# MissionSite top unreached locations

#### HILLSBOROUGH, NC Walstonburg Connelly Spring

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In partnership with the:

Lattimore Wade Lake SanteetlalCENSUS TRACT: 37135011102 Hertford Crossnore Kanna REGION: Region 4: Triangle r Marion Lumberton High COUNTY: Orange SITESCAPE: Townscape DENSITY PATTERN: A

North Carolina Baptists Caring. Sharing. Daring.

Copyright 2011; Intercultural Institute for Contextual Ministry renton Forest City McDonald Lowesville Harmony Clay

Pineville

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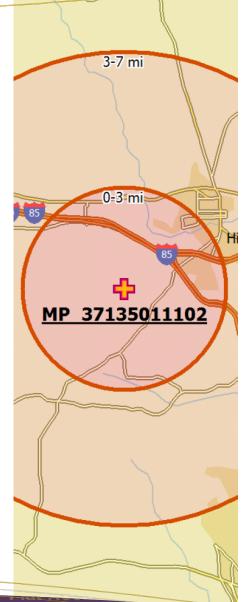
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#### Site Location Summary

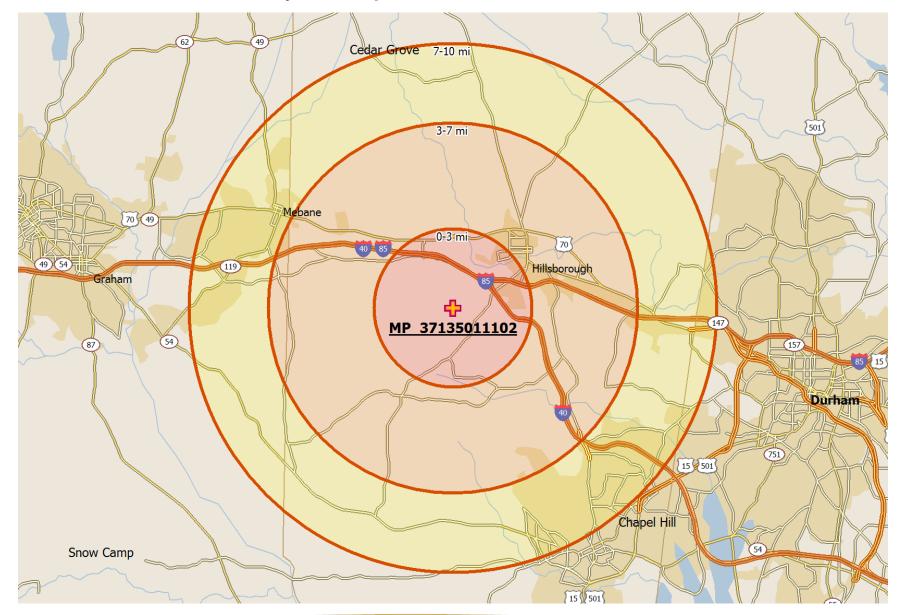
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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           | 37135 | Orange                                |
| 4 | Zipcode                   | 27278 | Orange                                |
| 5 | Sitescape Category        | 2     | Townscape                             |
| 6 | Sitescape Group           | 2.1   | Small Towns                           |
| 7 | Sitescape Subgroup        | 2.14  | Small towns adjacent to a medium town |
| 8 | Sitescape Density Pattern | А     | 10000-50000-100000                    |



Wrightsboro Spruce Pine Bayshore Duck Littleton Como Matthews Wilmington Unionville Yanceyville Faison Garysburg Forest Oaks Kings Mountain Havelock Hayesville Intercultural Institute Bethel Hot Sprin vall Mount Pleasant Fremont Rosman Lasker Jamesville South Weldon Fast Lowesville Windsor Cary Webs 3er Copyright 2011, Intercultural Institute for Contextual Ministry

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



Fairfield Harbour Randleman Seaboard Arapahoe Emerald Isle Wesley Chapel Franklinville Southern P mance Plymouth Tabor City Gibson Red Springs Norman Ahoskie Silver Intercultural Institute Jacksonville Kenly Badin Dundarrach China Grove Lilesville Drexel Jack Intercultural Institute Jonesville Gold be Copyright 2011, Intercultural Institute for Contextual Ministry Pleasant Garden Elk Park Westport Middleburg Monrae

#### 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                         | COD | EXPLANATION   |
|---|---------------------------------------|-----|---|
|   |                                       | Е   |   |
| 1 | Metro or Non-Metro                    | 1   | Metro   |
| 2 | Urban Influence                       | 2   | Small-in a metro area with fewer than 1 million residents   |
| 3 | Rural / Urban<br>Continuum            | 2   | County in metro area of 250,000 to 1 million population   |
| 4 | NCHS Rural Urban<br>Codes             | 3   | Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population   |
| 5 | NCES Urban<br>Centric Locale<br>Codes | 41  | Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster. |
| 6 | IICM RUCA Values<br>Index             | 100 | Metropolitan core commuting: No additional code   |
| 7 | ERS RUCA<br>Commuting Value           | 1   | Metropolitan area core: primary flow within an urbanized area   |
| 8 | Percent Commuting to Metro            | 0   | Percent commuting from non metro to metro areas   |

 Reeford Winton Spruce Pine Plain View Sharpsburg Bethel Raynham Momeyer Walkertown Thoma Hightsville Connelly Springs Milton Belmont Mount Olive Manteo Line Intercultural Institute Dunn Skippers Corner River Road Kinston Spring Lake Whitsett For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Reeford State Plain Would Bellon St Pauls Stopewall Speed Kelford Faith Dun

#### 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                | 11,903    | 23,452    | 93,669     |
| 2010 Households                | 4,596     | 9,061     | 38,357     |
| 2010 Group Quarters Population | 493       | 124       | 2,568      |

| BAND COMPOSITION                      | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|---------------------------------------|-----------|-----------|------------|
| Population Density National Index     | 12        | 26        | 39         |
| Language Diversity National Index     | 48        | 31        | 51         |
| Foreign Born Diversity National Index | 24        | 33        | 54         |
| Ancestry Diversity National Index     | 57        | 62        | 70         |
| Racial Diversity National Index       | 41        | 44        | 47         |

Alamance Forest Oaks Rowland Catawba Clyde Erwin Red Springs Columbia Eastever Patterson Spring Hars Hill Biltmore Forest Cherryville Unionville Colerain Elkin Bether Intercultural Institute wville Cleveland Lowell Tabor City Mulberry Wendell Watha Fairview 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         | 1    | True       |
| Low-education County          | 0    | False      |
| Low-employment County         | 0    | False      |
| Persistent Poverty County     | 0    | False      |
| Population Loss County        | 0    | False      |
| Non-metro Recreation County   | 0    | False      |
| Retirement Destination County | 0    | False      |

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

Summerfield Westport Mayodan Beech Mountain McDonald Webster Highlands Shelby Richlands Hisboro Tarboro Bayboro Mount Pleasant Halifax White Lake Vander Intercultural Institute Iddleburg Wadesboro Pineville Whiteville Royal Pines Wrightsboro Multiple Contextual 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        | 932   | 20.28%  |
| Mainstay Communities | Established, Diverse Households        | 1,079 | 23.48%  |
| Working Communities  | Blue-collar, Working Families          | 1,038 | 22.58%  |
| Country Communities  | Rural, Agri. & Mining Families         | 219   | 4.77%   |
| Aspiring Communities | Young Singles / Aspiring-Multihousing  | 1,019 | 22.17%  |
| Urban Communities    | High Density, Inner-city Neighborhoods | 310   | 6.74%   |

Henderson Cooleemee Hickory Millers Creek Ronda Garland Huntersville Sharpsburg Forest City B Caswell Beach Raynham Bethel Bowmore White Plains Broadway Mider Intercultural Institute Balfour Butters Wendell Laurinburg McFarlan Laurel Park Elon for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

