# MissionSite top unreached locations

gnolia Altamahaw Kirkland Mount Oli SOUTHERN PINES, NC Bridge Forest Oaks Gibson Fountai CENSUS TRACT: 37125950800 mington to Murtip Vinton Vanceboro Sandyfield REGION: Region 4: Triangle Mountain Emerale COUNTY: Moore Lau SITESCAPE: Townscape ami In partnership with the: Level Milton Dobson Seven Lakes **DENSITY PATTERN: K** Isboro St. Stephens Creswell Claremont Intercultural Institute Teachey Bethar Powel Harı for Contextual Ministry Maiden McDonald Holly Bunn Jefferson Wesley Chapel Avery Creek Orrum Ahoskie North Carolina Baptists Caring. Sharing: Daring. **Red Oak** Oak ©Copyright 2011 eIntercultural distitute for Contextual-Ministry Mount Gilead Nashville Jamesville

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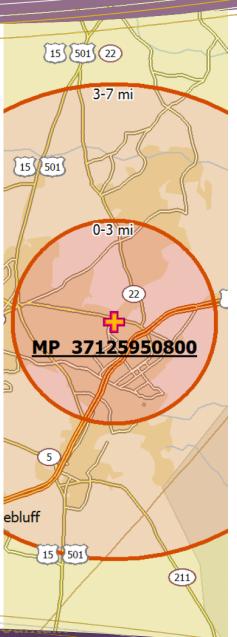
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#### Site Location Summary

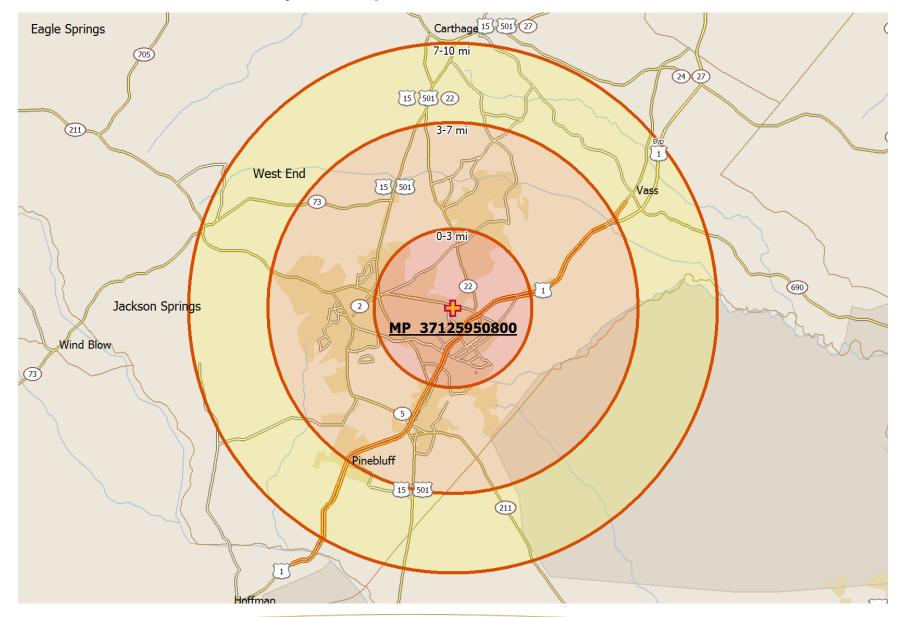
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	3704	Region 4: Triangle
3	County Location	37125	Moore
4	Zipcode	28387	Moore
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	K	50000-50000-50000



Antain Whiteville Leggett Kingstown Pine Knoll Shores Wallburg North Wikesboro Bestic Wesley Chapel Powellsville Dallas Louisburg Stantonsburg Parmele Raeford Hills Intercultural Institute rs Hill Hope Mills Como Bethlehem Beaufort Flat Rock Boiling Spring Louis Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Comparison Southport Bolton Bailoy Forest Hills Fairviow

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



den Harrells Vancebore Trenton Gibsonville Bryson City Como Drexel Four Caks Bridgeton Stokesd Lillington Wallburg Kure Beach Jackson Southport Wrightsboro Fairver <u>Intercultural Institute</u> St. Stephens ranklinville Biltmore Forest Kill Devil Hills Middleburg Williamston Valle Gordertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	4	
4	NCHS Rural Urban	5	Micropolitan - counties in a micropolitan statistical area
	Codes		
5	NCES Urban Centric	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or
	Locale Codes		equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	79	Micropolitan core commuting: No additional code
7	ERS RUCA Commuting	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large
	Value		urban cluster)
8	Percent Commuting to	8	Percent commuting from non metro to metro areas
	Metro		

Tapahoe Garner Falkland Swannanoa Woodfin Avery Creek Huntersville Mebane Bolling Spring Lakes Etk Marvin Winston-Salem Peachland Stovall Boiling Springs Highlander Intercultural Institute Yadkinville Coats Barker Ten Mile Hobgood Mount Gilead Falcon Elki for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	19,358	28,821	11,247
2010 Households	7,594	10,325	3,718
2010 Group Quarters Population	548	428	379

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	26	28	18
Language Diversity National Index	30	22	30
Foreign Born Diversity National Index	57	52	16
Ancestry Diversity National Index	63	79	45
Racial Diversity National Index	48	36	52

Alkesboro McLeansville Keener Jonesville Carrboro Sunset Beach Manteo Lucama Pineville Plymouth Folly Springs Southport Wade Louisburg Tarboro Bolivia Bostic Intercultural Institute Sville Lillington Avery Creek Enfield Davidson White Oak Macclesfield Jos Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Site Location Summary - County Environment

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

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

Lewisville Mineral Springs Long View Walkertown Yadkinville Garner Pikeville Falcon Spencer Mountan Hount Gilead West Marion Hightsville Marietta Carolina Beach Neuse Intercultural Institute Ison Boiling Springs Star Bald Head Island Pantego South Rosemary Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

## Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	553	7.28%
Mainstay Communities	Established, Diverse Households	3,865	50.9%
Working Communities	Blue-collar, Working Families	1,444	19.02%
Country Communities	Rural, Agri. & Mining Families	282	3.71%
Aspiring Communities	Young Singles / Aspiring-Multihousing	752	9.9%
Urban Communities	High Density, Inner-city Neighborhoods	699	9.2%

ton Fair Bluff Turkey Leland St. Stephens Wake Forest Pine Knoll Shores Spruce Pine Norman Apex Silver City Ronda Godwin Marshall Oak Ridge Roseboro La Grange Intercultural Institute ina Beach Vandemere Raemon Gibsonville St. Pauls Cherryville Coole for Confectual Ministry <sup>a</sup>Copyright 2011, Intercultural Institute for Contextual Ministry Fountain Salisbury Westport White Lake Mayodar8

# 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.

Tat Rock Whitsett Castle Hayne Enfield New London Creedmoor Pantego Casar River Road Gamewell Lattimore Cape Carteret Durham Kannapolis Pollocksville Atlantic Casar River Road Gamewell Cajah's Mountain Belmont Whiteville Blowing Rock Mooresville Space Jor Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

#### Issues for Your Consideration - continued

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

Idleburg Lenoir <u>Garysburg Henderson Aberdeen Badin Colerain Bridgeton Danbury Stanley St. Steph</u> Ear Grass Wendell Fairview Lilesville Concord Highlands Carrboro ayetteville Williamston Dobson Teachey Belville Jacksonville Troy <sup>St</sup> Copyright 2011, Intercultural Institute for Contextual Ministry <sup>St</sup> Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# 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	5,379	25.5%
Unreached %	67.27%	70.83%	105.29
Religious But NOT Evangelical HH	5,581	1,474	26.42%
Religious But NOT Evangelical %	17.8%	19.42%	109.09
Spiritual But NOT Relig or Evang HH	3,343	857	25.64%
Spiritual But NOT Relig or Evang %	10.66%	11.29%	105.89
Not Evangelical, Not Interested HH	12,228	3,067	25.08%
Not Evangelical, Not Interested %	38.99%	40.39%	103.57



Ceda Rock Weldon Denton Sanford Harrisburg Stanley Charlotte Everetts Cherrytille Brevard Roya Walkertown Marshall Kenansville Bladenboro Lansing Highlands Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# **Spirituality Indicators - Churchscape**

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCNC Churches	49	3	6.12%
Active BCNC Attenders	5,017	945	18.84%
Active Evangelical Households	2,896	625	21.59%
Active Evangelical Percent	9.23%	8.23%	89.17
Inactive Evangelical Households	7,368	1,591	21.59%
Inactive Evangelical Percent	23.50%	20.95%	89.16
# New Churches Needed	0	1	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	Pleasant Hill - Southern Pines	0.73 mi	223	Plateauing	16	Open Arms Community - Vass	8.50 mi	52	Growing
2	Pinehurst First - Pinehurst	1.41 mi	244	Growing	17	Vass First - Vass	8.71 mi	62	Growing
3	Southern Pines First - Southern Pines	1.97 mi	478	Plateauing	18	Taylor Memorial - Jackson Springs	9.31 mi	73	Declining
4	Aberdeen First - Aberdeen	3.52 mi	349	Growing	19	New Home - Vass	9.64 mi	145	Plateauing
5	Lighthouse - Aberdeen	5.88 mi	25	Declining	20	Carthage First - Carthage	11.79 mi	88	Declining
6	Ashley Heights - Aberdeen	5.88 mi	135	Plateauing	21	Bethlehem - Carthage	11.82 mi	76	Declining
7	Hope Community - Lakeview	6.45 mi	14	Declining	22	Emmanuel - Carthage	11.89 mi	220	Plateauing
8	Ives Memorial - Pinebluff	6.48 mi	140	Declining	23	Piney Wood - Cameron	12.03 mi	63	Plateauing
9	Victory Community - Carthage	7.00 mi	84	Declining	24	Middle Cross - West End	12.09 mi	102	Plateauing
10	Beulah Hill	7.82 mi	109	Declining	25	Tillery - Tillery	12.18 mi	0	Insufficient Data
11	West End First - West End	7.82 mi	31	Growing	26	Vaughan - Vaughan	12.18 mi	24	Declining
12	Harmony	7.82 mi	28	Insufficient Data	27	Cedar Falls - Cedar Falls	12.18 mi	40	Plateauing
13	Fairview - We	8.13 mi	83	Growing	28	Community - Mt Mourne	12.18 mi	27	Plateauing
14	Cornerstone - West End	8.20 mi	32	Declining	29	Harris First	12.18 mi	35	Insufficient Data
15	Church of the Open Door	8.35 mi	0	Insufficient Data	30	Cliffside	12.18 mi	141	Plateauing

