinebluff Dobson (*Intercultural Institute* view Jefferson Confertion Ministry ©Copyright 2013, 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	73.98%	71.73%	96.96
Families with Children	21.66	21.14	97.63
Families without Children	52.33	50.77	97.03
Non-Family Households			
% Non-Family Households	26.02%	28.27%	108.66
Non-Families with Children	0.44	0.47	108.66
Non-Families without	25.58	27.8	108.68
Children			
Housing Units			
Total Housing Units	2,727	2,830	103.78%
Vacant percent	24.31%	24.63%	101.3
Owned percent	68.1%	67.63%	99.32
Rented Percent	7.59%	7.74%	101.95
Households by Size			
Avg household size	2.72	2.75	101.1%
Avg family hh size	3.24	3.38	104.32%
Avg non-family hh size	1.22	1.15	94.26%
Households By Count of			
Persons			
One	494	563	113.97%
Two	677	605	89.36%
Three or Four	638	674	105.64%
Five+	256	290	113.28%

Troy Winton Haw River Gastonia Parkton Siler City Mills River Foxfire Harrells Lake Santeerlah La Hand Sandyfield Kill Devil Hills Lewiston Woodville Marion Peachland Intercultural Institute Lillington Roxboro Kenansville Hemby Bridge Patterson Springs Min Foxfire Harkers Island Bostic Spru St Copyright 2013, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	165	163	821	Eastern Africa	Eastern Africa 0	Eastern Africa 0 1
Northern Europe	19	37	108	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	25	29	97	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	2	0	35	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	0	0	0	Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	0	0	22	Oceania	Oceania 0	Oceania 0 3
So. Central Asia	0	0	0	Caribbean	Caribbean 0	Caribbean 0 3
SE Asia	0	4	5	Central Amer.	Central Amer. 99	Central Amer. 99 69
Western Asia	0	0	12	South America	South America 0	South America 0 1
Other Asia	0	0	0	North America	North America 20	North America 20 16
				Born at sea	Born at sea 0	Born at sea 0 0

Vass Fearrington Princeton Bolivia St. Pauls Jonesville Louisburg Landis High Shoals Haw River Fuquay-Varina Cameron Casar Balfour Jamestown Wingate Belhaven Intercultural Institute Swepsonville Creswell Lewiston Woodville James City Cerro Gordo Ro Geopyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILE
English only	4,247	6,987	12,659	Other Indo-Euro	0	0	0
Spanish	106	159	595	Asian/PI languages	0	0	0
Other Indo-Euro	56	67	275	Chinese	0	0	0
language				Japanese	0	0	0
French (incl. Patois,	13	15	79	Korean	0	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	7	10	52	Miao, Hmong	0	0	0
Portuguese	11	6	12	Thai	0	6	2
German	9	25	107	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	0	Other Asian	0	2	0
A Scandinavian	0	3	12	Tagalog	0	6	0
Language				Other Pacific Is	0	0	0
Greek	0	0	13	Other languages	0	0	0
Russian	0	0	0	Navajo	0	0	0
Polish	5	2	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

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The Hayne Ingold Bessemer City Shallotte West Canton Oak Island Weddington Brookford Harrisburg Horganton East Laurinburg Beech Mountain Pikeville Littleton Wilson's Intercultural Institute Nags Head Alamance Summerfield Mountain View Wadesboro Wende To Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Mount Olive Emerald Isle Unionville Chimney Rock Vill26 Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	3,475	5,776	11,317	Irish	Irish 217	Irish 217 483
Arab	4	2	1	Italian	Italian 103	Italian 103 194
Armenian	0	0	12	Lithuanian	Lithuanian 0	Lithuanian 0 9
Austrian	2	5	26	Norwegian	Norwegian 11	Norwegian 11 16
British	42	53	58	Polish	Polish 64	Polish 64 101
Canadian	9	12	14	Portuguese	Portuguese 12	Portuguese 12 12
Croatian	0	0	8	Romanian	Romanian 0	Romanian 0 1
Czech	5	12	32	Russian	Russian 14	Russian 14 27
Czechoslovak	4	7	14	Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	11	16	70	Scotch-Irish	Scotch-Irish 153	Scotch-Irish 153 286
Dutch	30	45	98	Scottish	Scottish 184	Scottish 184 309
English	428	789	1,695	Slovak	Slovak 9	Slovak 9 12
European	12	26	79	Subsaharan African	Subsaharan African 29	Subsaharan African 29 38
Finnish	4	3	8	Swedish	Swedish 24	Swedish 24 38
French (not Basque)	23	60	156	Swiss	Swiss 5	Swiss 5 16
French Canadian	6	21	57	Ukrainian	Ukrainian 13	Ukrainian 13 11
German	418	703	1,485	US/American	US/American 690	US/American 690 961
Greek	0	12	48	Welsh	Welsh 23	Welsh 23 37
Hungarian	10	13	28	West Indian	West Indian 0	West Indian 0 7
Iranian	0	1	1	Yugoslavian	Yugoslavian 0	Yugoslavian 0 1
				Other	Other 916	Other 916 1,437

Lucama Goldsboro Oak Island Surf City Yadkinville Cape Carteret Mineral Springs Marietta Belmont Ava Jamesville Godwin Henderson Cameron Fremont Richlands Wilman Intercultural Institute New London Webster Kenansville Taylorsville Crossnore Roanoke Roanok

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?

Banner Elk Siler City Boone Momeyer Pantego JAARS Whiteville Forest Hills Wikesboro Henderson Columbus Mountain Home Beulaville Marshall East Spencer Hoffman Intercultural Institute Reidsville Sandy Creek Black Mountain West Canton Walkertown Keen for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

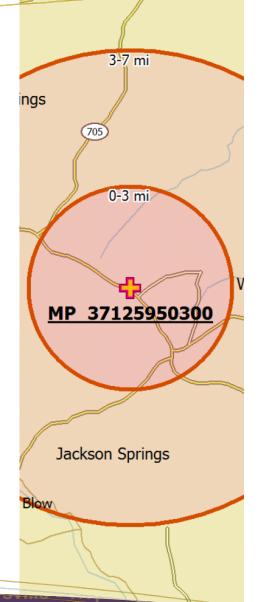
Issues for Your Consideration - continued

- 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?