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

#### Issues for Your Consideration

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

Tryon Lilesville Bayshore Aberdeen Siler City Bowmore Bryson City Rich Square Wade Welcome Hiset Beach South Rosemary Wrightsboro Marietta Hookerton Bogue Intercultural Institute Ingsville Bent Creek Patterson Springs Westport Stantonsburg Pine Lev For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the 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?

bins Duck Macon Kenansville Mount Holly Ruth Stedman Aurora Winton Micro Cooleemee Anson and Archdale Ivanhoe Hamilton Statesville Biltmore Forest Marshville Intercultural Institute Brevard Gibsonville Foxfire Clayton Bethel Mesic Fair Bluff Wilson Vander Pembroke Kure Bea10 ©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                | 36,147 | 3,149         | 8.71%   |
| Unreached %                         | 71.5%  | 68.51%        | 95.82   |
| Religious But NOT Evangelical HH    | 8,361  | 764           | 9.14%   |
| Religious But NOT Evangelical %     | 16.54% | 16.63%        | 100.57  |
| Spiritual But NOT Relig or Evang HH | 6,427  | 514           | 8%      |
| Spiritual But NOT Relig or Evang %  | 12.71% | 11.19%        | 88      |
| Not Evangelical, Not Interested HH  | 21,412 | 1,883         | 8.79%   |
| Not Evangelical, Not Interested %   | 42.35% | 40.97%        | 96.73   |



Sville Elk Park Bonnetsville Wobster Indian Trail Keener Hillsborough Peachland Fairview Tar Heel Field Oak City Spring Hope Fearrington Jefferson Holly Springs Laker Intercultural Institute Varnamtown Love Valley Mills River Como Cove City Marvin Bostic 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            | 20     | 5      | 25%     |
| Active BCNC Attenders           | 2,057  | 551    | 26.79%  |
| Active Evangelical Households   | 2,710  | 272    | 10.05%  |
| Active Evangelical Percent      | 5.36%  | 5.93%  | 110.57  |
| Inactive Evangelical Households | 11,697 | 1,176  | 10.05%  |
| Inactive Evangelical Percent    | 23.14% | 25.58% | 110.57  |
| # New Churches Needed           | 5      | 0      | 0%      |





#### Spirituality Indicators - 30 Closest BCNC Churches

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

|    | CHURCHES                              | DIST.   | WRSHP<br>AVG | IICM<br>CGR          |    | CHURCHES                                     | DIST.    | WRSHP<br>AVG | IICM<br>CGR          |
|----|---------------------------------------|---------|--------------|----------------------|----|--|----------|--------------|----------------------|
| 1  | Cross Roads -<br>Hillsborough         | 1.35 mi | 86           | Plateauing           | 16 | Mebane First - Mebane                        | 9.17 mi  | 369          | Plateauing           |
| 2  | West Hill - Hillsborough              | 1.67 mi | 0            | Insufficient<br>Data | 17 | Cresset - Durham                             | 9.45 mi  | 155          | Declining            |
| 3  | Hillsborough First -<br>Hillsborough  | 2.00 mi | 173          | Plateauing           | 18 | Sunrise - Cha                                | 9.55 mi  | 120          | Insufficient<br>Data |
| 4  | Fairview - Hillsborough               | 2.67 mi | 169          | Plateauing           | 19 | Chapel Hill Chinese<br>Christian Church - Ch | 10.07 mi | 0            | Insufficient<br>Data |
| 5  | Lawrence Road -<br>Hillsborough       | 2.86 mi | 123          | Insufficient<br>Data | 20 | Rose of Sharon - Durham                      | 10.37 mi | 184          | Plateauing           |
| 6  | Mars Hill - Hillsborough              | 3.24 mi | 89           | Declining            | 21 | Ephesus - Chapel Hill                        | 10.42 mi | 62           | Declining            |
| 7  | Cane Creek - Hil                      | 3.24 mi | 103          | Plateauing           | 22 | Guess Road - Durham                          | 10.55 mi | 161          | Plateauing           |
| 8  | Agape Reconciliation                  | 6.81 mi | 0            | Insufficient<br>Data | 23 | Oak Grove - Mebane                           | 10.66 mi | 120          | Declining            |
| 9  | Calvander Crossing<br>Church - Durham | 7.26 mi | 13           | Insufficient<br>Data | 24 | Crosslink Community -<br>Mebane              | 10.66 mi | 183          | Insufficient<br>Data |
| 10 | Mount Hermon (Y) -<br>Durham          | 7.84 mi | 66           | Plateauing           | 25 | Mount Adar - Mebane                          | 10.66 mi | 65           | Insufficient<br>Data |
| 11 | Immanuel - Durham                     | 7.84 mi | 60           | Plateauing           | 26 | Faith Community -<br>Durham                  | 10.73 mi | 70           | Insufficient<br>Data |
| 12 | Ebenezer - Hillsborough               | 7.84 mi | 475          | Declining            | 27 | Grey Stone - Durham                          | 10.79 mi | 567          | Growing              |
| 13 | Mount Moriah - Durham                 | 8.05 mi | 67           | Declining            | 28 | Iglesia Cristiana Emanuel<br>- Durham        | 11.05 mi | 0            | Insufficient<br>Data |
| 14 | North Chapel Hill -<br>Chapel Hill    | 8.30 mi | 0            | Insufficient<br>Data | 29 | Journey - Durham                             | 11.05 mi | 33           | Declining            |
| 15 | Bethel - Chapel                       | 8.40 mi | 0            | Insufficient<br>Data | 30 | North Durham - Durham                        | 11.13 mi | 15           | Declining            |

Stanfield Rutherfordton Saluda Taylortown Pineville Liberty Southport Centerville Valley Hill Calypso Creek Light Oak Emerald Isle Bailey Bethel Pembroke Cramerton Intercultural Institute ade Pinehurst Fletcher Elk Park Wesley Chapel Winston-Salem Hudso for Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Back Stand October Silver Lake Colerain Fair Bluff Red Cross 13

### Using the Spirituality Indicators

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

#### Issues for Your Consideration

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

Ferry Siler City Stallings Clinton Bowmore Garland Avery Creek Lake Junaluska South Henderson Val emburg Swannanoa Maggie Valley Charlotte Summerfield Kannapolis Speed Godwin Piney Green Pantego Leland Carrboro Stem Andrew For Confextual Ministry Confextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Halifax Belmont Elizabethtown Boxobel Havelock Eas

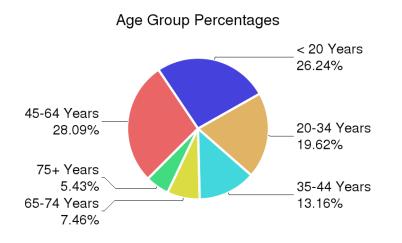
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the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

| DEMOSCAPE                            | COUNTY                       | BAND        | % OF CO       | DEMOSCAPE                            | COUNTY        | BAND     | % OF      |
|--------------------------------------|------------------------------|-------------|---------------|--------------------------------------|---------------|----------|-----------|
| 1990 Population                      | 93,852                       | 9,280       | 9.89%         | 1990 Households                      | 36,104        | 3,529    | 9.77%     |
| 2000 Population                      | 118,227                      | 10,663      | 9.02%         | 2000 Households                      | 45,863        | 4,131    | 9.01%     |
| 2010 Population                      | 131,255                      | 11,903      | 9.07%         | 2010 Households                      | 50,554        | 4,596    | 9.09%     |
|                                      |                              | 51          | n this Missio | nSite                                | Location Ty   | vpe      | 0-3mi Bai |
| 🗖 0-3mi Band                         | 🗖 3-7mi                      | Band 📃      | 7-10mi Band   | County                               | Residential   |          | 4,893     |
| 80,000                               |                              |             |               |                                      | Residential / | Apt.     | 877       |
| 60,000                               |                              |             |               |                                      | Residential I | Non-Apt. | 4,016     |
|                                      |                              |             |               | _                                    | Business      |          | 435       |
| 40,000                               |                              |             |               |                                      | Seasonal      |          | 0         |
|                                      |                              |             |               |                                      | USPS Resid    | lential  | 3,976     |
| 20,000<br>0<br>Residential<br>Reside | ntial Apt.<br>Residential No | on-Apt. But | siness Seaso  | usps Residential<br>USPS Residential | USPS Busin    | ess      | 402       |

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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.