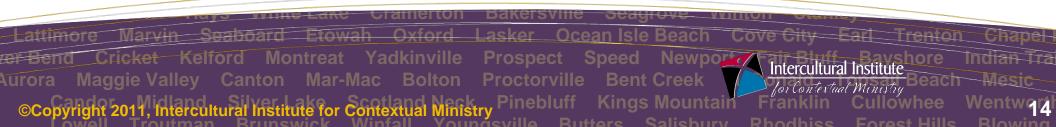
Castalia McLeansville Snow Hill Pittsboro Huntersville Granite Quarry Concord Madison Sedalia Fa Harshall Ogden Robbinsville Drexel Calypso Leggett St. Helena Moura lined Limber Bridge Saratog Welcome Stonewall Bryson City West Canton Marshville Bowmore for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry 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

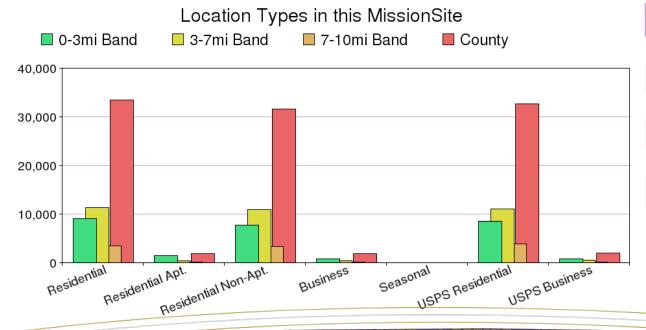
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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	12,965	21.97%
2000 Population	74,769	15,941	21.32%
2010 Population	88,384	19,358	21.9%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	23,825	5,812	24.39%
2000 Households	30,713	7,259	23.63%
2010 Households	31,357	7,594	24.22%

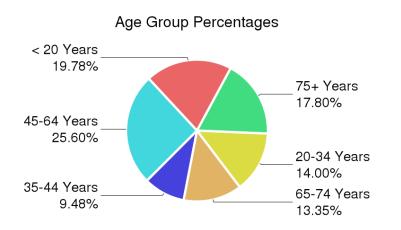


Location Type	0-3mi Band
Residential	9,103
Residential Apt.	1,412
Residential Non-Apt.	7,691
Business	855
Seasonal	0
USPS Residential	8,562
USPS Business	839

Bowmore Cove City Archdale Pumpkin Center Sherrills Ford Skippers Corner Ivanhoe Broadway Ren Eastover Waxhaw Newland Pollocksville Hamilton Morrisville Cramer Intercultural Institute eachland River Bend Alamance Gaston Madison Sandyfield Stanley Pecopyright 2011, Intercultural Institute for Contextual Ministry Reidsville Lattimore Vilson's Mills Elizabethtown 015

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.

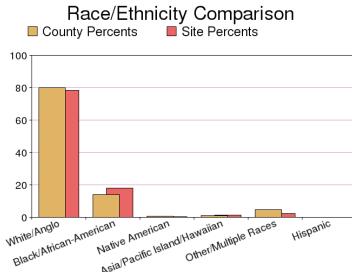


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.89%	4.32%	88.34
4-5 Years	2.45%	1.76%	71.84
6-8 Years	3.66%	2.88%	78.69
9-11 Years	3.67%	3.01%	82.02
12-13 Years	2.45%	2.11%	86.12
14-17 Years	4.82%	3.72%	77.18
18-19 Years	2.39%	1.99%	83.26
0-5 Years	7.34%	6.08%	82.83
6-12 Years	8.55%	6.92%	80.94
13-19 Years	8.43%	6.78%	80.43
< 20 Years	24.32%	19.78%	81.33
20-34 Years	15.36%	14%	91.15
35-44 Years	11.62%	9.48%	81.58
45-64 Years	26.29%	25.6%	97.38
65-74 Years	11.34%	13.35%	117.72
75+ Years	11.08%	17.8%	160.65
Median Age	44	50	113.68
Median Age (Male)	42	48	113.87
Median Age (Female)	46	51	111.01

Inut Creek Alliance Northwest Faith Southport Boone Raemon Navassa Bladenboro Lucama New Ber Creek Myrtle Grove Topsail Beach Fairview Lumberton Toast Oak intercultural Institute unt Holly Foxfire Rich Square Rhodhiss Forest Hills Chimney Rock Villa for Contextual Ministry Corcopyright 2011, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	80.05%	78.28%	97.79
Black, African-American	13.84%	17.94%	129.61
Native American	0.74%	0.37%	50.19
Asian	0.8%	1.15%	143.4
Pacific Island, Hawaiian	0.05%	0.06%	119.11
Other/Multiple Races	4.51%	2.2%	48.64
Hispanic	0%	3.21%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	62,235	14,641	
Less than 9th Grade	4.65%	2.65%	175.29
No High School Diploma	6.74%	5.34%	126.23

30.89%

20.73%

10.05%

18.35%

8.61%

120.24

97.45

108.64

73.43

79.55

25.69%

21.27%

9.25%

24.98%

10.82%

Black	Asia/Pacific Of	10.						
	······	STOIL DI UGUWA	y Silver Lake	Etowan iva	annoe ranp	amo moreo		
ass Stem (	Clemmons H		Andrews Fair			Burlington	Brevard N	latthew
Rex Ma	<del>rs Hill Magn</del>	olia Carrboro Rocky Mount Institute for Conte Cullowbee	Rowland Ga	amewell Sher	rills Ford / B	Intercultural Instit	demere B	utters
Woodfin	Laurinburg	Rocky Mount	Eureka Lake	Waccamaw	Rutherf	los Contextual Mini	Marsh	ville
Convright 20	t Beach	Institute for Conte	xtual Ministry D	over Rockwe	ell Lewiston	Woodville	<b>Forest City</b>	Arch
Greenevers	Morrisville	Cullowhee Riv	er Rend Aher	deen Fastov	er Midland	Severn R	osman Go	Idshor

**High School Graduate** 

Graduate/Prof. degree

Associate Degree

College Degree

Some College, no degree

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%	6.7%	98.95
\$10,000 to \$19,999	11.9%	12.44%	104.61
\$20,000 to \$29,999	10.52%	9.56%	90.84
\$30,000 to \$49,999	20.89%	21.48%	102.82
\$50,000 to \$59,999	9.06%	8.18%	90.26
\$60,000 to \$69,999	9.03%	8.22%	91.01
\$70,000 to \$79,999	7.13%	6.24%	87.57
\$80,000 to \$89,999	5.41%	4.95%	91.6
\$90,000 to \$99,999	3.59%	3.78%	105.15
\$100,000 to \$124,999	6.47%	7.74%	119.72
\$125,000 to \$149,999	3.5%	4.31%	122.97
\$150,000 to \$199,999	2.23%	3.2%	143.75
\$200,000 to \$249,999	0.77%	1.13%	146.74
\$250,000 or more	1.72%	2.05%	119.73
Median Household	48,458	51,412	106.1
Average Household	66,826	74,377	111.3
Per Capita Household	24,085	29,238	121.4
Family/Non-Family Household			
Income			
Median Family Income	61,324	66,168	107.9
Average Family Income	82,547	89,639	108.59
Median Non-Family Income	26,280	30,687	116.77
Average Non-Family Income	35,105	46,014	131.08

Hill Bear Grass Elizabeth City Archdale Sandy Creek Rockingham Harmony Banner Elk Sandyfield No. Frospect Peachland Swepsonville Highlands Roxboro Ossipee Dav Intercultural Institute Confertual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Int

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%	59.65%	89.22
Families with Children	27.43%	20.23%	73.73
Families without Children	39.43%	39.43%	99.99
Non-Family Households			
% Non-Family Households	33.14%	40.35%	121.76
Non-Families with Children	0.64	0.7	109.42
Non-Families without Children	32.5	39.65	122
Housing Units			Index
Total Housing Units	42,463	10,471	
Vacant percent	26.15%	27.48%	105.05
Owned percent	56.76%	49.43%	87.1%
Rented Percent	17.09%	23.09%	135.12
Households by Size			Index
Avg household size	2.77	2.48	89.53
Avg family hh size	3.55	3.33	93.8
Avg non-family hh size	1.20	1.22	101.67
Households By Count of Persons			Percent
One	9,342	2,768	29.63%
Two	7,413	2,007	27.07%
Three or Four	10,229	1,963	19.19%
Five+	4,373	857	19.6%

West Marion Garner Vander Forest City Asheville Haw River Siler City Walstonburg Loard Sharpsburg ies Creek Hickory Lawndale Seven Lakes Jefferson Chocowinity Kill Deve His Balfour Glen Raven Lei rn Pines Knightdale Durham Cricket Bethel Rockfish Jamestown Lun ForConfectual Ministry Holly Springs Copyright 2011, Intercultural Institute for Contextual Ministry Kitty Hawk Cleveland Mesic Warrenton Faith S19

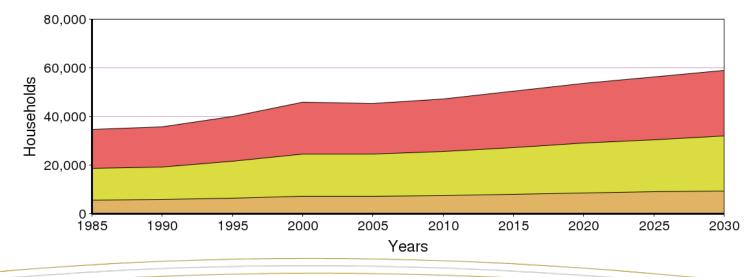
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	12,965	21.97%
2000 Population	74,769	15,941	21.32%
2010 Population	88,384	19,358	21.9%
2015 Population	94.515	20,665	21.86%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 🔲 0-7mi Ring