Hightsville Rich Square Peletior Wingate Bunn Lucama Pineville Stedman Saluda Hobgood Laurel P Micro Bear Grass Bakersville McLeansville Greensboro Cleveland Intercultural Institute Vittsboro Northlakes Maysville Stantonsburg Caswell Beach Lansing Sport for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



Vadesboro Whitsett Graham Sawmills St. Helena Dover Rose Hill Rockingham Mint Hill Madison Beir Burlington Marion Parmele Elkin West Marion Mocksville East Laurinburg Intercultural Institute farrisburg Dobbins Heights Toast Middleburg Fountain Lake Waccamaw for Confertual Ministry ©Copyright 2013, 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	2,064	100%	1,484	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	19	0.92%	13	0.88%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	19	0.92%	13	0.88%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	12	0.58%	8	0.54%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	12	0.58%	8	0.54%
Mid-Market Enterprise	0	0%	0	0%

Crossnore Toast Wingste Kingstown Murphy Valdese Southern Pines Plain View Hendersonville Troy Bridgeton Pollocksville Liberty Arapahoe Lattimore Calabash Row Intercultural Institute Armville Franklinton Marshville Whitsett Bogue Pumpkin Center Red Confectual Ministry Copyright 2013, 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	2,064	100%	1,484	100%
BLUE COLLAR BACKBONE	1	0.05%	1	0.07%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	1	0.05%	1	0.07%
AMER. DIVERSITY	1,131	54.8%	817	55.05%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	21	1.02%	14	0.94%
Professional Urbanites	1,110	53.78%	803	54.11%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	179	8.67%	123	8.29%
Steadfast Conservative	179	8.67%	123	8.29%
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%

ort Carolina Beach Pantego James City Faith Gibson Seagrove Locust Catypso Polkton Beulaville Conda Duck Reidsville Kirkland Cleveland Leggett Midland JAARS Intercultural Institute Ciler City Casar Salemburg Mars Hill Pembroke Bladenboro Holly Ridge Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Franklight 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,064	100%	1,484	100%
REMOTE AMERICA	46	2.23%	27	1.82%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	46	2.23%	27	1.82%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	601	29.12%	445	29.99%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	601	29.12%	445	29.99%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	12	0.58%	7	0.47%
Industrious Country Living	2	0.1%	1	0.07%
America's Farmland	0	0%	0	0%
Comfy Country Living	9	0.44%	6	0.4%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	1	0.05%	0	0%

wille Pineville Woodland Speed Cedar Point Lucama Bakersville Kenly Weddington Black Creek Here and Pinehurst Marvin Erwin Vanceboro Moravian Falls Yanceyville Intercultural Institute ern Shores Pumpkin Center Walnut Creek Lillington Newland Kings Moving Moving Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH &	Percent
Total	2,064	100%	1,484	100%
STRUGGLING SOCIETIES	63	3.05%	43	2.9%
Rugged Southern Style	3	0.15%	2	0.13%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	60	2.91%	41	2.76%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
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%

Chanite Quarry Salem Flat Rock Siler City Jackson Rhodhiss Faison Southport Etowah Erwin To Bailey East Arcadia Beaufort Tarboro Wendell Roper Cedar Rock Intercultural Institute Rockwell Oak City Bolton Icard Eastover Stoneville Milton Pollocksville for Confectual Ministry Grantsboro Murfreesboro 34

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?

Littleton JAARS Clinton Holly Springs White Plains Hot Springs Rowland Banner Elk Knightdale Mill Cedar Point Rutherfordton Morganton Brevard North Wilkesboro Rale of Intercultural Institute sburg Badin Stedman Stony Point Seven Springs Duck McAdenville Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Anden Sanford Midland Lattimore Spring Lake Spring Spring Lake Lake Spring Lake Spring Lake Spring Lake Spring Lake Lake Spring Lake Spring Lake Lake Spring Lake Lake Spring Lake Lake Spring Lake Lake Lake La

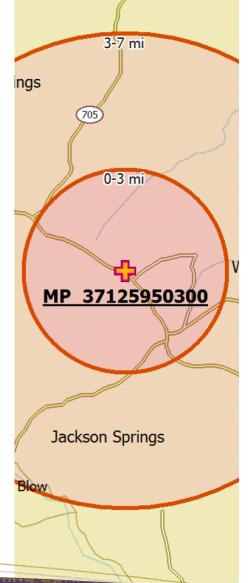
Potential Cultural Bridges

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).



McAdenville Wallburg Stoneville Pinebluff Ogden Ocean Isle Beach Winfall East Spencer Walkertewn Norlina South Rosemary Caswell Beach Avery Creek Topsail Beach Creek Intercultural Institute Seven Lakes Maiden Falcon Webster Bunn Lilesville Wanchese Top Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Reading to 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	BRIDGES	0-3	3-7	
	MILES	MILES	MILES		MILES	MILES	
PC-HH Own	77%	76%	76%	HH Owns DVD Player	27%	27%	
Use Comp. for Internet/E-mail	60%	58%	60%	Use Comp. for Banking	27%	27%	
Internet Use: E-Mail	50%	49%	51%	Internet Use: Banking	23%	23%	
Use Comp. for Word Processing	43%	40%	43%	PC-Network-HH Has One	18%	18%	
Use Comp. for Comp. Games	34%	36%	35%	Use Comp. for Personal Financial	18%	16%	
Use Comp. for Shopping	32%	32%	33%	Mngmnt			
Use Comp. for Digital Camera	30%	30%	31%	Use Comp. for Accounting	15%	14%	
Photo Editing				Use Comp. for Filing/DB Mngmnt	15%	14%	
Internet Use: News/ Weather	29%	28%	29%	Internet Use: Shopping: Gathered	14%	13%	
Use Comp. for Education	29%	29%	29%	Info. for Shopping			
Use Comp. for News/Info./Data	28%	25%	27%	Internet Use: Research/ Education	13%	11%	
Service				Use Comp. for Telecommuting	12%	10%	

Elfod Atlantic Beach Mayodan Crossnore Kenly Nashville Harrells Princeville Raeford Yanceville Taylorsville North Topsail Beach Cornelius Bailey Hoffman Altamahaw Watha Etowah Landis Sunset Beach Lilesville Troy Elkin Foxfire Copyright 2013, Intercultural Institute for Contextual Ministry

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.