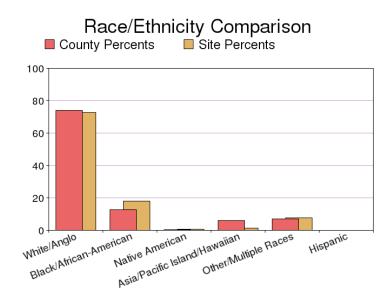


| 2010 POP. ESTIMATES | COUNTY | BAND   | INDEX  |
|---------------------|--------|--------|--------|
| 0-3 Years           | 4.27%  | 5.91%  | 138.41 |
| 4-5 Years           | 2.3%   | 2.92%  | 126.96 |
| 6-8 Years           | 3.53%  | 4.72%  | 133.71 |
| 9-11 Years          | 3.46%  | 4.4%   | 127.17 |
| 12-13 Years         | 2.26%  | 2.94%  | 130.09 |
| 14-17 Years         | 6.05%  | 3.91%  | 64.63  |
| 18-19 Years         | 3.24%  | 1.41%  | 43.52  |
| 0-5 Years           | 6.57%  | 8.84%  | 134.55 |
| 6-12 Years          | 8.13%  | 10.62% | 130.63 |
| 13-19 Years         | 10.41% | 6.77%  | 65.03  |
| < 20 Years          | 25.11% | 26.23% | 104.46 |
| 20-34 Years         | 27.71% | 19.62% | 70.8   |
| 35-44 Years         | 10.96% | 13.16% | 120.07 |
| 45-64 Years         | 25.05% | 28.08% | 112.1  |
| 65-74 Years         | 6.16%  | 7.46%  | 121.1  |
| 75+ Years           | 5.01%  | 5.43%  | 108.38 |
| Median Age          | 32     | 39     | 122.19 |
| Median Age (Male)   | 32     | 36     | 114.58 |
| Median Age (Female) | 32     | 40     | 124.72 |

arrach Swansboro Emerald Isle Woodlawn Hertford Barker Heights Hildebran Princeville Asheville Lew Ansonville Banner Elk Royal Pines Dillsboro Catawba Rosman Ray Intercultural Institute Forest Lenoir Northwest Sedalia Trenton Butters Wallace Goldsboro for Confextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



| 2010 POP. ESTIMATES              | COUNTY | BAND  | INDEX  |
|----------------------------------|--------|-------|--------|
| Race/Ethnicity                   |        |       |        |
| White, Anglo                     | 73.95% | 72.7% | 98.3   |
| Black, African-American          | 12.57% | 17.9% | 142.38 |
| Native American                  | 0.45%  | 0.52% | 115.1  |
| Asian                            | 5.86%  | 1.31% | 22.37  |
| Pacific Island, Hawaiian         | 0.03%  | 0.02% | 61.26  |
| Other/Multiple Races             | 7.14%  | 7.56% | 105.96 |
| Hispanic                         | 0%     | 5.72% | 0      |
|                                  |        |       |        |
| Education of Adults (25 $yret$ ) |        |       |        |

| Education of Adults (25 yrs+)   |        |        |        |
|---------------------------------|--------|--------|--------|
| Total Adults over age 25 years. | 80,968 | 8,196  |        |
| Less than 9th Grade             | 4.17%  | 8.25%  | 50.55  |
| No High School Diploma          | 5.72%  | 10.74% | 53.29  |
| High School Graduate            | 16.91% | 26.31% | 64.28  |
| Some College, no degree         | 11.57% | 13.69% | 84.5   |
| Associate Degree                | 5.72%  | 7.59%  | 75.37  |
| College Degree                  | 26.87% | 16.61% | 161.79 |
| Graduate/Prof. degree           | 29.05% | 16.83% | 172.63 |

d Isle Kelford Jacksonville Bolling Spring Lakes Mebane Cedar Rock Rennert Cricket Hays South Hend Hocksville Greenville Trinity Boonville Wrightsboro Hoffman Rocky in Intercultural Institute ant Garden Trent Woods Dallas Windsor Pinetops Franklinton Mulberry for Confectual Ministry Corpyright 2011, Intercultural Institute for Contextual Ministry Seven Lakes Fallston Sim<sub>17</sub>

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

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

| 2010 HOUSEHOLD              | COUNTY  | BAND    | INDEX  |
|-----------------------------|---------|---------|--------|
| ESTIMATES                   |         |         |        |
| Household Income            |         |         |        |
| < \$10,000                  | 10.15%  | 6.07%   | 51.49  |
| \$10,000 to \$19,999        | 10.11%  | 11.88%  | 117.48 |
| \$20,000 to \$29,999        | 11%     | 10.6%   | 96.33  |
| \$30,000 to \$49,999        | 16.3%   | 22.95%  | 140.85 |
| \$50,000 to \$59,999        | 6.3%    | 8.72%   | 138.49 |
| \$60,000 to \$69,999        | 5.81%   | 6.38%   | 109.66 |
| \$70,000 to \$79,999        | 4.96%   | 6.16%   | 124.27 |
| \$80,000 to \$89,999        | 4.21%   | 5.09%   | 121.07 |
| \$90,000 to \$99,999        | 3.27%   | 3.61%   | 110.53 |
| \$100,000 to \$124,999      | 8.46%   | 5.68%   | 67.11  |
| \$125,000 to \$149,999      | 5.25%   | 2.39%   | 45.57  |
| \$150,000 to \$199,999      | 6.14%   | 1.83%   | 29.75  |
| \$200,000 to \$249,999      | 2.42%   | 0.94%   | 38.67  |
| \$250,000 or more           | 5.62%   | 7.66%   | 136.24 |
| Median Household            | 53,701  | 50,384  | 93.82  |
| Average Household           | 86,176  | 91,255  | 105.89 |
| Per Capita Household        | 35,896  | 35,457  | 98.78  |
| Family/Non-Family Household |         |         |        |
| Income                      |         |         |        |
| Median Family Income        | 77,487  | 58,398  | 75.36  |
| Average Family Income       | 112,483 | 104,315 | 92.74  |
| Median Non-Family Income    | 29,528  | 33,470  | 113.35 |
| Average Non-Family Income   | 45,419  | 45,818  | 100.88 |

ale Wendell Mooresville Mayodan Oxford Peletier Maysville Kelford St. Pauls Cleveland Statesville S Enfield Gibsonville Castalia Landis Milton Welcome Roseboro Bent Intercultural Institute seton Carthage Snow Hill Black Creek Unionville Erwin Candor Elroy for Contextual Ministry Indian Trail F Scopyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