📕 0-10mi Ring

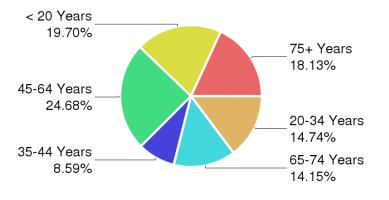


Swansboro Alliance Gibson Robbinsville Rural Hall Murraysville Linden Midland Haw River Clyde Wilmington Carrboro Liberty McLeansville Rhodhiss McDonald Golder Spencer Mountain Lawnon Kelly Taylortown Laurel Park Jamesville Murfreesboro White Plains Jor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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

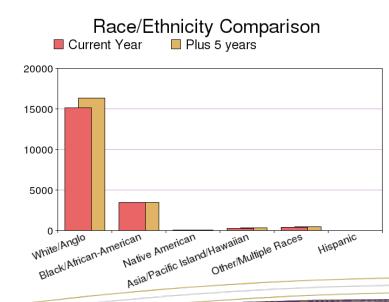


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.32%	4.39%	101.62
4-5 Years	1.76%	1.8%	102.27
6-8 Years	2.88%	2.93%	101.74
9-11 Years	3.01%	2.93%	97.34
12-13 Years	2.11%	2.02%	95.73
14-17 Years	3.72%	3.67%	98.66
18-19 Years	1.99%	1.96%	98.49
0-5 Years	6.08%	6.19%	101.81
6-12 Years	6.92%	6.84%	98.84
13-19 Years	6.78%	6.67%	98.38
< 20 Years	19.78%	19.7%	99.6
20-34 Years	14%	14.74%	105.29
35-44 Years	9.48%	8.59%	90.61
45-64 Years	25.6%	24.68%	96.41
65-74 Years	13.35%	14.15%	105.99
75+ Years	17.8%	18.13%	101.85
Median Age	44	50	114.66
Median Age (Male)	42	47	112.84
Median Age (Female)	46	52	113.19

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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	78.28%	79%	100.92
Black, African-American	17.94%	16.84%	93.89
Native American	0.37%	0.44%	118.4
Asian	1.15%	1.46%	126.44
Pacific Island, Hawaiian	0.06%	0.07%	109.29
Other/Multiple Races	2.2%	2.19%	99.63
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	14,641	15,526	
Less than 9th Grade	2.65%	2.27%	85.55
No High School Diploma	5.34%	4.13%	77.42
High School Graduate	25.69%	27.59%	107.41
Some College, no degree	21.27%	20.66%	97.15
Associate Degree	9.25%	10%	108.09
College Degree	24.98%	25.2%	100.85
Graduate/Prof. degree	10.82%	10.15%	93.82

Saratoga <u>Rocky Hount</u> <u>Greenville Ellenboro Littleton Whitsett</u> Eureka Conway Banner Elk Conne Ellead Norwood Gastonia Mooresville Calypso Duck Reidsville Ruth <u>Intercultural Institute</u> Montreat Snow Hill Barker Heights Stovall Grandfather Graham Hot Spincer Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Reaufort 22

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	6.7%	6.1%	91.02
\$10,000 to \$19,999	12.44%	12.11%	97.35
\$20,000 to \$29,999	9.56%	8.76%	91.63
\$30,000 to \$49,999	21.48%	20.48%	95.34
\$50,000 to \$59,999	8.18%	8.09%	98.92
\$60,000 to \$69,999	8.22%	8.77%	106.76
\$70,000 to \$79,999	6.24%	6.67%	97.94
\$80,000 to \$89,999	4.95%	5.41%	102.64
\$90,000 to \$99,999	3.78%	3.63%	96
\$100,000 to \$249,999	7.74%	8.54%	110.25
\$125,000 to \$149,999	4.31%	4.83%	112.25
\$150,000 to \$199,999	3.2%	3.23%	100.96
\$200,000 to \$249,999	1.13%	1.11%	97.65
\$250,000 or more	2.05%	2%	97.38
Median Household	51,412	53,800	104.64
Average Household	74,377	78,766	105.9
Per Capita Household	29,238	30,737	105.13
Family/Non-Family Household			
Income			
Median Family Income	66,168	71,582	108.18
Average Family Income	89,639	97,528	108.8
Median Non-Family Income	30,687	32,528	106
Average Non-Family Income	46,014	47,168	102.51

e Knoll Shores Wade Fast Flat Rock Atkinson Marietta Powellsville Clinton Morrisville Kill Devil Hills S Apex Gaston Summerfield Belville West Marion Troutman Simpson Intercultural Institute Severn Robersonville Falcon Pittsboro Garland Granite Falls Gibson for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Readenboro Lawadale Winterville Hockerton Wallace

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	59.65%	57.87%	97
Families with Children	20.23	19.33	95.59
Families without Children	39.43	38.78	98.36
Non-Family Households			
% Non-Family Households	40.35%	42.13%	104.43
Non-Families with Children	0.7	0.92	104.43
Non-Families without	39.65	41.22	103.95
Children			
Housing Units			
Total Housing Units	10,471	11,117	106.17%
Vacant percent	27.48%	27.61%	100.47
Owned percent	49.43%	49.78%	100.7
Rented Percent	23.09%	22.61%	97.93
Households by Size			
Avg household size	2.48	2.50	100.81%
Avg family hh size	3.33	3.47	104.2%
Avg non-family hh size	1.22	1.17	95.9%
Households By Count of			
Persons			
One	2,768	3,080	111.27%
Two	2,007	1,850	92.18%
Three or Four	1,963	2,138	108.91%
Five+	857	980	114.35%

borough Elkin Forest City Creswell Madison Arapahoe Vander Morehead City Bayboro Hickory Hope Hope Dundarrach Raynham Welcome Lenoir Rose Hill Fairplains Navar Revolut Erwin Jonesville Sandyfield Parmele Albemarle Louisburg Murfreesboro Spiveys Covertual Institute Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	595	633	336	Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	154	110	24	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	110	89	37	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	22	26	1	Southern Africa	Southern Africa 11	Southern Africa 11 6
Eastern Europe	14	7	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	10	19	8	Oceania	Oceania 6	Oceania 6 3
So. Central Asia	13	55	14	Caribbean	Caribbean 16	Caribbean 16 12
SE Asia	20	19	22	Central Amer.	Central Amer. 128	Central Amer. 128 204
Western Asia	7	5	0	South America	South America 5	South America 5 8
Other Asia	0	0	0	North America	North America 79	North America 79 70
				Born at sea	Born at sea 0	Born at sea 0 0

Woodland Harrells Piney Green Watha Leggett Kings Grant Rex Swepsonville Pleasant Hill Bailey within Rhodhiss Rosman Rowland Monroe Grifton Pink Hill Pinetop Intercultural Institute ochville Winfall Autryville Bayshore Staley Clinton Lasker Ellenboro Vincipation 2014, Intercultural Institute for Contextual Ministry Wilson's Mills Peletier Lumber Bridge Bonnetsville G25 Siler City Greenville Marvin Alliance Cameron Flizabeth City Princeville Archdale Kirkland White Lake

# 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-
	MILES	MILES	MILES		MILES	MILES	MI
English only	17,055	17,448	11,218	Other Indo-Euro	0	0	5
Spanish	367	555	465	Asian/PI languages	0	0	0
Other Indo-Euro	509	306	187	Chinese	0	4	7
language				Japanese	0	0	0
French (incl. Patois,	128	60	53	Korean	0	3	5
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	48	28	26	Miao, Hmong	0	0	6
Portuguese	12	19	12	Thai	15	0	10
German	233	133	57	Laotian	0	1	13
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	10	1	0	Other Asian	0	0	2
A Scandinavian	16	4	5	Tagalog	0	8	27
Language				Other Pacific Is	0	0	2
Greek	19	11	9	Other languages	40	31	20
Russian	0	1	4	Navajo	0	0	0
Polish	9	2	4	Other Native N.	0	0	12
Serbo-Croatian	7	0	0	American			
Other Slavic Language	5	1	0	Hungarian	33	0	0
Armenian	0	0	0	Arabic	7	10	8
Persian	0	20	7	Hebrew	0	19	0
Gujarathi	19	4	0	African languages	0	2	0
Hindi	3	22	0	Other unspecified	0	0	0
Urdu	0	0	0	·			

Fountain KΠ Favetteville **Buies Creek** akville Intercultura institute Earl Casar Clavton Ministry 2011, Intercultural Institute for Contextual Ministry Surf Citv 26 ©Copyrio

# 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	3-7 7-10 ANCESTRY		ANCESTRY 0-3	ANCESTRY 0-3 3-7	
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	15,116	15,166	9,392		Irish	Irish 1,261	Irish 1,261 1,407
Arab	8	18	7	Italian		Italian 652	Italian 652 551
Armenian	14	12	1		Lithuanian	Lithuanian 36	Lithuanian 36 26
Austrian	27	35	5		Norwegian	Norwegian 68	Norwegian 68 97
British	134	84	37		Polish	Polish 396	Polish 396 247
Canadian	56	37	18		Portuguese	Portuguese 12	Portuguese 12 30
Croatian	4	4	0		Romanian	Romanian 10	Romanian 10 11
Czech	24	27	8		Russian	Russian 83	Russian 83 73
Czechoslovak	7	9	7		Scandinavian	Scandinavian 18	Scandinavian 18 9
Danish	51	54	16		Scotch-Irish	Scotch-Irish 672	Scotch-Irish 672 708
Dutch	136	160	65		Scottish	Scottish 758	Scottish 758 827
English	2,236	2,295	1,041		Slovak	Slovak 20	Slovak 20 22
European	161	163	80		Subsaharan Afri	Subsaharan African 56	Subsaharan African 56 52
Finnish	3	13	7		Swedish	Swedish 135	Swedish 135 108
French (not Basque)	261	243	122		Swiss	Swiss 54	Swiss 54 56
French Canadian	70	95	41		Ukrainian	Ukrainian 11	Ukrainian 11 17
German	1,785	1,755	844		US/American	US/American 1,752	US/American 1,752 1,801
Greek	63	59	11		Welsh	Welsh 94	Welsh 94 107
Hungarian	25	31	14		West Indian	West Indian 44	West Indian 44 25
Iranian	0	23	12		Yugoslavian	Yugoslavian 7	Yugoslavian 7 2
					Other	Other 3,912	Other 3,912 3,873

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Bogue Moravian Falls St. Stephens Ayden Robbinsville Jamestown Bayboro Morganion Hertford Five Pantego Haw River Dundarrach Wingate Fairfield Harbour Cajah's Mountain Intercultural Institute Ranlo Pilot Mountain Graham Sunset Beach Harmony Denton You for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Stallings Bald Head Island Brogden Dillsboro Seve 27

# Using the Demographic Indicators

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

#### Issues for Your Consideration

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



# Using the Demographic Indicators

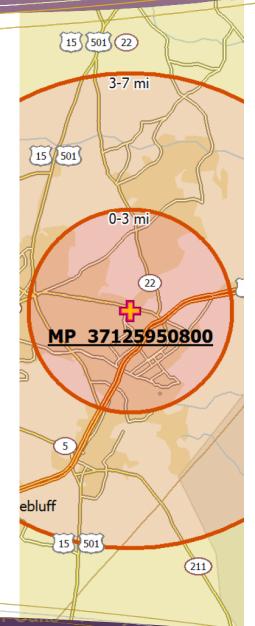
#### Issues for Your Consideration - continued

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



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.