MILESMILESMILESListening To Music64%65%64%Dining Out (Not Fast61%59%61%Food)	BRIDGES	0-3	3-7	7-10
Dining Out (Not Fast 61% 59% 61% Food) 60% 57% 58% Reading Books 60% 57% 58% Card Games 44% 42% 42% Go To A Beach/Lake 36% 35% 36% Gardening 36% 35% 37% Cooking for Fun 35% 34% 34%		MILES	MILES	MILES
Food) Reading Books 60% 57% 58% Card Games 44% 42% 42% Go To A Beach/Lake 36% 35% 36% Gardening 36% 35% 37% Cooking for Fun 35% 34%	Listening To Music	64%	65%	64%
Card Games 44% 42% 42% Go To A Beach/Lake 36% 35% 36% Gardening 36% 35% 37% Cooking for Fun 35% 34% 34%	- ·	61%	59%	61%
Go To A Beach/Lake 36% 35% 36% Gardening 36% 35% 37% Cooking for Fun 35% 34% 34%	Reading Books	60%	57%	58%
Gardening 36% 35% 37% Cooking for Fun 35% 34% 34%	Card Games	44%	42%	42%
Cooking for Fun35%34%34%	Go To A Beach/Lake	36%	35%	36%
-	Gardening	36%	35%	37%
Board Games 27% 27% 27%	Cooking for Fun	35%	34%	34%
	Board Games	27%	27%	27%
Visit Museum 24% 21% 22%	Visit Museum	24%	21%	22%
Photography 19% 19% 20%	Photography	19%	19%	20%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	74%	72%	72%
Gen./Fam. Practitioner	40%	40%	41%
Dentist	36%	33%	35%
Eye Dr.	30%	27%	28%
Hypertension/High Blood	24%	23%	23%
Pressure			
High Cholesterol	23%	21%	22%
Backache	22%	22%	21%
Any Arthritis	20%	19%	19%
Acid Reflux Disease (GERD)	17%	16%	16%
None Of These	16%	17%	17%

Butters Oriental Pineville Asheboro Minnesott Beach Winton Mineral Springs Bonnetsville Youngsville Heiden Beach Zebulon Spring Lake Milton Webster Sherrills Ford Star Angeh Mountain For Confectual Institute for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10	BRIDGES
	MILES	MILES	MILES	
Concert	29.43%	27.76%	28.54%	Movies: Mystery
Live Theater	28.51%	25%	26.81%	Movies: Romantic
Live Theater Most Often	23.3%	20.43%	21.97%	Movies: Fam.
Classical Concerts Most	12.11%	10.02%	11.05%	College Football F
Often				Season
Rock/Pop Concerts Most	11.67%	11.69%	11.17%	NFL Football Reg
Often				MLB Baseball Re
Dance Performance	9.86%	9.16%	9.1%	College Basketba
Movies: Comedy	35.39%	36.63%	35.76%	Season
Movies: Action/Adventure	35.01%	35.38%	34.79%	Golf Tournament
Movies: Drama	23.28%	22.51%	22.52%	College Football
				Deat Secon

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Mystery	21.21%	20.01%	20.49%
Movies: Romantic Comedy	19.83%	19.53%	19.46%
Movies: Fam.	18.75%	18.83%	18.02%
College Football Reg.	7.31%	6.65%	7.13%
Season			
NFL Football Reg. Season	6.45%	5.97%	6.16%
MLB Baseball Reg. Season	6.27%	6.16%	6.72%
College Basketball Reg.	4.14%	3.98%	4.08%
Season			
Golf Tournament	3.49%	2.75%	3.14%
College Football	3.27%	2.85%	3.19%
Post-Season			



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

7-10

 MILES

 11.24%

 8.32%

 7.24%

 7.27%

 6.81%

 7.5%

 6.39%

 6.02%

 5.84%

 5.94%

 4.13%

 6.25%



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

BRIDGES	0-3	3-7	7-10	BRIDGES	0-3	3-7	7-
	MILES	MILES	MILES		MILES	MILES	МІ
Sailing	4.02%	3.6%	3.88%	Racquetball	2.75%	2.91%	2.5
Roller Skating	3.75%	3.98%	3.51%	Rowing	2.54%	2.37%	2.3
Downhill & X-Country	3.66%	3.63%	3.72%	Skateboarding	2.42%	2.52%	2.2
Skiing				Snowmobiling	2.13%	2.53%	2.3
Motorcycling	3.56%	4.23%	4.06%	Archery	2.11%	2.97%	2.9
Snorkeling	3.46%	3.63%	3.66%	Rock Climbing	1.99%	2.25%	2.1
Jet Skiing	3.4%	3.61%	3.56%	Snowboarding	1.86%	2.08%	1.9
Fly Fishing	3.26%	3.64%	3.64%	Martial Arts	1.72%	1.87%	1.7
Horseback Riding	3.1%	3.96%	3.87%	Auto Racing	1.4%	1.74%	1.6
Water Skiing	2.97%	3.24%	3.17%	Surfing & Windsurfing	1.28%	1.45%	1.3
Hockey	2.9%	2.88%	2.6%				

Midway Long-View Princeville Ocracoke Trinity Hendersonville Oak City Leggett Kingstown Trent A Trained Hall Duck Boonville Spring Lake Gibsonville Atlantic Beach Washing Intercultural Institute Zebulon Pembroke Harmony Keener Mooresboro Morrisville St. Steph (or Contextual Ministry) Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

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.

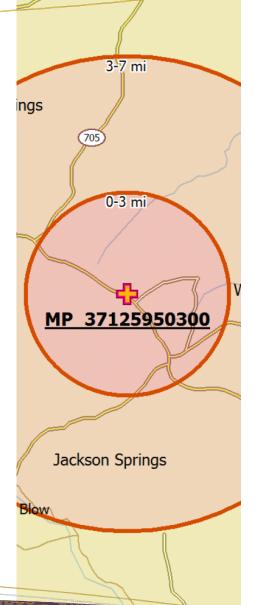
BIBLICAL BARRIERS

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.



City Cerro Gorde Wade Dundarrach Cashiers Flat Rock Asheville Archdale Holden Beach Altamahaw tew Bern Beaufort Misenheimer Ellerbe Hertford Maiden Hope Mills Born Carolina Shores Conover Banner Elk Seven Lakes Moravian Falls Boiling Springs Chadbourn Spectrum Confertual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Bridge Crock Stopy Point Soven Davids Northlakes

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.

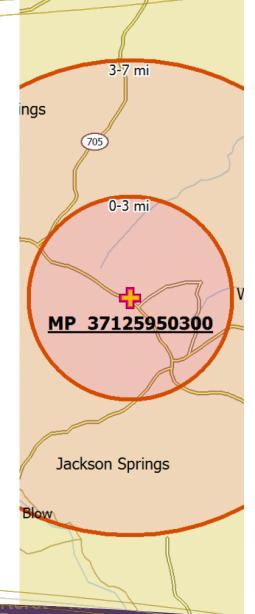
CULTURAL BARRIERS OF ACCEPTANCE

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.