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

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

| 2010 HOUSEHOLD                 | COUNTY | BAND   |         |
|--------------------------------|--------|--------|---------|
| ESTIMATES                      |        |        |         |
| Family Households              |        |        | Index   |
| % Family Households            | 60.77% | 73.17% | 120.4   |
| Families with Children         | 31.09% | 38.75% | 124.64  |
| Families without Children      | 29.68% | 34.42% | 115.96  |
| Non-Family Households          |        |        |         |
| % Non-Family Households        | 39.23% | 26.83% | 68.39   |
| Non-Families with Children     | 0.21   | 0.39   | 185.04  |
| Non-Families without Children  | 39.02  | 26.44  | 67.76   |
| Housing Units                  |        |        | Index   |
| Total Housing Units            | 56,182 | 5,164  |         |
| Vacant percent                 | 10.02% | 11%    | 109.8   |
| Owned percent                  | 53.51% | 62.84% | 117.44% |
| Rented Percent                 | 36.48% | 26.16% | 71.72   |
| Households by Size             |        |        | Index   |
| Avg household size             | 2.37   | 2.48   | 104.64  |
| Avg family hh size             | 2.98   | 2.96   | 99.33   |
| Avg non-family hh size         | 1.42   | 1.18   | 83.1    |
| Households By Count of Persons |        |        | Percent |
| One                            | 15,151 | 1,083  | 7.15%   |
| Two                            | 17,018 | 1,580  | 9.28%   |
| Three or Four                  | 14,960 | 1,573  | 10.51%  |
| Five+                          | 3,425  | 361    | 10.54%  |
|                                |        |        |         |

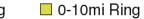
Lenoir Statesville Rich Square Mulberry Seven Lakes Creswell Wilkesboro Andrews Simpson Weice Fairview Minnesott Beach Biscoe Ocracoke East Flat Rock Ellenborry Intercultural Institute Jamestown Kinston Lexington Kelly Lawndale Godwin Varnamtown for Contextual Ministry <sup>9</sup>Copyright 2011, Intercultural Institute for Contextual Ministry <sup>9</sup>Copyright 2011, Intercultural Institute for Contextual Ministry <sup>9</sup>Copyright 2011, Intercultural Institute for Contextual Ministry

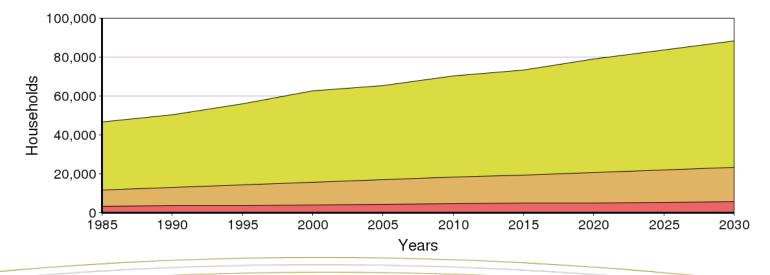
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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 | 93,852  | 9,280  | 9.89%   |
| 2000 Population | 118,227 | 10,663 | 9.02%   |
| 2010 Population | 131,255 | 11,903 | 9.07%   |
| 2015 Population | 142,101 | 13,121 | 9.23%   |

Household Change from 1985 to 2030

📕 0-3mi Ring 🛛 🔲 0-7mi Ring

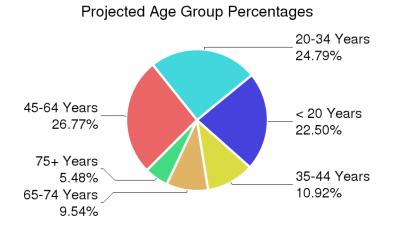




He Charlotte Mooreshoro Norman Fair Bluff Alliance Bostic Asheboro Kinston Spencer Mountain Fair anahaw Smithfield Cullowhee Beaufort Mount Airy Robbins Cleveland Intercultural Institute Dobbins Heigh on Rockingham Unionville Grandfather Burnsville Kelly Prospect Way Intercultural Institute Tryon McLe To Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

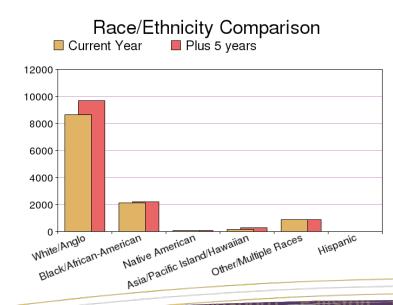


| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YEARS | INDEX  |
|-----------------------|---------|--------------|--------|
| 0-3 Years             | 5.91%   | 5.18%        | 87.65  |
| 4-5 Years             | 2.92%   | 2.41%        | 82.53  |
| 6-8 Years             | 4.72%   | 4.02%        | 85.17  |
| 9-11 Years            | 4.4%    | 4.18%        | 95     |
| 12-13 Years           | 2.94%   | 2.96%        | 100.68 |
| 14-17 Years           | 3.91%   | 2.93%        | 74.94  |
| 18-19 Years           | 1.41%   | 0.82%        | 58.16  |
| 0-5 Years             | 8.84%   | 7.59%        | 85.86  |
| 6-12 Years            | 10.62%  | 9.72%        | 91.53  |
| 13-19 Years           | 6.77%   | 5.18%        | 76.51  |
| < 20 Years            | 26.23%  | 22.49%       | 85.74  |
| 20-34 Years           | 19.62%  | 24.78%       | 126.3  |
| 35-44 Years           | 13.16%  | 10.91%       | 82.9   |
| 45-64 Years           | 28.08%  | 26.75%       | 95.26  |
| 65-74 Years           | 7.46%   | 9.53%        | 127.75 |
| 75+ Years             | 5.43%   | 5.48%        | 100.92 |
| Median Age            | 32      | 40           | 125    |
| Median Age (Male)     | 32      | 38           | 119.8  |
| Median Age (Female)   | 32      | 41           | 126.76 |

New London Whiteville Kirkland Fountain Eden Tryon Swansboro Ossipee Marshall Seven Lakes Ga Lat Rock Garysburg Leland Granite Quarry Stantonsburg Carthage Michael Letter Untercultural Institute De Raemon Boone Butters Centerville Vander Holly Springs Hobgooc Gonfectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Selma Concord Avden Barker Ten Mile West Jefferson Etowab Grandfather Kelly Forest Oaks Stony

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                    | 72.7%   | 73.9%      | 101.65 |
| Black, African-American         | 17.9%   | 16.81%     | 93.91  |
| Native American                 | 0.52%   | 0.57%      | 109.74 |
| Asian                           | 1.31%   | 2.01%      | 153.52 |
| Pacific Island, Hawaiian        | 0.02%   | 0.02%      | 90.72  |
| Other/Multiple Races            | 7.56%   | 6.7%       | 88.6   |
| Hispanic                        | 0%      | 0%         | 0      |
|                                 |         |            |        |
| Education of Adults (25 yrs+)   |         |            |        |
| Total Adults over age 25 years. | 8,196   | 9,826      |        |
| Less than 9th Grade             | 8.25%   | 8.36%      | 101.3  |
| No High School Diploma          | 10.74%  | 9.38%      | 87.39  |
| High School Graduate            | 26.31%  | 28.23%     | 107.32 |
| Some College, no degree         | 13.69%  | 12.38%     | 90.4   |
| Associate Degree                | 7.59%   | 8.02%      | 105.67 |
| College Degree                  | 16.61%  | 16.65%     | 100.27 |
| Graduate/Prof. degree           | 16.83%  | 16.99%     | 100.95 |