Pumpkin Center Lowell Forest Oaks Kenly Harkers Island Littleton Lawnade Lendir Wallburg South Kings Mountain Long View Cedar Rock Cove City Denton Hudson Intercultural Institute Proctorville Troy Smithfield Shannon Biscoe Boiling Springs Bro Gontextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	7,594	100%	5,450	100%
AFFLUENT SUBURBIA	207	2.73%	145	2.66%
America's Wealthiest	17	0.22%	14	0.26%
Dream Weavers	16	0.21%	11	0.2%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	174	2.29%	120	2.2%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	346	4.56%	239	4.39%
Status Conscious Consumers	9	0.12%	6	0.11%
Affluent Urban Professionals	2	0.03%	2	0.04%
Urban Commuter Fam.	269	3.54%	181	3.32%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	66	0.87%	50	0.92%
SM TWN SUCCESS	167	2.2%	165	3.03%
Successful Urban Sprawl	114	1.5%	50	0.92%
2nd City Homebodies	42	0.55%	81	1.49%
Prime Middle America	0	0%	27	0.5%
Urban Optimists	11	0.14%	0	0%
Family Convenience	0	0%	7	0.13%
Mid-Market Enterprise	0	0%	0	0%

Toast Dobbins Heights Atkinson Mountain View Centerville Long View Indian Beach Spencer Mountain Hadison Winton Morganton Stem Whitakers Jonesville Ocean Isle Root Sevenshaw Stoneville Cla Windsor Hendersonville Surf City Yanceyville Greenville Southport Jor Confextual Ministry Copyright 2011, Intercultural Institute for Confextual Ministry Copyright 2011, Intercultural Institute for Confextual 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	7,594	100%	5,450	100%
BLUE COLLAR BACKBONE	319	4.2%	213	3.91%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	27	0.36%	16	0.29%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	292	3.85%	197	3.61%
AMER. DIVERSITY	3,698	48.7%	2,664	48.88%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	14	0.18%	9	0.17%
Professional Urbanites	3,138	41.32%	2,269	41.63%
Urban Advancement	46	0.61%	31	0.57%
Amer. Great Outdoors	295	3.88%	189	3.47%
Mature America	205	2.7%	166	3.05%
METRO FRINGE	1,125	14.81%	780	14.31%
Steadfast Conservative	807	10.63%	553	10.15%
Moderate Conventionalists	30	0.4%	20	0.37%
Southern Blues	24	0.32%	17	0.31%
Urban Grit	132	1.74%	98	1.8%
Grass-Roots Living	132	1.74%	92	1.69%

Forest Hills Fletcher High Shoals Wilson's Mills Asheville Simpson Boone Roxobel Wilkesboro Besse Nashville Cornelius Southern Pines Stantonsburg Maggie Valley Intercultural Institute Elizabeth City Ayden Lasker Bailey Kings Grant Garner Mountain H Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Perce	ent
Total	7,594	100%	5,450	100%
REMOTE AMERICA	3	0.04%	2	0.04%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	3	0.04%	2	0.04%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	752	9.9%	550	10.09%
Young Cosmopolitans	8	0.11%	6	0.11%
Minority Metro Communities	501	6.6%	371	6.81%
Stable Careers	210	2.77%	151	2.77%
Aspiring Hispania	33	0.43%	22	0.4%
RURAL VILLAGES & FARMS	279	3.67%	191	3.5%
Aspiring Hispania	0	0%	22	0.4%
Industrious Country Living	0	0%	0	0%
America's Farmland	244	3.21%	0	0%
Comfy Country Living	35	0.46%	149	2.73%
Small Town Connections	0	0%	20	0.37%
Hinterland Fam.	0	0%	0	0%

ndfather Henderson Hount Olive Statesville Granite Falls Roseboro Parkton Teachey Black Creek Ran Spiveys Corner Sandyfield Lake Lure Cashiers Micro Speed Hayesville <u>Ashaville</u> Kelford White Lake White Plains Macon Taylorsville Sunset Beach Burnsville Laurinburg <u>Intercultural Institute</u> demere Orrum Copyright 2011, Intercultural Institute for Contextual Ministry Brides Creek Holly Ridde Cerro 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.

		Unreached HH & Percent	
7,594	100%	5,450	100%
364	4.79%	247	4.53%
)	0%	0	0%
)	0%	0	0%
364	4.79%	247	4.53%
)	0%	0	0%
)	0%	0	0%
335	4.41%	254	4.66%
)	0%	0	0%
)	0%	0	0%
2	0.03%	1	0.02%
13	0.17%	9	0.17%
)	0%	0	0%
320	4.21%	244	4.48%
)	0%	0	0%
)	0%	0	0%
)	0%	0	0%
)	0%	0	0%
	64 64 35 3 20	64       4.79%         0%       0%         64       4.79%         64       4.79%         0%       0%         35       4.41%         0%       0%         35       0.03%         3       0.17%         20       4.21%         0%       0%         20       0%         0%       0%         0%       0%         20       4.21%         0%       0%         0%       0%         0%       0%         20       0%         20       0%         20       0%         20       0%         20       0%         20       0%         20       0%         20       0%         20       0%         20       0%         20       0%         20       0%         20       0%         20       0%         20       0%         20       0%         20       0%         20       0%         20	64       4.79%       247         0%       0         64       0%       0         64       4.79%       247         64       4.79%       247         64       0%       0         64       4.79%       247         64       0%       0         65       0%       0         35       4.41%       254         0%       0       0         0%       0       0         0%       0       0         0%       0       0         13       0.17%       9         20       4.21%       244         0%       0       0         20       0%       0         0%       0       0         20       0%       0         0%       0       0         0%       0       0         0%       0       0         0%       0       0

Thomasville Indian Beach Windsor Keener Mount Airy Asheboro Vanceboro Lumber Bridge Washing This Ford Ashley Heights Kure Beach Neuse Forest Rocky Mount Boiling Intercultural Institute Ayden Forest City Clayton Chadbourn Rutherford College Mountain Confectual Ministry Greenevers Bonnetsville Hobgood Westport Etowah 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?

awba Sneads Ferry McLeansville Statesville Chimney Rock Village Whitsett Princeville Boonville Smithin ian Irall Chocowinity Pikeville Vander Wilkesboro Taylorsville Seagrover Raynham Cedar Point Santeetlah Mills River Swepsonville Lewiston Woodville Conetoe Fallsto (or Confectual Institute ke Junaluska S Copyright 2011, Intercultural Institute for Contextual Ministry Newland Salma Lake Waccamaw, Winfall, Rose Hill

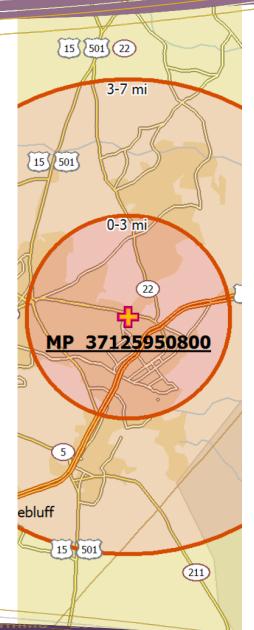
#### **Potential Cultural Bridges**

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).



hdale Spindale Aulander James City Wanchese Delway Haw River Elon Gasten Myrtle Grove Valdese hallotte Southern Shores McLeansville Skippers Corner Maysville Biscoper Intercultural Institute ord Hildebran Clemmons Cornelius Fountain Beulaville Bonnetsville Charles Intercultural Institute for Contextual Ministry Bladenbor 36 Copyright 2011, Intercultural Institute for Contextual Ministry Walkertown Elm City Oakboro Rolesville Lumberton

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	76%	78%	78%
Use Comp. for Internet/E-mail	59%	62%	62%
Internet Use: E-Mail	51%	52%	52%
Use Comp. for Word Processing	42%	44%	43%
Use Comp. for Comp. Games	36%	37%	37%
Use Comp. for Shopping	33%	34%	34%
Use Comp. for Digital Camera	31%	32%	32%
Photo Editing			
Internet Use: News/ Weather	30%	31%	30%
Use Comp. for Education	29%	30%	30%
Use Comp. for Banking	28%	30%	30%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Use Comp. for News/Info./Data Service	27%	28%	27%
HH Owns DVD Player	27%	28%	28%
Internet Use: Banking	23%	24%	25%
Use Comp. for Personal Financial	16%	17%	17%
Mngmnt			
PC-Network-HH Has One	16%	18%	18%
Use Comp. for Accounting	14%	16%	16%
Internet Use: Shopping: Gathered	14%	14%	14%
Info. for Shopping			
Use Comp. for Filing/DB Mngmnt	14%	14%	14%
Internet Use: Research/ Education	12%	12%	12%
Internet Use: Travel Reservations	12%	12%	11%

Walstonburg Five Points Vanceboro Castle Hayne Snow Hill Gorman Linden Salem Lake Norman of Call Fremont Maggie Valley Wanchese Garland Woodfin Franklin Golder Intercultural Institute Half Moon Speed Mocksville Fearrington Severn Hildebran Bath We for Contextual Ministry Concepting 2011, Intercultural Institute for Contextual Ministry Clarkford Spruce Pine Varnamtown Simpson Red Oak Stedman Boardman Centerville East Elat Rock

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.