Hendersonville Laurinburg Stanley Faison Shallotte Fearrington Seven Devils Surf City Bayboro Elros Fark Yadkinville White Lake Scotland Neck Cove City Raeford Cedar Intercultural Institute Ten Mile Topsail Beach Sunset Beach Connelly Springs Lillington Parme for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	51%	51%	51%
Prefer To Have Few	40%	37%	39%
Possessions As Possible			
, , , , , , , , , , , , , , , , , , ,	39%	38%	38%
Kids	0- 0 <i>(</i>	a-a (0.00/
Speak My Mind Even If It Upsets	37%	37%	36%
	250/	200/	2.40/
If Won Lottery Would Never	35%	32%	34%
Work Again Like Control Over People And	35%	35%	34%
Resources	5570	5570	5470
Woman's Place Is In The Home	33%	33%	33%
Like To Do Unconventional	31%	31%	31%
Things			
Friends More Important Than My	27%	26%	27%
Fam.			
Money Is Best Measure Of	27%	26%	26%
Success	a-a <i>i</i>		a-a <i>i</i>
Don't Judge People/Way They	27%	28%	27%
Live Life	0.00/	040/	040/
Marijuana Should Be Legalized	22%	21%	21%

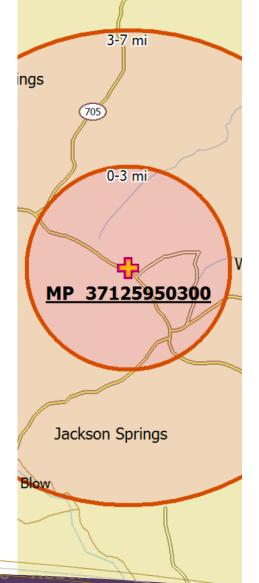
axapanaw Autryville nolly Rigg

ton wanchese Horavan Fails Spiveys Corner Shelby Knightdale Flat Rock Fine Knoll Shores Hildebran Field Harbour Wilson's Mills Columbus Mooresville Indian Beach Elizabera in Rock Fine Knoll Shores Hildebran rkey Alliance Greenville Waynesville Chadbourn Bryson City Webster for Contextual Ministry Bo Copyright 2013, Intercultural Institute for Contextual Ministry Scopyright 2013, Intercultural Institute for Contextual Ministry Scopyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



Chadbourn Jacksonville Trinity Pine Level Garner East Flat Rock Winterville Elroy Gastonia Dunn H therford College Stanfield Goldston Boonville Hoffman Midway Charles Intercultural Institute Ronda Lowesville Sandyfield Spiveys Corner Kitty Hawk Ivanhoe for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	65%	63%	64%	Worried About Pollution Caused By Cars	17%	16%	16%
You Should Seize Opportunities In Life	61%	60%	60%	Real Men Don't Cry Try Not To Worry About The	17% 16%	16% 16%	16% 16%
Like To Understand About Nature	40%	40%	40%	Future Looking for New Ideas To Improve	16%	17%	16%
Prefer To Have Few Possessions As Possible	40%	37%	39%	Home Is An Important Part Of Who I Am	13%	14%	14%
Prefer Work Part Of Team Than Alone	36%	35%	34%	Provide My Kids With The Little Extras	12%	13%	14 %
Important Feel Respected By My Peers	34%	33%	33%	Enjoy Spending Time With My Fam.	9%	11%	10%
Important To Juggle Various Tasks	31%	31%	30%	Like Spending Most Time With Fam.	6%	6%	6%
Have Keen Sense Of Adventure Good At Fixing Things	30% 27%	29% 28%	29% 27%	Children Should Be Allowed To Express Themselves	6%	6%	5%
People Have To Take Me As They Find Me	26%	24%	25%	Feel Very Alone In The World Would Like To Set Up Own	5% 4%	5% 4%	5% 4%
Like To Just Enjoy Life	22%	22%	23%	Business	00/	00/	00/
Consider Myself Interested In The Arts	19%	19%	19%	Decor Particular Interest To Me	3%	3%	3%

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Potential Shared Places

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

3-7 mi ings 0-3 mi MP 37125950300 Jackson Springs

Nags Head Rutherfordton Falcon Vass Hertford Cleveland Harrisburg Dallas Woodlawn Rosman Strikey Heights Beech Mountain Parkton Waxhaw Half Moon Murphy Rosman Intercultural Institute Nount Olive Green Level Broadway Holly Springs Rich Square Orrum VCopyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Places:

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

3-7

MILES

19.39%

17.83%

15.6%

15.72%

14.82%

13.96%

12.43%

10.96%

11.83%

10.7%

10.72%

11%

7-10

MILES

18.04%

17.54%

16.14%

15.77%

14.3%

13.1%

11.04%

10.74%

11.05%

11.82%

9.81%

10.12%

PLACE	0-3	3-7	7-10	PLACE	0-3
	MILES	MILES	MILES		MILES
Fam. Restaurants/Steak	85.16%	83.52%	84.24%	Arby's	18.29%
Houses-Visit Any				Dairy Queen	16.89%
Fast Food/Drive-In	82.12%	83.46%	82.19%	Outback Steakhouse	16.47%
Restaurant-Visit Any				Cracker Barrel	16.24%
McDonald's	54.21%	55.12%	54.16%	IHOP (International House Of	15.98%
Burger King	33.27%	34.95%	33.56%	Pancakes)	
Applebee's	30.53%	29.96%	29.77%	Chick-Fil-A	15.01%
Wendy's	28.87%	29.47%	27.93%	Domino's Pizza	11.85%
Subway	26.84%	27.9%	26.85%	Chili's Grill and Bar	11.63%
Kentucky Fried Chicken (KFC)	24.21%	26.22%	23.08%	Starbucks	11.59%
Olive Garden	23.61%	22.33%	23.07%	Denny's	11.45%
Taco Bell	22.97%	24.43%	23.8%	TGI Friday's	11.39%
Pizza Hut	19.69%	21.08%	19.25%	Ruby Tuesday	10.99%
Red Lobster	19.04%	18.25%	17.48%		

ville Westport <u>Cedar Point</u> Magnolia Rowland Mars Hill Marietta Oak Ridge Haw River Rich Square Je Castle Hayne Misenheimer Selma Lenoir Connelly Springs Ivanhoe <u>For Lawrinburg</u> Sugar Mountain ew Foxfire Aulander Wentworth Walkertown Mills River Oakboro Spin *Contextual Ministry* Forest Oaks H *Contextual Ministry* Elrod Cataw48 Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Projects

Shared projects are those social or community projects in which people at this site location are involved that Christians could join in with them as a means of developing relationships while "serving with them." So often Christians either expect nonbelievers to come to them ("come to our church service or event") or the church creates a social type activity (church softball league, etc) in the community to invite nonbelievers to attend or join. These type of church-sponsored events and activities are often intimidating to a nonbeliever.

Shared projects are community activities that already exist in the missional site location in which nonbelievers are already participating. When missional believers, who live in the community, join community organizations and participate in community events, they have opportunities to be salt and light in their neighborhoods.