Creek Belwood Sunset Beach Rosman Lansing Dover Swannanoa Falkland Winten Whispering Pines Seven Devils Bakersville Alamance Hays Garysburg Biscoe Calabashov the Lungluska Fremont Old ah Rutherfordton Dundarrach Love Valley White Plains Columbus Sed for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of 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                  | 6.07%   | 5.84%        | 96.22  |
| \$10,000 to \$19,999        | 11.88%  | 11.76%       | 99.03  |
| \$20,000 to \$29,999        | 10.6%   | 10.3%        | 97.2   |
| \$30,000 to \$49,999        | 22.95%  | 21.05%       | 91.71  |
| \$50,000 to \$59,999        | 8.72%   | 8.26%        | 94.62  |
| \$60,000 to \$69,999        | 6.38%   | 6.54%        | 102.63 |
| \$70,000 to \$79,999        | 6.16%   | 6.27%        | 95.87  |
| \$80,000 to \$89,999        | 5.09%   | 5.26%        | 96.89  |
| \$90,000 to \$99,999        | 3.61%   | 3.63%        | 100.58 |
| \$100,000 to \$249,999      | 5.68%   | 6.46%        | 113.76 |
| \$125,000 to \$149,999      | 2.39%   | 2.54%        | 106.07 |
| \$150,000 to \$199,999      | 1.83%   | 2.06%        | 112.93 |
| \$200,000 to \$249,999      | 0.94%   | 0.93%        | 99.27  |
| \$250,000 or more           | 7.66%   | 8.88%        | 115.88 |
| Median Household            | 50,384  | 52,659       | 104.52 |
| Average Household           | 91,255  | 104,770      | 114.81 |
| Per Capita Household        | 35,457  | 38,917       | 109.76 |
|                             |         |              |        |
| Family/Non-Family Household |         |              |        |
| Income                      |         |              |        |
| Median Family Income        | 58,398  | 62,054       | 106.26 |
| Average Family Income       | 104,315 | 120,730      | 115.74 |
| Median Non-Family Income    | 33,470  | 33,191       | 99.17  |
| Average Non-Family Income   | 45,818  | 44,820       | 97.82  |

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Lasker Princeton Conway Belmont Mount Holly Bethlehem Red Cross Summerfield Flat Rock Mo Gast Fairview Fletcher Hightsville Seagrove Mills River Valley Hill Report Intercultural Institute Ct Thomasville Bolivia Wrightsboro Greenville Glen Raven Eureka Ea Contextual Ministry Piccopyright 2011, Intercultural Institute for Contextual Ministry Ficcopyright 2011, Intercultural Institute for Contextual Ministry

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

| CURRENT VS. PROJECTED      | CURRENT | PLUS 5 YEARS | INDEX   |
|----------------------------|---------|--------------|---------|
| Family Households          |         |              |         |
| % Family Households        | 73.17%  | 75.27%       | 102.87  |
| Families with Children     | 38.75   | 39.17        | 101.09  |
| Families without Children  | 34.42   | 38.51        | 111.89  |
| Non-Family Households      |         |              |         |
| % Non-Family Households    | 26.83%  | 24.73%       | 92.17   |
| Non-Families with Children | 0.39    | 0.31         | 92.17   |
| Non-Families without       | 26.44   | 24.42        | 92.36   |
| Children                   |         |              |         |
|                            |         |              |         |
| Housing Units              |         |              |         |
| Total Housing Units        | 5,164   | 5,446        | 105.46% |
| Vacant percent             | 11%     | 11.04%       | 100.33  |
| Owned percent              | 62.84%  | 62.72%       | 99.82   |
| Rented Percent             | 26.16%  | 26.24%       | 100.3   |
|                            |         |              |         |
| Households by Size         |         |              |         |
| Avg household size         | 2.48    | 2.60         | 104.84% |
| Avg family hh size         | 2.96    | 3.08         | 104.05% |
| Avg non-family hh size     | 1.18    | 1.16         | 98.31%  |
|                            |         |              |         |
| Households By Count of     |         |              |         |
| Persons                    |         |              |         |
| One                        | 1,083   | 1,087        | 100.37% |
| Two                        | 1,580   | 1,493        | 94.49%  |
| Three or Four              | 1,573   | 1,784        | 113.41% |
| Five+                      | 361     | 483          | 133.8%  |

Tia Waxhaw Belmont Ogden Polkton Maggie Valley Teachey McLeansville Sea Breeze Butters Games Lenoir Ruth Walstonburg Red Oak Bostic Grover Kings Grant Sylver Intercultural Institute Ivanhoe Cedar Point Morven Windsor Rhodhiss Moravian Falls Fair 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   |
|------------------|-------|-------|--------|
|                  | MILES | MILES | MILES  |
| Foreign Born Pop | 421   | 1,069 | 10,178 |
| Northern Europe  | 19    | 92    | 612    |
| Western Europe   | 37    | 33    | 463    |
| Southern Europe  | 3     | 23    | 283    |
| Eastern Europe   | 9     | 46    | 489    |
| Other Europe     | 0     | 0     | 0      |
| Eastern Asia     | 24    | 195   | 1,980  |
| So. Central Asia | 13    | 42    | 573    |
| SE Asia          | 26    | 25    | 518    |
| Western Asia     | 0     | 7     | 143    |
| Other Asia       | 5     | 2     | 0      |
|                  |       |       |        |

e Knoll Shores Halifax Sylva Jefferson Franklinville Vanceboro Roper Marshall Aberdeen Chocowinity abia Marshville Autryville East Arcadia Badin Toast Sedalia Norlina Intercultural Institute toe Youngsville Cashiers Harrells Lumberton Edenton Lewiston Wood for Confertual Ministry necopyright 2011, Intercultural Institute for Contextual Ministry Polo Contextual Ministry Polo

# 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   |
|-----------------------|-------|--------|--------|
|                       | MILES | MILES  | MILES  |
| English only          | 8,608 | 19,194 | 67,004 |
| Spanish               | 419   | 861    | 5,454  |
| Other Indo-Euro       | 96    | 366    | 2,719  |
| language              |       |        |        |
| French (incl. Patois, | 25    | 88     | 708    |
| Cajun)                |       |        |        |
| French Creole         | 0     | 0      | 0      |
| talian                | 14    | 5      | 183    |
| Portuguese            | 0     | 71     | 164    |
| German                | 17    | 72     | 450    |
| riddish               | 0     | 0      | 5      |
| Other West Germanic   | 7     | 1      | 96     |
| Scandinavian          | 0     | 10     | 73     |
| anguage               |       |        |        |
| Greek                 | 3     | 13     | 29     |
| Russian               | 0     | 25     | 240    |
| Polish                | 8     | 7      | 79     |
| Serbo-Croatian        | 0     | 7      | 57     |
| Other Slavic Language | 0     | 0      | 18     |
| Armenian              | 11    | 1      | 12     |
| Persian               | 6     | 6      | 76     |
| Gujarathi             | 0     | 4      | 83     |
| Hindi                 | 0     | 7      | 105    |
| Urdu                  | 0     | 18     | 101    |