0-3	3-7	7-10
MILES	MILES	MILES
65%	66%	66%
61%	63%	62%
59%	59%	58%
42%	43%	43%
36%	37%	37%
36%	37%	37%
35%	35%	36%
27%	28%	29%
23%	23%	23%
20%	21%	20%
	MILES 65% 61% 59% 42% 36% 36% 36% 35% 27% 23%	MILES         MILES           65%         66%           61%         63%           59%         59%           42%         43%           36%         37%           36%         35%           27%         28%           23%         23%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	72%	72%	72%
Gen./Fam. Practitioner	40%	41%	41%
Dentist	34%	35%	33%
Eye Dr.	27%	27%	26%
Hypertension/High Blood	22%	22%	21%
Pressure			
Backache	21%	22%	22%
High Cholesterol	21%	21%	21%
Any Arthritis	18%	18%	18%
None Of These	17%	17%	17%
Acid Reflux Disease (GERD)	16%	16%	16%



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	29.34%	29.88%	29.54%
Live Theater	27.15%	27.15%	25.68%
Live Theater Most Often	22.34%	22.46%	21.26%
Rock/Pop Concerts Most	12.42%	12.86%	12.99%
Often			
<b>Classical Concerts Most</b>	10.62%	10.51%	9.73%
Often			
Dance Performance	10.45%	9.89%	9.39%
Movies: Comedy	36.74%	37.23%	37.42%
Movies: Action/Adventure	36.28%	36.31%	36.52%
Movies: Drama	22.98%	22.79%	22.44%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Mystery	20.76%	20.33%	19.98%
Movies: Romantic Comedy	19.64%	19.89%	19.65%
Movies: Fam.	18.57%	18.41%	18.51%
College Football Reg.	7.35%	7.63%	7.35%
Season			
MLB Baseball Reg. Season	7.16%	7.51%	7.36%
NFL Football Reg. Season	6.81%	6.94%	6.72%
College Basketball Reg.	4.32%	4.58%	4.51%
Season			
NBA Basketball Reg.	3.33%	3.22%	3.11%
Season			
College Football	3.19%	3.23%	3.04%
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

BRIDGES	0-3	3-7	7-10	BRIDGES
	MILES	MILES	MILES	
Walking for Exercise	45.49%	45.9%	44.66%	Power Boating
Swimming	30.94%	32.36%	32.8%	Baseball
Bowling	17.88%	18.83%	19.46%	Backpacking/Hik
Golf	16.97%	17.29%	16.61%	Tennis
Weight Training	14.48%	14.79%	14.79%	Yoga
Billiards/Pool	14.1%	14.89%	15.67%	Saltwater Fishing
Using Cardio Machine	14.07%	14.4%	14.11%	Football
Jogging/Running	14.02%	14.07%	13.96%	Volleyball
Stationary Cycling	13.98%	13.88%	13.42%	Soccer
Mountain/Road Biking	13.2%	13.26%	13.02%	Softball
Freshwater Fishing	13.19%	14.84%	16.21%	Target Shooting
Basketball	11.88%	12.19%	12.68%	Canoeing/Kayak
Aerobics	11.07%	10.93%	10.59%	Hunting
Camping Trips	9.93%	10.84%	11.55%	Ice Skating

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Power Boating	9.69%	9.74%	9.4%
Baseball	8.6%	8.86%	9.3%
Backpacking/Hiking	8.02%	8.04%	8.12%
Tennis	7.49%	7.49%	7.3%
Yoga	7.12%	6.92%	6.72%
Saltwater Fishing	6.76%	7.16%	7.42%
Football	6.69%	6.95%	7.67%
Volleyball	6.5%	6.68%	6.97%
Soccer	6.14%	6.2%	6.35%
Softball	5.85%	6.05%	6.31%
Target Shooting	5.84%	6.22%	6.76%
Canoeing/Kayaking	5.76%	5.75%	5.77%
Hunting	5.21%	5.72%	6.48%
Ice Skating	5.07%	4.54%	4.4%

Columbus Alliance South Rosemary Pine Level Pineville Ayden Marion Pittsboro Enfield Bath T and Hill Bethania Elkin Grantsboro Grandfather Taylortown Saluda Pere Level Eairview Bonnetsville Elizabethtown Maxton New London Boiling Spring Lakes Sims Blowing Robert Contestual Ministry le Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Snorkeling	4.24%	3.99%	3.88%
Sailing	4.16%	3.88%	3.71%
Downhill & X-Country	4.07%	3.99%	3.93%
Skiing			
Jet Skiing	4.05%	3.8%	3.73%
Roller Skating	4.03%	3.84%	3.91%
Motorcycling	4.02%	4.33%	4.7%
Fly Fishing	3.6%	3.59%	3.77%
Horseback Riding	3.47%	3.8%	4.26%
Water Skiing	3.28%	3.28%	3.35%
Hockey	3.05%	2.84%	2.82%

and Westport <u>Summerfield Clyde Coats Leland Monroe Mayodan Conway Pleasant Hill Eureka</u> Blad Candor Alliance King Rosman Midland Farmville Etowah Morganter <u>Intercultural Institute</u> rraysville Claremont Hildebran Bakersville Micro Seagrove Troy Column (or for for the full Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Winton McAdenville Rolesville Laurel Park, Hone Mills

#### 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.

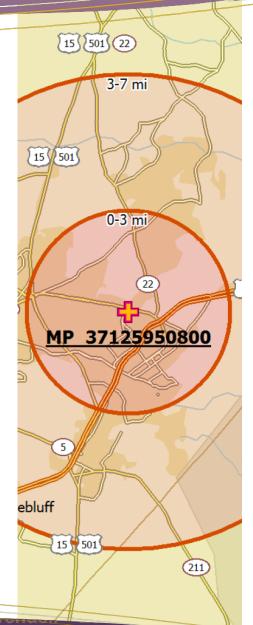
#### **BIBLICAL BARRIERS**

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.



elby Highlands Polkville Kelly Ruth Trinity Gibson Kings Mountain McLeansville Seagrove Yadkinville Made Lillington Belhaven Pembroke Castle Hayne Lumberton Teacher Intercultural Institute Inton McDonald Falcon Danbury Lewiston Woodville Milton Mount Oliver (on Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

#### CULTURAL BARRIERS OF UNDERSTANDING

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

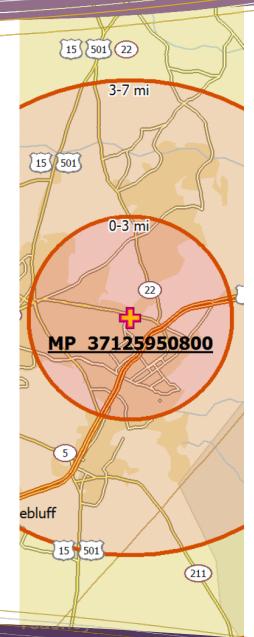
CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

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

#### Unreached People Group

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



Mount Holly Swepsenville Franklinton Flat Rock Tobaccoville South Rosemary Canewell Danbury Rock Spring Lake White Oak River Bend Rutherfordton Williamston Dobe Intercultural Institute Aurora Lumber Bridge Ashley Heights Black Mountain Broadway Elizab For Contextual Ministry Faceopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 43

## **Potential Cultural Barriers:**

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILE
Important Continue Learning New Things	51%	50%	50%	Too Much Sponsorship In Arts/Sports	20%	20%	20%
Prefer To Have Few Possessions As Possible	39%	39%	38%	Like to Stand Out In A Crowd Like To Pursue	18% 18%	18% 18%	19% 18%
Speak My Mind Even If It Upsets	36%	35%	35%	Challenge/Novelty/Change			
People Find It Difficult To Say No To My	36%	37%	38%	Only Work Current Job for The Money	16%	16%	15%
Kids				Rarely Sit Down to a Meal	15%	15%	16%
Like Control Over People And Resources	33%	33%	33%	Together At Home Happy With My Standard Of	14%	14%	13%
If Won Lottery Would Never Work Again	33%	33%	32%	Living I Am A Workaholic	14%	14%	14%
Woman's Place Is In The Home	31%	32%	33%	We Should Strive for Equality	14%	13%	13%
Like To Do Unconventional Things	30%	30%	31%	for All On Whole People Get What	9%	9%	9%
Friends More Important Than My Fam.	28%	27%	27%	They Deserve Little I Can Do To Change My	8%	8%	8%
Don't Judge People/Way They	27%	26%	26%	Life			
Live Life Money Is Best Measure Of	26%	26%	26%	Indulge My Kids With The Little Extras	8%	8%	8%
Success				Very Happy With My Life As It Is	7%	6%	6%
Marijuana Should Be Legalized	21%	21%	20%				

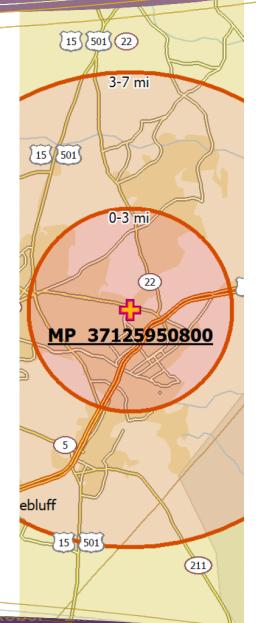
wn Gastonia Cove

Norling Cape Carteret Ivanhoe Askewville Cleveland Crossnore Aberdeen Walnut Cove Selma Bow Enter Boonville Mulberry Edenton Long View Hildebran Elizabethtor <u>Intercultural Institute</u> Webster Navassa Siler City Forest Oaks Weddington Tarboro South Her *Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry* Copyright 2011, 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.