This section of the MissionSite report provides a list of common community activities together with the percentage of the site location that we would expect to be already participating. Find these community organizations, activities or events and join in with others in your community! What a way to build evangelistic relationships!

3-7 mi ings 0-3 mi MP 37125950300 Jackson Springs

ral Springs Sanford Faith Kelly Morven Dobson Sherrills Ford Selma Waikertown Aurora Edenton S Wake Forest Rex Hookerton Vanceboro Nashville Granite Falls Waikertown Aurora Edenton S o South Weldon Hickory Concord Rich Square Parkton Montreat Laur Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Shoals Staley Lattimore Hightsville Rose Hill Tar He49

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	52.34%	49.91%	50.47%
Recycled products	40.04%	37.03%	38.85%
Worked as volunteer (non political)	17.2%	16.61%	17.46%
Engaged in fund raising	10.95%	10.77%	10.55%
Religious club member	8.39%	7.94%	7.76%
Church Board	6.52%	5.87%	5.34%

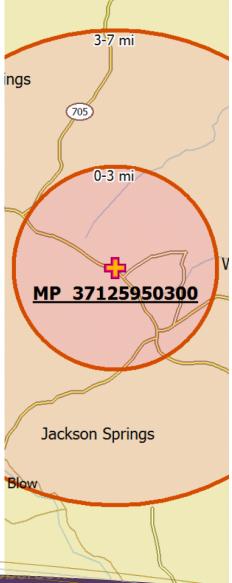
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	6.34%	6.04%	6.45%
Charitable Organization	6.26%	5.9%	6.17%
Wrote to editor of mag or newspaper	5.99%	5.79%	5.98%
Union member	5.73%	5.28%	5.09%
Addressed a public meeting	5.64%	5.26%	5.54%
Took active part in local civic issue	5.31%	5.07%	5.12%

Adman Bermuda Run Vanceboro Ranlo Richfield Forest City Rose Hill Atlantic Beach Pink Hill Misenhei Salem Asheville Farmville Tarboro Broadway Wake Forest Cerro Gorder Intercultural Institute White Lake Kelford Middleburg Wilmington Seven Lakes Pantego For Contextual Ministry Mountain Home (Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Cover City Maggie Valley Norling Neuse Forest Columbia Swa

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.



Cape Carteret Haw River Clemmons Carrboro Hayesville Delway Cove City West Jefferson James City of Hourt Airy Bayshore Columbus Macon Newton Chadbourn St. Stephers Intercultural Institute ogden McLeansville Bolivia Swansboro Laurinburg Hudson Elm City Intercultural Institute for Contextual Ministry Strings Madison Spruce Pine Sunset Beach Staley Burr51 stop Altamabay Cedar Rock Lattimore Marion Valdese Green Level Minnesott Beach Belmont Warrento

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	19.17%	17.63%	18.66%
Children's Books	13.51%	12.98%	13.18%
Mystery	13.07%	12.47%	13.75%
Cookbooks	10.39%	10.2%	10.56%
Religious (not Bibles)	9.63%	9.27%	8.93%
History	8.59%	7.95%	8.68%
Biography	8.19%	7.38%	7.81%
Personal/Business	7.47%	6.8%	6.98%
Self-help			
Romance	6.25%	6.39%	6.52%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	72.46%	70.28%	69.94%
Gen. Editorial	53.21%	51.01%	49.71%
Womens	44.7%	43.01%	41.25%
Service	35.36%	35.04%	36.16%
Business/Finance	25.02%	21.79%	21.49%
Mens	18.68%	18.35%	17.68%
Mature Market	17.11%	15.3%	15.57%
Sports	16.8%	15.87%	16.02%
Health	14.47%	13.97%	13.69%

ore Forest Elrod Norwood Patterson Springs Kirkland Forest City Rich Square Saxapahaw Emerald isle Jefferson Bayshore Whiteville Fairview Cricket Kenly Youngsville Pictual Institute Bethlehem Brogden Vanceboro Littleton Bolivia Garland Shallotte Jon Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Confectual Ministry Conf

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	56.46%	55.35%	56.67%
Sport	35.1%	34.14%	34.82%
Business/Finance	35.04%	32.15%	33.74%
Editorial Page	31.23%	30.66%	31.59%
Food/Cooking	27.35%	26.05%	26.67%
Movie Listings & Reviews	26.47%	25.38%	25.57%
Comics	26.46%	26.62%	27.58%
Classified	25.28%	28.17%	27.43%
TV/Radio Listings	25.11%	24.54%	24.69%
Travel	23.72%	21.53%	22.16%
Home/Gardening	22.99%	21.99%	22.25%
Science/Technology	19.71%	18.08%	18.59%
Fashion	17.27%	15.94%	15.68%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Urban Contemporary	22%	20.39%	15.04%
Adult Contemporary	17.12%	17.24%	18.64%
CHR Contemp Hit Radio	16.92%	16.55%	16.42%
Country	12.06%	15.91%	17.2%
News/Talk	11.37%	10.65%	11.55%
Jazz	10.87%	8.66%	7.08%
Oldies	10.68%	10.74%	11.15%
All News	10.25%	8.17%	8.2%
All Talk	9.72%	7.89%	8.93%
Variety	8.92%	8.19%	7.62%
Rock	8.81%	9.51%	10.02%
Alternative	8.35%	8.27%	9.09%
Religious	7.48%	6.89%	7.14%
Classic Rock	7.16%	7.69%	8.63%
Adult Standards	6.57%	5.32%	5.78%
Soft Contemporary	5.64%	5.45%	5.5%
Hispanic	4.45%	3.83%	4.39%
Sports	4.24%	3.8%	3.97%

Keener Clinton Southern Shores Mocksville McLeansville Waco Spruce Pine Surf City Sharpsburg Je Wilson's Mills Holly Ridge Fairview Creedmoor Thomasville Breed Intercultural Institute Jacksonville Catawba Emerald Isle Middlesex Scotland Neck Alama for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Roper Trenton Speads Ferry Staley Archdale Flat

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	65.63%	64.72%	65.11%
Soapnet	52.1%	51.02%	51.16%
Satellite Dish	45.99%	47.47%	47.12%
Other Video-On-Demand	45.36%	45.69%	45.32%
Comedy Central	41.62%	37.2%	39.94%
Adult Pay Per View TV	40.4%	38.44%	39.6%
Sci-Fi Channel	34.94%	35.06%	34.75%
TV Info From Sunday TV	31.98%	30.73%	31.58%
Magazine			
MSNBC	31.14%	31.97%	31.49%
Subscribe Digital Cable	30.28%	29.65%	28.54%
ESPN Classic	28.48%	24.84%	27.19%
The Golf Channel	28.11%	26.03%	26.77%