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# Ancestry Summary

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

| ANCESTRY            | 0-3   | 3-7    | 7-10   | ANCESTRY           | ANCESTRY 0-3          | ANCESTRY 0-3 3-7          |
|---------------------|-------|--------|--------|--------------------|-----------------------|---------------------------|
|                     | MILES | MILES  | MILES  |                    | MILES                 | MILES MILES               |
| Reporting ancestry  | 7,185 | 16,889 | 67,190 | Irish              | Irish 586             | Irish 586 1,393           |
| Arab                | 5     | 7      | 285    | Italian            | Italian 205           | Italian 205 618           |
| Armenian            | 7     | 7      | 56     | Lithuanian         | Lithuanian 6          | Lithuanian 6 40           |
| Austrian            | 3     | 31     | 125    | Norwegian          | Norwegian 86          | Norwegian 86 143          |
| British             | 39    | 250    | 857    | Polish             | Polish 109            | Polish 109 289            |
| Canadian            | 41    | 75     | 274    | Portuguese         | Portuguese 9          | Portuguese 9 40           |
| Croatian            | 0     | 9      | 45     | Romanian           | Romanian 9            | Romanian 9 28             |
| Czech               | 0     | 21     | 100    | Russian            | Russian 89            | Russian 89 205            |
| Czechoslovak        | 0     | 3      | 56     | Scandinavian       | Scandinavian 5        | Scandinavian 5 31         |
| Danish              | 3     | 25     | 170    | Scotch-Irish       | Scotch-Irish 334      | Scotch-Irish 334 720      |
| Dutch               | 90    | 211    | 686    | Scottish           | Scottish 280          | Scottish 280 705          |
| English             | 798   | 2,011  | 8,389  | Slovak             | Slovak 18             | Slovak 18 15              |
| European            | 106   | 327    | 1,384  | Subsaharan African | Subsaharan African 46 | Subsaharan African 46 282 |
| Finnish             | 0     | 0      | 100    | Swedish            | Swedish 32            | Swedish 32 142            |
| French (not Basque) | 133   | 320    | 1,027  | Swiss              | Swiss 11              | Swiss 11 44               |
| French Canadian     | 25    | 99     | 385    | Ukrainian          | Ukrainian 15          | Ukrainian 15 28           |
| German              | 590   | 1,800  | 6,417  | US/American        | US/American 1,335     | US/American 1,335 2,109   |
| Greek               | 11    | 46     | 351    | Welsh              | Welsh 39              | Welsh 39 88               |
| Hungarian           | 11    | 47     | 229    | West Indian        | West Indian 7         | West Indian 7 25          |
| Iranian             | 0     | 4      | 82     | Yugoslavian        | Yugoslavian 2         | Yugoslavian 2 5           |
|                     |       |        |        | <br>Other          | Other 2,100           | Other 2,100 4,646         |

Mount Gilead Conway Warsaw Biltmore Forest Rockfish Laurel Park Chadbourn Wade Forest Oaks Raynham Haw River Cedar Rock Etowah Cashiers Falcon Carrbor Intercultural Institute Bostic East Bend Lilesville Tobaccoville Marvin Hoffman St. Stephens Forest Ministry Contestual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

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### Using the Demographic Indicators

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

#### Issues for Your Consideration

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

Caswell Beach Clen Alpine Sandyfield Elroy Bolivia Alamance Belhaven Belwood Fairview Wende Pinchurst Dobbins Heights Biltmore Forest Sedalia Bethlehem Falcon Intercultural Institute Southport McLeansville Knightdale Stedman Cajah's Mountain Winto Confertual Ministry de Copyright 2011, Intercultural Institute for Contextual Ministry Pinceville Buies Creek Silver City Lansing Cricket Harrisbu 28 (Copyright 2011, Intercultural Institute for Contextual Ministry Pinceville Buies Creek Silver City Gibson Pikeville Wedding

# 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.



ham Simpson Black Mountain Jefferson Ayden Pleasant Hill Monroe Kernersville Maggie Valley Bear G Generville Burlington Ocean Isle Beach West Jefferson Kingston Intercultural Institute Falcon Graham Keener North Wilkesboro Wrightsville Beach Center Intercultural Institute Maysville Elre Confectual Ministry Mount Holly Wake Forest Lattimore Coats Badin 30

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

| 2010 MOSAIC HHIds            | 0-3 HH & Percent |        | Unreached HH & Percent |        |
|------------------------------|------------------|--------|------------------------|--------|
| Total                        | 4,596            | 100%   | 3,357                  | 100%   |
| AFFLUENT SUBURBIA            | 165              | 3.59%  | 115                    | 3.43%  |
| America's Wealthiest         | 0                | 0%     | 0                      | 0%     |
| Dream Weavers                | 18               | 0.39%  | 13                     | 0.39%  |
| White Collar Suburbia        | 0                | 0%     | 0                      | 0%     |
| Upscale Suburbia             | 0                | 0%     | 0                      | 0%     |
| Enterprising Couples         | 0                | 0%     | 0                      | 0%     |
| Small Town Success           | 147              | 3.2%   | 102                    | 3.04%  |
| New Suburbia Fam.            | 0                | 0%     | 0                      | 0%     |
| UPSCALE AMERICA              | 767              | 16.69% | 534                    | 15.91% |
| Status Conscious Consumers   | 2                | 0.04%  | 1                      | 0.03%  |
| Affluent Urban Professionals | 0                | 0%     | 0                      | 0%     |
| Urban Commuter Fam.          | 527              | 11.47% | 354                    | 10.55% |
| Solid Suburban Mix           | 0                | 0%     | 0                      | 0%     |
| 2nd Generation Success       | 0                | 0%     | 0                      | 0%     |
| Successful Urban Sprawl      | 238              | 5.18%  | 179                    | 5.33%  |
| SM TWN SUCCESS               | 914              | 19.89% | 778                    | 23.18% |
| Successful Urban Sprawl      | 73               | 1.59%  | 179                    | 5.33%  |
| 2nd City Homebodies          | 816              | 17.75% | 52                     | 1.55%  |
| Prime Middle America         | 0                | 0%     | 531                    | 15.82% |
| Urban Optimists              | 25               | 0.54%  | 0                      | 0%     |
| Family Convenience           | 0                | 0%     | 16                     | 0.48%  |
| Mid-Market Enterprise        | 0                | 0%     | 0                      | 0%     |

abor City Pineville Maggie Valley Old Fort Spiveys Corner Light Oak Pembroke Kure Beach Warrenton Hagnolia Mayodan Flat Rock Sherrills Ford Teachey Ruth Roanoke City Come Harrells Aboskie Iby Orrum Red Oak Calabash Pinetops Pumpkin Center Sawmills Charlet Contextual Ministry Contextual Ministry Granite Quarry Lowell Laurel Park Cameron Northlal 31

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                     | 4,596            | 100%   | 3,357                  | 100%   |
| BLUE COLLAR BACKBONE      | 44               | 0.96%  | 29                     | 0.86%  |
| Nuevo Hispanic Fam.       | 0                | 0%     | 0                      | 0%     |
| Working Rural Suburbia    | 7                | 0.15%  | 4                      | 0.12%  |
| Lower Income Essentials   | 5                | 0.11%  | 3                      | 0.09%  |
| Small Town Endeavors      | 32               | 0.7%   | 22                     | 0.66%  |
| AMER. DIVERSITY           | 165              | 3.59%  | 110                    | 3.28%  |
| Ethnic Urban Mix          | 0                | 0%     | 0                      | 0%     |
| Urban Blues               | 11               | 0.24%  | 7                      | 0.21%  |
| Professional Urbanites    | 0                | 0%     | 0                      | 0%     |
| Urban Advancement         | 117              | 2.55%  | 79                     | 2.35%  |
| Amer. Great Outdoors      | 37               | 0.81%  | 24                     | 0.71%  |
| Mature America            | 0                | 0%     | 0                      | 0%     |
| METRO FRINGE              | 994              | 21.63% | 680                    | 20.26% |
| Steadfast Conservative    | 864              | 18.8%  | 592                    | 17.63% |
| Moderate Conventionalists | 87               | 1.89%  | 58                     | 1.73%  |
| Southern Blues            | 4                | 0.09%  | 3                      | 0.09%  |
| Urban Grit                | 0                | 0%     | 0                      | 0%     |
| Grass-Roots Living        | 39               | 0.85%  | 27                     | 0.8%   |