Fairview Proctorville Locust Kings Grant Durham Boonville Hamilton Northlakes Rich Square Rom Rebbinsville Linden Belwood Liberty Atlantic Beach Lake Santeetlah <u>Intercultural Institute</u> Sins Spring H Silver City Davidson Eden Pumpkin Center Walstonburg White Plains Jon Confertual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Princeville Parkton Pleasant Hill Carrboro Maxton K45

## **Potential Cultural Themes:**

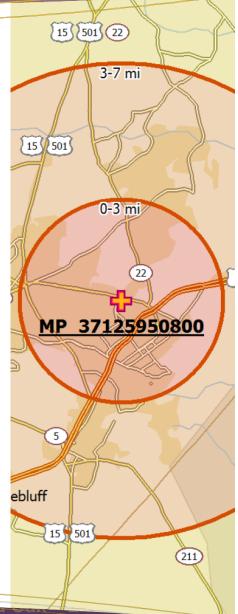
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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 MILE
Important To Respect Customs And Beliefs	62%	64%	64%	Worried About Pollution Caused By Cars	17%	17%	17%
You Should Seize Opportunities In Life	59%	59%	59%	Real Men Don't Cry Try Not To Worry About The	16% 15%	16% 15%	16% 15%
Prefer To Have Few Possessions As Possible	39%	39%	38%	Future Looking for New Ideas To Improve	15%	15%	15%
Like To Understand About Nature	39%	39%	39%	Home Is An Important Part Of Who I Am	14%	14%	14%
Important Feel Respected By My Peers	34%	34%	33%	Provide My Kids With The Little Extras	11%	10%	14%
Prefer Work Part Of Team Than Alone	33%	33%	34%	Enjoy Spending Time With My Fam.	9%	10%	10%
Important To Juggle Various Tasks	30%	30%	30%	Children Should Be Allowed To Express Themselves	6%	5%	5%
Have Keen Sense Of Adventure Good At Fixing Things	28% 28%	28% 27%	28% 26%	Like Spending Most Time With Fam.	6%	6%	5%
People Have To Take Me As They Find Me	25%	25%	25%	Feel Very Alone In The World Would Like To Set Up Own	5% 4%	5% 4%	5% 4%
Like To Just Enjoy Life	23%	23%	22%	Business			
Consider Myself Interested In The Arts	20%	19%	19%	Decor Particular Interest To Me	4%	3%	3%

Lake Marvin <u>Neuse Forest Bethania Seven Devils Spruce Pine</u> Welcome Ingold Morganion Hightsville Brookford Weaverville Mineral Springs Brices Creek Cove City Linger <u>Intercultural Institute</u> I Mayodan White Plains Gatesville Hamlet Hot Springs Como Pikevil <u>For Confectual Ministry</u> or Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

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



Cherryville Glen Raven Arapahoe Icard Eureka Sea Breeze Forest Oaks Hillsberough Sparta Ansonyl Raeford Mocksville Fair Bluff Morven Lake Santeetlah Kannapolis <u>Intercultural Institute</u> Concord Hob Ile Holly Ridge Colerain Connelly Springs Glen Alpine Askewville Dunn for Confectual Ministry Concord Hob Copyright 2011, Intercultural Institute for Contextual Ministry Cricket Rutherfordton Elroy Marietta Winton Swann 47

### **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10		PLACE	PLACE 0-3	PLACE 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fam. Restaurants/Steak	83%	84.34%	84.28%		Red Lobster	Red Lobster 18.05%	Red Lobster 18.05% 17.87%
Houses-Visit Any					Dairy Queen	Dairy Queen 17.42%	Dairy Queen 17.42% 17.58%
Fast Food/Drive-In	81.66%	82.16%	82.78%		Outback Steakhouse	Outback Steakhouse 16.77%	Outback Steakhouse 16.77% 16.95%
Restaurant-Visit Any					IHOP (International House Of	IHOP (International House Of 15.55%	IHOP (International House Of 15.55% 15%
McDonald's	53.43%	54.15%	54.9%		Pancakes)	Pancakes)	Pancakes)
Burger King	34.18%	33.98%	34.6%		Cracker Barrel	Cracker Barrel 15.23%	Cracker Barrel 15.23% 16.34%
Applebee's	29.67%	30.93%	31.32%		Denny's	Denny's 13.04%	Denny's 13.04% 12.4%
Subway	27.41%	27.92%	28.39%		Chick-Fil-A	Chick-Fil-A 12.67%	Chick-Fil-A 12.67% 13.63%
Wendy's	27.24%	27.93%	28.42%		Chili's Grill and Bar	Chili's Grill and Bar 12.15%	Chili's Grill and Bar 12.15% 12.3%
Taco Bell	25.23%	25.64%	26.4%		Domino's Pizza	Domino's Pizza 11.9%	Domino's Pizza 11.9% 11.64%
Kentucky Fried Chicken (KFC)	24.09%	23.68%	24.65%		Starbucks	Starbucks 11.57%	Starbucks 11.57% 11.79%
Olive Garden	23.6%	23.94%	23.51%		Dunkin' Donuts	Dunkin' Donuts 11.17%	Dunkin' Donuts 11.17% 10.94%
Pizza Hut	19.03%	19.05%	19.68%		TGI Friday's	TGI Friday's 11.07%	TGI Friday's 11.07% 11.08%
Arby's	18.59%	19.47%	20.27%				

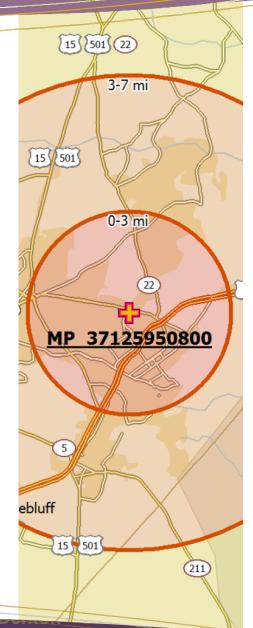
Weddington <u>Elroy</u> Pine Knoll Shores Charlotte Cary Reidsville Waxhaw Farmville Hope Mills Sparta Son's Mills Bailey Lumberton Red Springs St. Helena Kitty Hawk Spiver Pollocksville Neuse For therford College Mint Hill Cajah's Mountain Barker Heights Garysburg W Jor Contextual Ministry Wallburg Riv Copyright 2011, 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!



Keener Forest City Flat Rock Brevard Waxhaw Brookford Mineral Springs Lake Park Midway Belville Cornelius East Laurinburg East Rockingham Eastover Cooleemee Water Intercultural Institute Cajah's Mountain Staley Pleasant Hill Cameron Manteo Norman Ocra Intercultural Institute Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Shared Projects**

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	49.91%	51%	50.04%
Recycled products	38.65%	39.59%	38.37%
Worked as volunteer (non political)	17.7%	18.07%	17.63%
Engaged in fund raising	10.36%	10.76%	10.67%
Religious club member	7.57%	7.69%	7.66%
Wrote to elected offcl about publ bus	6.46%	6.64%	6.4%

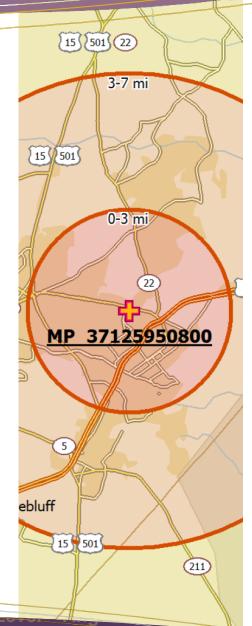
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	6.17%	6.16%	5.97%
newspaper			
Charitable Organization	5.99%	6.16%	6.02%
Addressed a public meeting	5.46%	5.57%	5.47%
Took active part in local civic	5.31%	5.37%	5.24%
issue			
Church Board	4.85%	5.06%	5.12%
Union member	4.84%	5.18%	5.21%

Rosman Lewisville White Plains Madison Toast East Laurinburg Proctorville Liberty Mount Holly Lake Waccamaw Plymouth Cofield Fairplains Jamestown Asheboro Watha Dundarrach Ingold Colerain Youngsville Cramerton Beaufort Jor Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Maggie Valley Hert 50 Convertion Beaufort Holden Beach Robbinsville Hockerton

#### **Communication Media Content**

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

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



sic Tarboro Salem Lillington Brookford Unionville Lincolnton Elizabeth City Lake Santeetlah Manteo talley Hill Wade Swansboro Woodlawn Northwest Pleasant Garden Laure Intercultural Institute Fletcher Fountain Seven Springs Lake Waccamaw Sawmills Silver for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Saluda Maiden Fast Bend Waco Marietta Roles

## **Potential Print Media Content:**

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	18.8%	18.96%	18.33%
Mystery	13.97%	13.96%	13.61%
Children's Books	12.9%	13.2%	13.05%
Cookbooks	10.83%	10.98%	10.85%
Religious (not Bibles)	8.68%	8.88%	8.96%
History	8.55%	8.58%	8.25%
Biography	7.84%	7.88%	7.52%
Personal/Business	7%	7.17%	6.96%
Self-help			
Romance	6.61%	6.59%	6.65%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	71.12%	71.42%	70.35%
Gen. Editorial	50.28%	49.92%	49.35%
Womens	41.7%	41.6%	41.43%
Service	35.64%	36.4%	36.14%
Business/Finance	21.11%	21.41%	20.57%
Mens	18.24%	18.09%	17.88%
Sports	16.54%	16.42%	15.89%
Mature Market	15.57%	15.77%	15.51%
Health	13.53%	13.74%	13.84%

ever Scotland Neck Lake Lure Tryon Spencer Mountain Grover Lowesville Lewisville Stallings Pineblu Lose Hill Bryson City Reidsville South Rosemary Holly Springs Bear Grasson Intercultural Institute Lead Gatesville Green Level Marietta Tarboro Newport Aberdeen Lawn (or Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	56.61%	57.26%	56.74%
Sport	34.45%	34.84%	34.44%
Business/Finance	33.72%	34.23%	33.04%
Editorial Page	31.67%	32.17%	31.99%
Classified	28.26%	28.33%	29.27%
Comics	28.17%	28.24%	28.14%
Food/Cooking	27.16%	27.5%	27.21%
Movie Listings & Reviews	26.29%	26.59%	26.13%
TV/Radio Listings	25.05%	25.26%	25.11%
Travel	22.2%	22.61%	21.94%
Home/Gardening	21.89%	22.71%	22.51%
Science/Technology	18.5%	19.11%	18.61%
Fashion	15.35%	15.58%	15.29%