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
USA Network	27.79%	26.27%	27.17%
Hallmark Channel	26.79%	25.88%	26.51%
ABC Fam.	26.15%	24.74%	25.71%
TCM (Turner Classic Movies)	26.08%	25.43%	25.65%
TV Info From Newspapers	25.12%	24.96%	24.69%
ESPN2	25.09%	23.93%	24.78%
ESPN News	24.42%	21.53%	23.43%
Adult Swim	23.06%	24.08%	25.01%
Nickelodeon	23.01%	25.05%	24.68%
TV Info From Other	22.9%	21.77%	21.94%
BET (Black Entertainment TV)	21.95%	22.67%	23.06%
Lifetime	21.82%	21.54%	21.09%

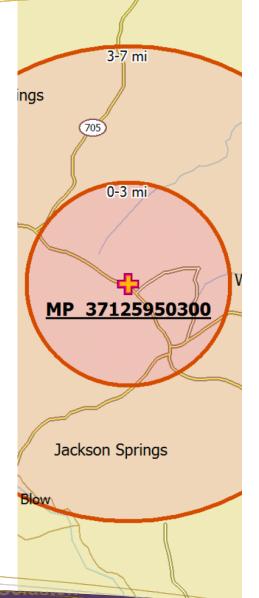
Webster Biltmore Forest Skippers Corner Watha Lexington Minnesott Beach Elk Park Love Valley Lauri tille Aberdeen Atlantic Beach Silver City Millers Creek Banner Elk Hender Intercultural Institute pokford Grandfather Highlands Swepsonville Pleasant Garden Fair Bluff Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Communication Media Usage

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

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

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



Warrenton Earl Faith Landis Monroe Morven Lake Lure Rutherford College Washington Elroy Wagre Waxhaw Southport Mineral Springs Duck Ramseur Wendell Lansing Intercultural Institute Rowland Stonewall Wilson Richlands Flat Rock Balfour Lawndale Warrenton Los Confextual Ministry Confextual Ministry Lake Norman of Catawba Tryon Edenton Maggie Valle 55 Copyright 2013, Intercultural Institute for Contextual Ministry Vander Rockfish Patterson Springs Midway Conway

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	20.19%	19.3%	20.05%
Medium Users (4-6)	11.4%	10.85%	11.5%
Light Users (1-3)	20.81%	20.27%	20.65%
Quintiles (20%)			
Newspaper I (Heavy)	0.31%	0.68%	0.61%
Newspaper II	1.4%	1.4%	1.22%
Newspaper III	1.96%	1.98%	2.01%
Newspaper IV	0.16%	0.33%	0.28%
Newspaper V (Light)	0.73%	0.93%	0.99%

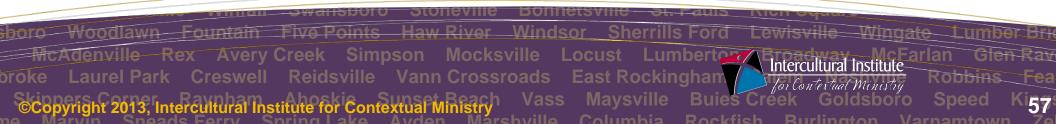
0-3	3-7	7-10
MILES	MILES	MILES
16.33%	17.69%	16.93%
7.42%	7.96%	7.5%
6.98%	7.91%	7.54%
10.55%	11.3%	10.65%
0.64%	0.51%	0.34%
7.63%	7.53%	7.17%
3.14%	3.24%	2.78%
3.29%	3.57%	3.06%
15.49%	15.81%	15.68%
29.29%	28.24%	28.77%
14.22%	14.73%	14.21%
7.72%	7.26%	6.9%
4.34%	5.09%	4.04%
19.66%	20.98%	20.3%
2.44%	3.01%	2.62%
	MILES 16.33% 7.42% 6.98% 10.55% 0.64% 7.63% 3.14% 3.29% 15.49% 29.29% 14.22% 7.72% 4.34% 19.66%	MILES MILES 16.33% 17.69% 7.42% 7.96% 6.98% 7.91% 10.55% 11.3% 0.64% 0.51% 7.63% 7.53% 3.14% 3.24% 3.29% 3.57% 15.49% 15.81% 29.29% 28.24% 14.22% 14.73% 7.72% 7.26% 4.34% 5.09% 19.66% 20.98%



Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7
	MILES	MILES	MILES		MILES	MILES
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths /		
(fifths / 20%)				20%)		
Drive Time I & II (Heavy)	2.74%	2.93%	3.04%	Prime Time I & II (Heavy)	3.44%	3.67%
Drive Time III (Medium)	0.45%	0.58%	0.46%	Prime Time III (Medium)	1.67%	1.7%
Radio IV & V (Light)	2.33%	2.39%	2.3%	Prime Time IV & V (Light)	3.08%	5.22%
Radio Media Quntiles (fifths / TV Early/Late Fringe Quntiles						
20%)				(fifths / 20%)		
Radio I & II (Heavy)	7.06%	8.1%	7.38%	Fringe I & II (Heavy)	44.69%	43.81%
Radio III (Medium)	4.35%	4.5%	4.6%	Fringe III (Medium)	52.89%	54.02%
Radio IV & V (Light)	3.17%	3.04%	2.77%	Fringe IV (Light)	53.17%	54.8%
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /		
20%)				20%)		
Cable I & II (Heavy)	10.81%	10.73%	10.6%	All Day I & II (Heavy)	13.02%	13.42%
Cable III (Medium)	3.56%	4.04%	3.9%	All Day III (Medium)	22.84%	24.02%
Cable IV & V (Light)	39.32%	37.97%	37.48%	All Day IV (Light)	12.4%	13.32%



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.89%	11.62%	11.61%
6:00am - 10:00am	19.96%	18%	18.62%
10:00am - 3:00pm	9.46%	8.86%	8.24%
3:00pm - 7:00pm	11.86%	12.86%	12.56%
7:00pm - Midnight	14.72%	13.78%	14.55%
Midnight - 6:00am	8.68%	8.03%	8.01%
Weekend Radio			
Listeners			
Dayparts [summary]	10.62%	11.62%	11.04%
6:00am - 10:00am	4.4%	4.11%	4.52%
10:00am-3:00pm	8.04%	6.81%	7.15%
3:00pm - 7:00pm	5.58%	5.95%	5.71%
7:00pm - Midnight	8.47%	8.86%	8.63%
Midnight - 6:00am	12.62%	12.17%	11.82%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.93%	6.36%	6.41%
Saturday: 8:00-11:00pm	6.64%	6.87%	6.51%
Sunday: 7:00-11:00pm	8.67%	9.25%	9.3%
9:00am-1:00pm	21.2%	22.15%	21.46%
9:00am-4:00pm	25.12%	25.84%	24.93%
4:00pm-7:00pm	34%	32.14%	31.92%
11:00pm-1:00am	41.05%	41.34%	40.3%
AVG Prime time	3.38%	3.37%	2.82%
Mon-Sun			

ce Harrellsville <u>Claremont Butner Scaboard Fairview</u> Bryson City Ocean isle Beach Oden Elkin War Norman of Catawba Oak City Four Oaks Whiteville Vass Pine Knoll Shore <u>Intercultural Institute</u> Set Beach Cleveland Waynesville Hightsville Sandyfield Buies Creek <u>Copyright 2013, Intercultural Institute for Contextual Ministry</u> River Apex Simpson Murphy Eden South Weldon 58