Iroy Shannon Dover Wentworth Liberty Greensboro Lilesville Oakboro Graham Proctorville Butner Washington Park Walnut Cove Enochville Rockfish Fairview Garner Factor Intercultural Institute Northlakes Ansonville River Road Wadesboro Bermuda Run Caroli for Contextual Ministry 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 & I | Percent |
|----------------------------|------------------|--------|------------------|---------|
| Total                      | 4,596            | 100%   | 3,357            | 100%    |
| REMOTE AMERICA             | 176              | 3.83%  | 103              | 3.07%   |
| Hardy Rural Fam.           | 2                | 0.04%  | 1                | 0.03%   |
| Rural Southern Living      | 174              | 3.79%  | 102              | 3.04%   |
| Coal & Crops               | 0                | 0%     | 0                | 0%      |
| Native America             | 0                | 0%     | 0                | 0%      |
| ASPIRING CONTEMP'S         | 1,019            | 22.17% | 744              | 22.16%  |
| Young Cosmopolitans        | 18               | 0.39%  | 14               | 0.42%   |
| Minority Metro Communities | 481              | 10.47% | 356              | 10.6%   |
| Stable Careers             | 479              | 10.42% | 346              | 10.31%  |
| Aspiring Hispania          | 41               | 0.89%  | 28               | 0.83%   |
| RURAL VILLAGES & FARMS     | 43               | 0.94%  | 56               | 1.67%   |
| Aspiring Hispania          | 19               | 0.41%  | 28               | 0.83%   |
| Industrious Country Living | 0                | 0%     | 13               | 0.39%   |
| America's Farmland         | 9                | 0.2%   | 0                | 0%      |
| Comfy Country Living       | 15               | 0.33%  | 6                | 0.18%   |
| Small Town Connections     | 0                | 0%     | 9                | 0.27%   |
| Hinterland Fam.            | 0                | 0%     | 0                | 0%      |
|                            |                  |        |                  |         |

King Silver Lake Linden Carthage Concord Lasker Webster Long View Lincolnton Troy Raynham a Boardman Banner Elk Morven Catawba Eden Lake Lure Kittrell Intercultural Institute Drexel E Intercultural Institute on Polkville O Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

| 2010 MOSAIC HHIds        | 0-3 HH & Percent |       | Unreached HH & Percent |       |
|--------------------------|------------------|-------|------------------------|-------|
| Total                    | 4,596            | 100%  | 3,357                  | 100%  |
| STRUGGLING SOCIETIES     | 261              | 5.68% | 174                    | 5.18% |
| Rugged Southern Style    | 32               | 0.7%  | 19                     | 0.57% |
| Latino Nuevo             | 0                | 0%    | 0                      | 0%    |
| Struggling city Centers  | 229              | 4.98% | 155                    | 4.62% |
| College Town Communities | 0                | 0%    | 0                      | 0%    |
| New Beginnings           | 0                | 0%    | 0                      | 0%    |
| URBAN ESSENCE            | 49               | 1.07% | 34                     | 1.01% |
| Unattached Multicultures | 0                | 0%    | 0                      | 0%    |
| Academic Necessities     | 0                | 0%    | 0                      | 0%    |
| Af. Amer. Neighborhoods  | 38               | 0.83% | 27                     | 0.8%  |
| Urban Diversity          | 0                | 0%    | 0                      | 0%    |
| New Generation Activists | 11               | 0.24% | 7                      | 0.21% |
| Getting By               | 0                | 0%    | 0                      | 0%    |
| VARYING LIFESTYLES       | 0                | 0%    | 0                      | 0%    |
| Military Family Life     | 0                | 0%    | 0                      | 0%    |
| Major University Towns   | 0                | 0%    | 0                      | 0%    |
| Gray Perspectives        | 0                | 0%    | 0                      | 0%    |

Snow Hill Forest City Westport Granite Quarry Winton Cary Swannanoa Stantonsburg McDonald Trens anton Chimney Rock Village West Marion Lewiston Woodville Summer Intercultural Institute Square Valley Hill Bermuda Run Conway Askewville Myrtle Grove Arap for Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

Contract Mooresville Kings Mountain Vanceboro Mount Olive Earl Roper Bostic Bolton East Laurinbur Spindale Centerville Gibson Troutman Clarkton Neuse Forest Ward Intercultural Institute Clayton E Elrod Indian Trail Yanceyville Wade Bald Head Island Saxapahaw Aur Intercultural Institute Ock Tryon P ©Copyright 2011, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Bridges**

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

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

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

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



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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                     | 78%   | 82%   | 81%   |
| Use Comp. for Internet/E-mail | 62%   | 66%   | 66%   |
| Internet Use: E-Mail          | 51%   | 56%   | 57%   |
| Use Comp. for Comp. Games     | 40%   | 43%   | 41%   |
| Use Comp. for Word Processing | 40%   | 45%   | 45%   |
| Use Comp. for Shopping        | 37%   | 40%   | 40%   |
| Use Comp. for Digital Camera  | 34%   | 37%   | 37%   |
| Photo Editing                 |       |       |       |
| Use Comp. for Education       | 34%   | 36%   | 34%   |
| Use Comp. for Banking         | 34%   | 36%   | 37%   |
| HH Owns DVD Player            | 29%   | 32%   | 32%   |

| BRIDGES                           | 0-3   | 3-7   | 7-10  |
|-----------------------------------|-------|-------|-------|
|                                   | MILES | MILES | MILES |
| Internet Use: News/ Weather       | 29%   | 32%   | 34%   |
| Internet Use: Banking             | 28%   | 30%   | 32%   |
| Use Comp. for News/Info./Data     | 23%   | 27%   | 28%   |
| Service                           |       |       |       |
| PC-Network-HH Has One             | 19%   | 23%   | 23%   |
| Use Comp. for Personal Financial  | 14%   | 17%   | 19%   |
| Mngmnt                            |       |       |       |
| Use Comp. for Accounting          | 14%   | 17%   | 18%   |
| Internet Use: Shopping: Gathered  | 13%   | 16%   | 17%   |
| Info. for Shopping                |       |       |       |
| Internet Use: Shopping: Made A    | 12%   | 14%   | 15%   |
| Purchase                          |       |       |       |
| Internet Use: Research/ Education | 12%   | 14%   | 15%   |
| Internet Use: Read Magazines/     | 11%   | 13%   | 14%   |
| Newspapers                        |       |       |       |



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

| BRIDGES                    | 0-3   | 3-7   | 7-10  |
|----------------------------|-------|-------|-------|
|                            | MILES | MILES | MILES |
| Listening To Music         | 68%   | 69%   | 70%   |
| Dining Out (Not Fast Food) | 59%   | 62%   | 62%   |
| Reading Books              | 54%   | 56%   | 58%   |
| Card Games                 | 41%   | 42%   | 42%   |
| Go To A Beach/Lake         | 37%   | 40%   | 41%   |
| Cooking for Fun            | 36%   | 37%   | 39%   |
| Board Games                | 33%   | 34%   | 33%   |
| Gardening                  | 32%   | 35%   | 33%   |
| Going To                   | 21%   | 21%   | 23%   |
| Bars/Nightclubs/Dancing    |       |       |       |
| Visit Museum               | 20%   | 24%   | 25%   |
|                            |       |       |       |

| BRIDGES                    | 0-3   | 3-7   | 7-10  |
|----------------------------|-------|-------|-------|
|                            | MILES | MILES | MILES |
| Any Ailment                | 68%   | 68%   | 67%   |
| Gen./Fam. Practitioner     | 41%   | 41%   | 40%   |
| Dentist                    | 28%   | 31%   | 32%   |
| Backache                   | 21%   | 21%   | 21%   |
| Eye Dr.                    | 21%   | 22%   | 22%   |
| Hypertension/High Blood    | 20%   | 19%   | 18%   |
| Pressure                   |       |       |       |
| None Of These              | 20%   | 20%   | 21%   |
| High Cholesterol           | 18%   | 19%   | 18%   |
| Any Arthritis              | 15%   | 14%   | 14%   |
| Acid Reflux Disease (GERD) | 15%   | 14%   | 13%   |

Winfall Franklin Everetts Rennert Bermuda Run Marshall Belwood Ogden Midway Spencer Mountain tashville Minnesott Beach Royal Pines Wesley Chapel Burgaw Fuquay-Ver Butner Oriental Linden ckson Chimney Rock Village Cramerton Rockfish Swansboro Cullowhee Ver Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Conte