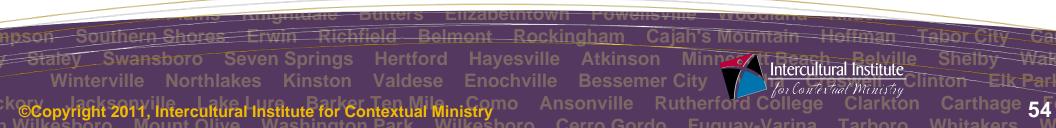
RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Adult Contemporary	18.72%	18.82%	18.37%
CHR Contemp Hit Radio	17.37%	17.08%	16.99%
Country	15.97%	16.92%	18.28%
Urban Contemporary	15.26%	14.24%	14.5%
News/Talk	12.12%	12.57%	12%
Oldies	11.28%	11.43%	11.19%
Rock	10.81%	11.14%	11.08%
Alternative	9.42%	9.68%	9.2%
Classic Rock	9.23%	9.26%	9.07%
All Talk	8.09%	8.14%	7.42%
Variety	7.66%	7.78%	7.64%
All News	7.42%	7.86%	7.41%
Jazz	6.63%	6.74%	6.58%
Religious	6.57%	6.94%	6.89%
Soft Contemporary	5.8%	6.02%	5.91%
Adult Standards	5.5%	5.46%	5.11%
Sports	3.97%	4.16%	3.98%
Classical	3.93%	4.03%	3.82%

er Bend Dundarrach Nags Head Delway Cullowhee Stem Clyde Lillington McDonald Emerald Isle Lei sea Columbus Silver Lake Raeford Woodfin Washington Mills River Har Asheboro Old Fort Dun eemee Vann Crossroads Jefferson Bayboro Williamston Gibson Ashev Ashev Siler City South Weldon 53 it Copyright 2011, Intercultural Institute for Contextual Ministry

### **Potential Multimedia Content:**

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

ULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	63.44%	64.62%	64.5%
Soapnet	51.8%	52.07%	51.79%
Satellite Dish	46.85%	48.33%	48.79%
Other Video-On-Demand	44.24%	43.46%	42.92%
Comedy Central	40.57%	40.54%	38.78%
Adult Pay Per View TV	36.77%	37.98%	37.4%
Sci-Fi Channel	33.79%	34.66%	34.89%
MSNBC	30.99%	31.82%	32.04%
TV Info From Sunday TV	30.84%	31.52%	31.34%
Magazine			
Subscribe Digital Cable	28.51%	28.74%	28.85%
ESPN Classic	27.46%	27.42%	25.9%
USA Network	27.29%	27.55%	26.93%



TV Info From Other

22.13%

22.24%

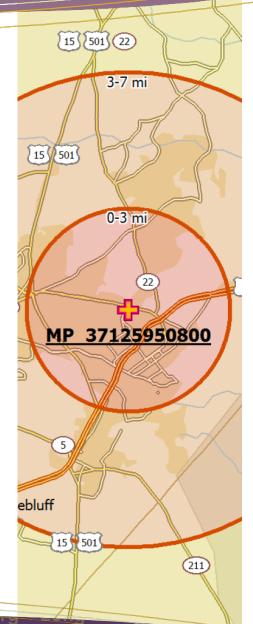
22.03%

#### **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.



Idleburg Patterson Springs Badin Oak City Wendell Tryon Burlington Southern Pines Kill Devil Hills Ex Fuquay-Varina Weaverville Granite Falls Conway Calypso Summerties <u>Intercultural Institute</u> n Hot Springs Cooleemee Concord High Shoals Fair Bluff Pantego La for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Davidson New Bern Forest Hills Lewisville Have State

# 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+)	20.25%	20.63%	20.27%
Medium Users (4-6)	11.72%	11.71%	11.33%
Light Users (1-3)	20.81%	20.79%	20.49%
Quintiles (20%)			
Newspaper I (Heavy)	0.9%	0.83%	0.9%
Newspaper II	1.37%	1.38%	1.43%
Newspaper III	2.15%	2.04%	2.01%
Newspaper IV	0.38%	0.35%	0.4%
Newspaper V (Light)	1.12%	1.02%	1%

MILES	MILES	
		MILES
7.23%	17.19%	17.68%
7.65%	7.61%	7.83%
8.19%	8.05%	8.35%
0.23%	10.31%	10.67%
).33%	0.4%	0.45%
7.14%	6.92%	6.72%
2.77%	2.6%	2.57%
8.05%	3.02%	3.13%
5.48%	15.31%	15.48%
28.73%	28.28%	27.68%
3.86%	14.11%	14.5%
6.38%	6.55%	6.57%
1.44%	4.21%	4.29%
20.06%	19.78%	20.2%
2.67%	2.53%	2.62%
	.65% .19% 0.23% .33% .14% .77% .05% 5.48% 8.73% 3.86% .38% .44% 0.06%	.65%7.61%.19%8.05%0.23%10.31%.33%0.4%.14%6.92%.77%2.6%.05%3.02%5.48%15.31%8.73%28.28%3.86%14.11%.38%6.55%.44%4.21%0.06%19.78%

Whitsett Robersonville Pinebluff Norman Sharpsburg Cedar Point Cashiers Bolton Edenton Sanford Elm City Carrboro James City Broadway Liberty Pittsboro Hays Brown Intercultural Institute Grove Macclesfield Falcon Avery Creek Mooresville Hightsville Pine Confectual Ministry Confectual Ministry Keener Lawndale Wanchese Fremont Hot Springs 56

# Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	7-1
	MILES	MILES	MILES		MILES	MILES	MIL
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths /			
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	3.1%	2.98%	3.03%	Prime Time I & II (Heavy)	3.49%	3.48%	3.5
Drive Time III (Medium)	0.28%	0.34%	0.39%	Prime Time III (Medium)	2.26%	2.03%	2.0
Radio IV & V (Light)	2.44%	2.28%	2.25%	Prime Time IV & V (Light)	5.51%	5.01%	5.4
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	7.09%	7.18%	7.61%	Fringe I & II (Heavy)	42.24%	42.95%	42.
Radio III (Medium)	4.5%	4.6%	4.63%	Fringe III (Medium)	52.41%	52.67%	52.
Radio IV & V (Light)	3.21%	3.23%	3.29%	Fringe IV (Light)	53.29%	53.66%	54.
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	11.16%	11.3%	11.36%	All Day I & II (Heavy)	12.93%	12.48%	12.
Cable III (Medium)	3.98%	3.77%	3.8%	All Day III (Medium)	22.31%	22.62%	22.
Cable IV & V (Light)	37.03%	36.28%	35.74%	All Day IV (Light)	11.15%	11.43%	11.



# 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]	11.42%	11.81%	11.96%
6:00am - 10:00am	18.96%	18.83%	18.1%
10:00am - 3:00pm	9.56%	8.49%	8.07%
3:00pm - 7:00pm	12.79%	12.3%	12.28%
7:00pm - Midnight	14.48%	14.69%	14.24%
Midnight - 6:00am	8.37%	7.76%	7.33%
Weekend Radio			
Listeners			
Dayparts [summary]	11.82%	12%	12.48%
6:00am - 10:00am	4.61%	4.83%	4.8%
10:00am-3:00pm	7.44%	7.25%	6.83%
3:00pm - 7:00pm	6.63%	6.23%	6.26%
7:00pm - Midnight	8.28%	8.58%	8.74%
Midnight - 6:00am	12.93%	12.38%	12.19%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.81%	7.34%	7.28%
Saturday: 8:00-11:00pm	6.87%	7.28%	7.58%
Sunday: 7:00-11:00pm	8.86%	9.22%	9.34%
9:00am-1:00pm	21.05%	21.6%	22.22%
9:00am-4:00pm	24.51%	25.13%	25.87%
4:00pm-7:00pm	30.93%	31.44%	30.99%
11:00pm-1:00am	39.92%	40.71%	40.87%
AVG Prime time	2.86%	2.76%	2.76%
Mon-Sun			

Stonewall Pittsbore McFarlan Woodlawn Rhodhiss Hamlet Lake Norman of Catawba Westport Southe Toast Stantonsburg Glen Alpine Fallston Boiling Spring Lakes Land Intercultural Institute Columbia Lowell Siler City Matthews Pinehurst Benson Wilson's Mills For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Comparison Barker Heights Sandyfield Weldon Fastover Andrew

## 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	<b>TV VIEWERS</b>	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	16.43%	16.31%	16.1%	Sat: 7-10am	Sat: 7-10am 19.46%	Sat: 7-10am 19.46% 19.89%
7-9am	25.18%	25.32%	24.67%	Sat: 10am-1pm	Sat: 10am-1pm 7.01%	Sat: 10am-1pm 7.01% 7.48%
9am-12noon	16.78%	17.75%	18.38%	Sat: 1-4pm	Sat: 1-4pm 23.78%	Sat: 1-4pm 23.78% 24.23%
12noon-4pm	7.74%	7.38%	7.49%	Sat: 4-6pm	Sat: 4-6pm 6.12%	Sat: 4-6pm 6.12% 6.17%
4-6pm	49.26%	50.42%	49.6%	Sat: 6-7pm	Sat: 6-7pm 1.66%	Sat: 6-7pm 1.66% 1.95%
6-7pm	17.44%	17.73%	17.93%	Sat: 7-8pm	Sat: 7-8pm 0.42%	Sat: 7-8pm 0.42% 0.47%
7-7:30pm	1.23%	1.3%	1.27%	Sat: 8-11pm	Sat: 8-11pm 6.87%	Sat: 8-11pm 6.87% 7.28%
7:30-8pm	9.76%	9.68%	9.9%	Sat: 11pm-1am	Sat: 11pm-1am 5.4%	Sat: 11pm-1am 5.4% 5.55%
8-11pm	6.81%	7.34%	7.28%	Sat: 1am-7pm	Sat: 1am-7pm 27.29%	Sat: 1am-7pm 27.29% 27.55%
11pm-12am	30.99%	31.82%	32.04%	Sun: 7-10am	Sun: 7-10am 1.64%	Sun: 7-10am 1.64% 1.76%
11pm-1am	39.92%	40.71%	40.87%	Sun: 10am-1pm	Sun: 10am-1pm 5.11%	Sun: 10am-1pm 5.11% 5.69%
1-6am	37.43%	37.11%	35.67%	Sun: 1-4pm	Sun: 1-4pm 5.17%	Sun: 1-4pm 5.17% 5.63%
				Sun: 4-7pm	Sun: 4-7pm 11.8%	Sun: 4-7pm 11.8% 12.47%
				Sun: 7-11pm	Sun: 7-11pm 8.86%	Sun: 7-11pm 8.86% 9.22%
				Sun: 11pm-1an	Sun: 11pm-1am 3.35%	Sun: 11pm-1am 3.35% 3.67%
				Sun: 1-7am	Sun: 1-7am 18.31%	Sun: 1-7am 18.31% 19.36%