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWER	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	14.88%	15.46%	15.96%	Sat: 7-10am	Sat: 7-10am 19.74%	Sat: 7-10am 19.74% 18.98%
7-9am	25.09%	23.93%	24.78%	Sat: 10am-1	Sat: 10am-1pm 6.95%	Sat: 10am-1pm 6.95% 7.24%
9am-12noon	17.58%	17.89%	17.5%	Sat: 1-4pm	Sat: 1-4pm 23.92%	Sat: 1-4pm 23.92% 23.94%
12noon-4pm	7.54%	7.95%	7.43%	Sat: 4-6pm	Sat: 4-6pm 6.11%	Sat: 4-6pm 6.11% 6.11%
4-6pm	53.19%	50.37%	50.6%	Sat: 6-7pm	Sat: 6-7pm 1.97%	Sat: 6-7pm 1.97% 1.93%
6-7pm	17.59%	18.18%	17.99%	Sat: 7-8pm	Sat: 7-8pm 0.36%	Sat: 7-8pm 0.36% 0.5%
7-7:30pm	1.59%	1.38%	1.27%	Sat: 8-11pm	Sat: 8-11pm 6.64%	Sat: 8-11pm 6.64% 6.87%
7:30-8pm	9.78%	10.05%	9.29%	Sat: 11pm-1	Sat: 11pm-1am 6.35%	Sat: 11pm-1am 6.35% 5.88%
8-11pm	5.93%	6.36%	6.41%	Sat: 1am-7p	Sat: 1am-7pm 27.79%	Sat: 1am-7pm 27.79% 26.27%
11pm-12am	31.14%	31.97%	31.49%	Sun: 7-10am	Sun: 7-10am 1.77%	Sun: 7-10am 1.77% 1.9%
11pm-1am	41.05%	41.34%	40.3%	Sun: 10am-1	Sun: 10am-1pm 5.29%	Sun: 10am-1pm 5.29% 5.83%
1-6am	40.27%	36.99%	37.65%	Sun: 1-4pm	Sun: 1-4pm 4.95%	Sun: 1-4pm 4.95% 5.22%
				Sun: 4-7pm	Sun: 4-7pm 11.2%	Sun: 4-7pm 11.2% 11.84%
				Sun: 7-11pm	Sun: 7-11pm 8.67%	Sun: 7-11pm 8.67% 9.25%
				Sun: 11pm-1	Sun: 11pm-1am 3.24%	Sun: 11pm-1am 3.24% 3.78%
				Sun: 1-7am	Sun: 1-7am 17.9%	Sun: 1-7am 17.9% 18.8%

Farmville Macon Bessemer City Pantego Zebulon Ocean Isle Beach Grandfather Casar Castalia Oge Star Stoneville Youngsville Pikeville Wrightsboro Marion Raleigh Indian Trail Ansonville Bethlehem Laurel Park Halifax Edenton Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

Caswell Beach Woodland Farmville Spring Hope Murraysville Chocowinity Norwood Washington Park Sw Swamanoa Yanceyville Eden West Jefferson Earl Conetoe Jacksonville <u>Intercultural Institute</u> Inde Ansonville Shannon Bolton Cove City Red Springs Biscoe Hildeb for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Bamby Bridge Elizabethtown Banner Elk Fearrington

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

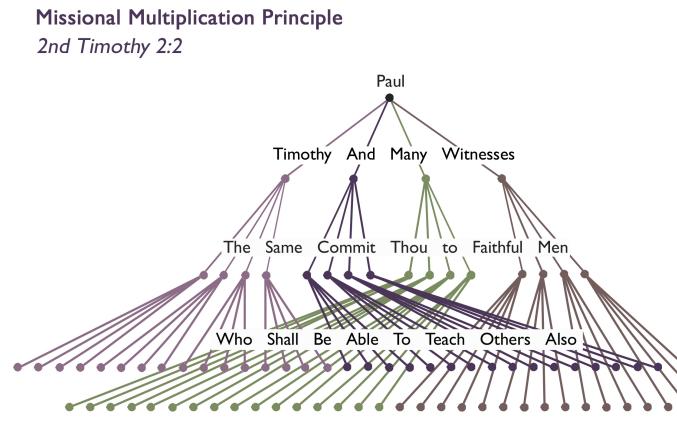
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

t Rock Spring Lake Winton Middleburg Angier Wanchese Mount Olive Cricket Indian Beach Seagrove That Black Creek Love Valley Greenevers Beulaville Whitakers Lawnor Intercultural Institute Jamestown Marion Tar Heel Wallburg Rosman Rutherfordton Coats for Confectual Ministry Recopyright 2013, Intercultural Institute for Contextual Ministry Male Westnort Prospect Canador Carolina Beach Midland Topsail Beach Northwest Belwood Creswell

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.



ville Pineville White Lake Dundarrach Waxhaw Faison Morehead City Carthage Pink Hill Cherryville E Sandy Creek Atlantic Beach Scotland Neck Swepsonville Bonnetsville Varia Intercultural Institute Rowland Raemon Mount Gilead Zebulon Thomasville Beaufort Kings for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