KINGSTOWN APEX LIIESVIIIE LOUISD

Converting Huntersville Saratoga Princeville Swansboro Kure Beach Hat Rock Clarkton Sha Caroro Spencer Arapahoe Ruth Bald Head Island Newland Atlantic Beach Intercultural Institute Cramerton Manteo Carolina Beach Carolina Shores Oakboro Convertial Ministry Convertial Ministry Pleasant H59 Copyright 2011, Intercultural Institute for Contextual Ministry Star Pleasant H59

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



# Using the Shared Places, Projects, Media Content and Usage

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

#### Issues for Your Consideration

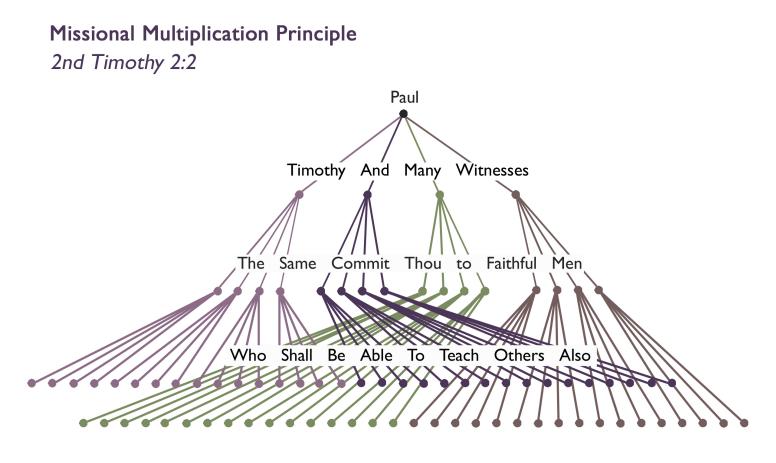
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

The River Road Bent Creek Lincolnton Northwest Carolina Shores Roper Boiling Spring Lakes Aurora Aberdeen Fairfield Harbour Woodland Cashiers Bear Grass Raleigh Roy Intercultural Institute Elon Yadkinville Sharpsburg Whiteville Lillington Long View Kinsto For Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Con

## **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.



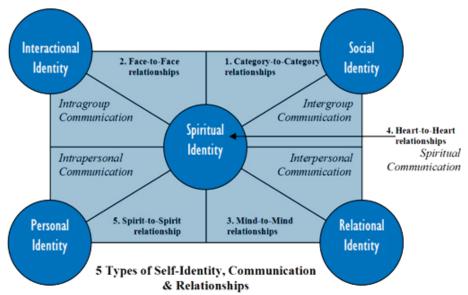
Brogden Pine Knoll Shores Ivanhoe Winston-Salem Rutherfordton Snow Hill Bladenboro Fairplains Restored Belhaven Polkville Arapahoe Warrenton Bryson City Clarkton During Intercultural Institute Centerville Roxobel Cleveland Westport Davidson Indian Trail Scotlar for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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



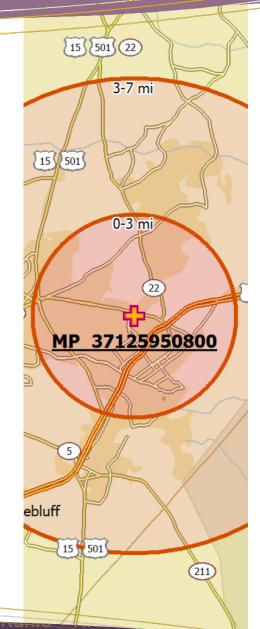


#### Your MissionSite and the Missional Suite

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

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

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





### Notes and Sources

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

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 Washington
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### **APPENDIX: BCNC Churches by Distance**

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Pleasant Hill - Southern Pines	2237 CAMP EASTER RD Southern Pines, NC 28388	0.73 mi	223	Plateauing
2	Pinehurst First - Pinehurst	144 Gaeta Dr Pinehurst, NC 28374	1.41 mi	244	Growing
3	Southern Pines First - Southern Pines	200 E New York Ave Southern Pines, NC 28387	1.97 mi	478	Plateauing
4	Aberdeen First - Aberdeen	700 N Sandhills Blvd Aberdeen, NC 28315	3.52 mi	349	Growing
5	Lighthouse - Aberdeen	5251 Army Rd Aberdeen, NC 28315	5.88 mi	25	Declining
6	Ashley Heights - Aberdeen	10351 Aberdeen Rd Aberdeen, NC 28315	5.88 mi	135	Plateauing
7	Hope Community - Lakeview	202 Camp Easter Rd Lakeview, NC 28350	6.45 mi	14	Declining
8	Ives Memorial - Pinebluff	365 E Philadelphia Ave Pinebluff, NC 28373	6.48 mi	140	Declining
9	Victory Community - Carthage	915 Brinkley Rd Carthage, NC 28327	7.00 mi	84	Declining
10	Beulah Hill	7400 Beulah Hill Church R West End, NC 27376	7.82 mi	109	Declining
11	West End First - West End	5205 Nc Highway 211 West End, NC 27376	7.82 mi	31	Growing
12	Harmony	3624 NC Hwy 73 West End, NC 27376	7.82 mi	28	Insufficient Data
13	Fairview - We	1580 Carthage Rd West End, NC 27376	8.13 mi	83	Growing
14	Cornerstone - West End	656 Hoffman Rd West End, NC 27376	8.20 mi	32	Declining
15	Church of the Open Door	1184 Hoffman Rd West End, NC 27376	8.35 mi	0	Insufficient Data

t Pauls Valdese Ansenville Sugar Mountain Marvin Huntersville Whitsett Blowing Rock Franklinton Lie Cricket Beulaville Rural Hall Enochville Monroe Ocracoke Plain View Macelosticut Pineblum Oak Ru Ie White Lake Seven Lakes Montreat Catawba Myrtle Grove Bayshore for Confectual Ministry Ocopyright 2011, Intercultural Institute for Contextual Ministry Boiling Spring Lakes Balo Head Island Tabor City Ruth 66

## APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Open Arms Community - Vass	244 South St Vass, NC 28394	8.50 mi	52	Growing
17	Vass First - Vass	3448 US 1 Vass, NC 28394	8.71 mi	62	Growing
18	Taylor Memorial - Jackson Springs	4164 Hoffman Rd Jackson Springs, NC 27281	9.31 mi	73	Declining
19	New Home - Vass	1000 Lobelia Rd Vass, NC 28394	9.64 mi	145	Plateauing
20	Carthage First - Carthage	108 McNeill St Carthage, NC 28327	11.79 mi	88	Declining
21	Bethlehem - Carthage	1838 Bethlehem Church Rd Carthage, NC 28327	11.82 mi	76	Declining
22	Emmanuel - Carthage	632 McCrimmon Rd Carthage, NC 28327	11.89 mi	220	Plateauing
23	Piney Wood - Cameron	545 Pineywood Church Rd Cameron, NC 28326	12.03 mi	63	Plateauing
24	Middle Cross - West End	440 Lucas Rd West End, NC 27376	12.09 mi	102	Plateauing
25	Tillery - Tillery	450 NC Hwy 481 Tillery, NC 27887	12.18 mi	0	Insufficient Data
26	Vaughan - Vaughan	1318 Eaton Ferry Rd Vaughan, NC 27586	12.18 mi	24	Declining
27	Cedar Falls - Cedar Falls	3836 Old Cedar Falls Rd Cedar Falls, NC 27230	12.18 mi	40	Plateauing
28	Community - Mt Mourne	274 Langtree Rd Mount Mourne, NC 28123	12.18 mi	27	Plateauing
29	Harris First	127 Hogan Rd Harris, NC 28074	12.18 mi	35	Insufficient Data
30	Cliffside	220 N Main St Cliffside, NC 28024	12.18 mi	141	Plateauing

Contextual Mineral Springs Wilson's Mills Archdale Northwest Farmville Rich Square Winfall Case Hemby Bridge Cedar Rock Havelock Surf City Shannon Dundarrach Archdale Intercultural Institute Stanley Cary Neuse Forest Laurel Park Kill Devil Hills Morven Marshv For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

			DIOTANOS		
	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Goodes Creek	453 Goodes Creek Church Rd Cliffside, NC 28024	12.18 mi	211	Plateauing
32	Caroleen	193 Spencer St Caroleen, NC 28019	12.18 mi	87	Declining
33	Ridgecrest - Ridgecrest	41 Tucker Rd Ridgecrest, NC 28770	12.18 mi	61	Plateauing
34	Skyland - Skyland	2115 Hendersonville Rd Skyland, NC 28776	12.18 mi	178	Growing
35	Refuge - Dana	30 Oleta Rd Dana, NC 28724	12.18 mi	141	Declining
36	New Salem - Skyland	200 Rosscraggen Rd Skyland, NC 28776	12.18 mi	26	Insufficient Data
37	Dana - Hendersonville	37 Butter Cup Fields Lane Dana, NC 28724	12.18 mi	79	Plateauing
38	Pacolet - Lynn	3424 Skyuka Rd Lynn, NC 28750	12.18 mi	46	Insufficient Data
39	La Caridad - Sapphire	Slick Fisher Rd Lake Toxaway, NC 28874	12.18 mi	33	Insufficient Data
40	Antioch - Mamers	6670 Old US Highway 421 Mamers, NC 27552	12.18 mi	167	Declining
41	Cameron Baptist Church	593 Carthage St Cameron, NC 28326	12.97 mi	126	Declining
42	Hoffman - Hoffman	117 Butler Dr Hoffman, NC 28347	13.04 mi	21	Plateauing
43	Red Branch - Carthage	1748 Old River Rd Carthage, NC 28327	13.82 mi	133	Plateauing
44	Eagle Springs - Eagle Springs	460 Eagle Springs Rd Eagle Springs, NC 27242	14.89 mi	42	Declining
45	Calvary - Robbins	549 Plank Rd Carthage, NC 28327	14.92 mi	85	Growing

hlands Faith Whitakers Harrisburg Carrboro Raeford White Lake Holden Beach Sherrills Ford Waxhaw Cary Fairview Minnesott Beach Fountain Mooresville Avery Creek Golden Beach Sherrills Ford Waxhaw James Raynham Cullowhee Watha Dallas Richfield Southern Pines Ford Versitual Ministry Confectual Ministry Sharpsburg 68 Copyright 2011, Intercultural Institute for Contextual Ministry



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