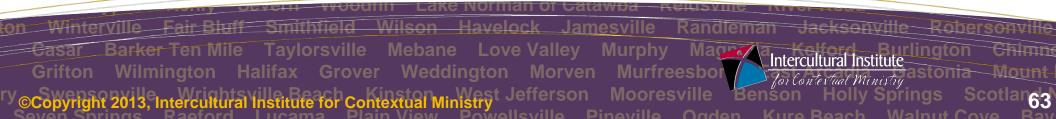
Establishing Redemptive Relationships

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

Communication Steps

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



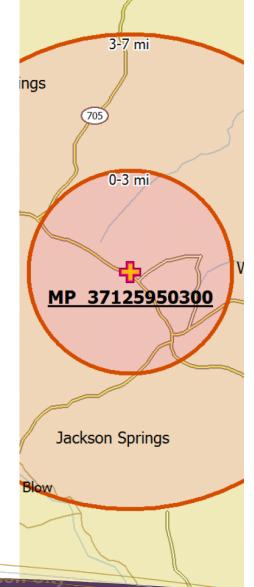


Your MissionSite and the Missional Suite

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

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

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





Notes and Sources

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

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 Kelford
 Love Valley
 Spruce Pine
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APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	
1	Middle Cross - West End	440 Lucas Rd	1.72 mi	102	Plateauing
I	West End	West End, NC 27376	1.72111	102	Trateaung
2	Beulah Hill	7400 Beulah Hill Church R West End, NC 27376	2.89 mi	109	Declining
3	West End First - West End	5205 Nc Highway 211 West End, NC 27376	2.89 mi	31	Growing
4	Harmony	3624 NC Hwy 73 West End, NC 27376	2.89 mi	28	Insufficient Data
5	Cornerstone - West End	656 Hoffman Rd West End, NC 27376	4.01 mi	32	Declining
6	Eagle Springs - Eagle Springs	460 Eagle Springs Rd Eagle Springs, NC 27242	4.37 mi	42	Declining
7	Church of the Open Door	1184 Hoffman Rd West End, NC 27376	4.73 mi	0	Insufficient Data
8	Fairview - We	1580 Carthage Rd West End, NC 27376	5.03 mi	83	Growing
9	Victory Community - Carthage	915 Brinkley Rd Carthage, NC 28327	6.73 mi	84	Declining
10	Bethlehem - Carthage	1838 Bethlehem Church Rd Carthage, NC 28327	7.83 mi	76	Declining
11	Pinehurst First - Pinehurst	144 Gaeta Dr Pinehurst, NC 28374	9.40 mi	244	Growing
12	Pine Grove - Eagle Springs	2459 Pine Grove Church Rd Eagle Springs, NC 27242	9.46 mi	65	Plateauing
13	Prince of Peace - Candor	115 E Railroad St Candor, NC 27229	9.62 mi	20	Declining
14	Flint Hill - Robbins	963 Flint Hill Church Rd Robbins, NC 27325	9.68 mi	73	Plateauing
15	Calvary - Robbins	549 Plank Rd Carthage, NC 28327	9.69 mi	85	Growing

Elrod Wilkesboro Stallings Bermuda Run Cedar Rock Cove City Ellerbe Manteo Gamewell Roxber Cullowhee Jamesville Roseboro Thomasville Claremont Hightsville Intercultural Institute onda Montreat Cedar Point East Rockingham Lexington Nashville Ran for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Candor - Candor	120 E Church St Candor, NC 27229	9.70 mi	41	Plateauing
17	Taylor Memorial - Jackson Springs	4164 Hoffman Rd Jackson Springs, NC 27281	10.12 mi	73	Declining
18	Norman - Norman	3738 North US 220 Norman, NC 28367	10.66 mi	21	Plateauing
19	Tillery - Tillery	450 NC Hwy 481 Tillery, NC 27887	10.81 mi	0	Insufficient Data
20	Vaughan - Vaughan	1318 Eaton Ferry Rd Vaughan, NC 27586	10.81 mi	24	Declining
21	Cedar Falls - Cedar Falls	3836 Old Cedar Falls Rd Cedar Falls, NC 27230	10.81 mi	40	Plateauing
22	Community - Mt Mourne	274 Langtree Rd Mount Mourne, NC 28123	10.81 mi	27	Plateauing
23	Harris First	127 Hogan Rd Harris, NC 28074	10.81 mi	35	Insufficient Data
24	Cliffside	220 N Main St Cliffside, NC 28024	10.81 mi	141	Plateauing
25	Goodes Creek	453 Goodes Creek Church Rd Cliffside, NC 28024	10.81 mi	211	Plateauing
26	Caroleen	193 Spencer St Caroleen, NC 28019	10.81 mi	87	Declining
27	Ridgecrest - Ridgecrest	41 Tucker Rd Ridgecrest, NC 28770	10.81 mi	61	Plateauing
28	Skyland - Skyland	2115 Hendersonville Rd Skyland, NC 28776	10.81 mi	178	Growing
29	Refuge - Dana	30 Oleta Rd Dana, NC 28724	10.81 mi	141	Declining
30	New Salem - Skyland	200 Rosscraggen Rd Skyland, NC 28776	10.81 mi	26	Insufficient Data

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APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Dana - Hendersonville	37 Butter Cup Fields Lane Dana, NC 28724	10.81 mi	79	Plateauing
32	Pacolet - Lynn	3424 Skyuka Rd Lynn, NC 28750	10.81 mi	46	Insufficient Data
33	La Caridad - Sapphire	Slick Fisher Rd Lake Toxaway, NC 28874	10.81 mi	33	Insufficient Data
34	Antioch - Mamers	6670 Old US Highway 421 Mamers, NC 27552	10.81 mi	167	Declining
35	Robbins First Baptist	651 E Hemp St Robbins, NC 27325	11.08 mi	151	Growing
36	Hispanic	651 E Hemp St Robbins, NC 27325	11.08 mi	0	Insufficient Data
37	Carthage First - Carthage	108 McNeill St Carthage, NC 28327	11.09 mi	88	Declining
38	Pleasant Hill - Southern Pines	2237 CAMP EASTER RD Southern Pines, NC 28388	11.12 mi	223	Plateauing
39	Cornerstone	303 Lambert Rd Biscoe, NC 27209	11.33 mi	0	Insufficient Data
40	Open Range Cowboy - Biscoe	199 Spring St Biscoe, NC 27209	12.20 mi	0	Insufficient Data
41	Aberdeen First - Aberdeen	700 N Sandhills Blvd Aberdeen, NC 28315	12.34 mi	349	Growing
42	Southern Pines First - Southern Pines	200 E New York Ave Southern Pines, NC 28387	12.47 mi	478	Plateauing
43	Ives Memorial - Pinebluff	365 E Philadelphia Ave Pinebluff, NC 28373	12.69 mi	140	Declining
44	Biscoe First - Biscoe	225 E Main St Biscoe, NC 27209	13.02 mi	0	Insufficient Data
45	Lighthouse - Aberdeen	5251 Army Rd Aberdeen, NC 28315	13.03 mi	25	Declining

Spencer Rural Hall Autryville Speed Selma Kingstown Stokesdale Kernersville Weedlawn Oak Ridge and Half Moon Belmont Plain View Indian Beach Mount Olive Manteo Intercultural Institute o Wallburg Clyde Rhodhiss River Road Oak City Kenansville Leland for Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry



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