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                  | 28.66% | 31.23% | 33.72% |
| Live Theater             | 20.52% | 24.37% | 26.27% |
| Live Theater Most Often  | 16.75% | 20%    | 21.22% |
| Rock/Pop Concerts Most   | 15.87% | 17.31% | 19.04% |
| Often                    |        |        |        |
| Comedy Club              | 10.66% | 10.47% | 10.71% |
| Dance Performance        | 8.25%  | 9.16%  | 10.65% |
| Movies: Comedy           | 40.97% | 42.38% | 42.3%  |
| Movies: Action/Adventure | 39.08% | 40.37% | 40.46% |
| Movies: Fam.             | 20.74% | 21.03% | 20.2%  |

| BRIDGES                  | 0-3    | 3-7    | 7-10   |
|--------------------------|--------|--------|--------|
|                          | MILES  | MILES  | MILES  |
| Movies: Drama            | 20.66% | 22.58% | 24.33% |
| Movies: Romantic Comedy  | 20.33% | 22.01% | 22.6%  |
| Movies: Mystery          | 16.4%  | 17.18% | 18.61% |
| MLB Baseball Reg. Season | 8.37%  | 9.75%  | 10.56% |
| NFL Football Reg. Season | 7.63%  | 8.39%  | 8.59%  |
| College Football Reg.    | 6.18%  | 7.67%  | 8.2%   |
| Season                   |        |        |        |
| NBA Basketball Reg.      | 4.15%  | 4.61%  | 4.87%  |
| Season                   |        |        |        |
| College Basketball Reg.  | 4.04%  | 5.02%  | 5.91%  |
| Season                   |        |        |        |
| Auto Racing Events       | 3.45%  | 3.47%  | 3.38%  |

Ellerbe Minnesott Beach Nashville Stanley Hoffman East Rockingham Elkin Moodlawn Bent Creek Helly Springs Washington Red Oak Mount Olive Selma Banner Elk Hoff Aulender Kings Grant Re ke Norman of Catawba Morehead City Waxhaw Salisbury McLeansville El for Contextual Ministry Id Copyright 2011, Intercultural Institute for Contextual Ministry Robbinsville Mills River Seagrove Laurel Park Halif 39

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   |
|----------------------|--------|--------|--------|
|                      | MILES  | MILES  | MILES  |
| Walking for Exercise | 40.91% | 42.99% | 43.56% |
| Swimming             | 34.22% | 36.03% | 35.79% |
| Bowling              | 21.5%  | 22.73% | 21.74% |
| Billiards/Pool       | 19.32% | 19.16% | 20.04% |
| Freshwater Fishing   | 17.35% | 16.59% | 14.81% |
| Weight Training      | 16.68% | 18.41% | 18.94% |
| Basketball           | 14.92% | 15.53% | 15.3%  |
| Jogging/Running      | 14.75% | 16.51% | 17.89% |
| Camping Trips        | 14.4%  | 14.84% | 13.65% |
| Using Cardio Machine | 14.34% | 16.25% | 16.89% |
| Golf                 | 13.32% | 15.93% | 15.79% |
| Mountain/Road Biking | 12.38% | 13.63% | 13.96% |
| Stationary Cycling   | 11.74% | 13.14% | 13.58% |
| Baseball             | 11.07% | 11.09% | 11.28% |
|                      |        |        |        |

| BRIDGES            | 0-3    | 3-7    | 7-10   |
|--------------------|--------|--------|--------|
|                    | MILES  | MILES  | MILES  |
| Backpacking/Hiking | 10.38% | 11.26% | 11.55% |
| Football           | 10.27% | 10.11% | 10.06% |
| Aerobics           | 10%    | 11.29% | 11.84% |
| Target Shooting    | 8.29%  | 8.29%  | 7.17%  |
| Hunting            | 8.26%  | 8.18%  | 7.06%  |
| Softball           | 8.25%  | 8.13%  | 8.09%  |
| Volleyball         | 8.03%  | 8.42%  | 8.31%  |
| Saltwater Fishing  | 7.86%  | 7.9%   | 7.5%   |
| Power Boating      | 7.47%  | 8.3%   | 7.81%  |
| Soccer             | 7.34%  | 7.8%   | 8.36%  |
| Yoga               | 7.28%  | 7.83%  | 8.58%  |
| Tennis             | 7.25%  | 8.27%  | 9.1%   |
| Canoeing/Kayaking  | 6.78%  | 7.24%  | 6.92%  |
| Motorcycling       | 6.41%  | 6.46%  | 5.82%  |



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 |
| Horseback Riding     | 5.71% | 5.75% | 5.54% |
| Roller Skating       | 5.29% | 5.38% | 5.71% |
| Snorkeling           | 5.04% | 5.23% | 5.56% |
| Ice Skating          | 4.86% | 5.48% | 5.75% |
| Jet Skiing           | 4.7%  | 4.91% | 4.9%  |
| Downhill & X-Country | 4.53% | 5.53% | 5.64% |
| Skiing               |       |       |       |
| Fly Fishing          | 4.33% | 4.27% | 3.94% |
| Archery              | 3.99% | 4.07% | 3.45% |
| Water Skiing         | 3.97% | 4.47% | 4.4%  |
| Racquetball          | 3.82% | 4.12% | 4.04% |
|                      |       |       |       |

| BRIDGES               | 0-3   | 3-7   | 7-10  |
|-----------------------|-------|-------|-------|
|                       | MILES | MILES | MILES |
| Rock Climbing         | 3.7%  | 3.7%  | 3.91% |
| Snowmobiling          | 3.63% | 3.63% | 3.43% |
| Hockey                | 3.62% | 3.83% | 3.77% |
| Snowboarding          | 3.51% | 3.6%  | 3.69% |
| Martial Arts          | 3.44% | 3.41% | 3.45% |
| Skateboarding         | 3.21% | 3.24% | 2.98% |
| Sailing               | 3.03% | 3.28% | 3.65% |
| Rowing                | 2.95% | 3.02% | 2.85% |
| Auto Racing           | 2.82% | 2.78% | 2.84% |
| Surfing & Windsurfing | 2.74% | 2.87% | 2.98% |

St. Stephens Walnut Creek Ashley Heights Cofield Brevard Aberdeen Raleigh Ellenboro Lake Santeetlah Burlington Ahoskie Northwest Cerro Gordo Atlantic Beach Alamance <u>Intercultural Institute</u> and Randlema rkton Spring Lake Foxfire Dundarrach Sanford Navassa Linden Ashe Covertight 2011, Intercultural Institute for Contextual Ministry Covertight 2011, Intercultural Institute for Contextual Ministry

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### 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.



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### 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.

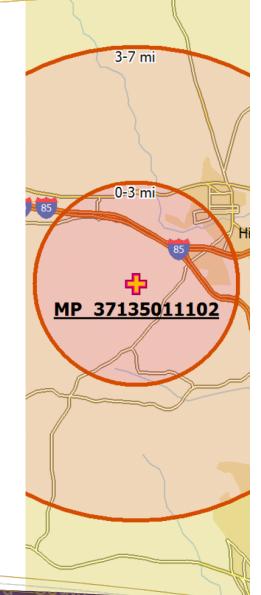
CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Ahoskie Kenly Rural Hall Bossemer City Mount Gilead Carolina Beach Saratoga Stedman McDonald G Hat Rock Wesley Chapel Sugar Mountain Proctorville Lawndale Liber Intercultural Institute rton Morrisville Askewville Fremont Carrboro Lumber Bridge Misenheir for Contextual Ministry Garner Mount F Copyright 2011, Intercultural Institute for Contextual Ministry Whisporing Rings Lake Santostlab, Havelock, Marian 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.

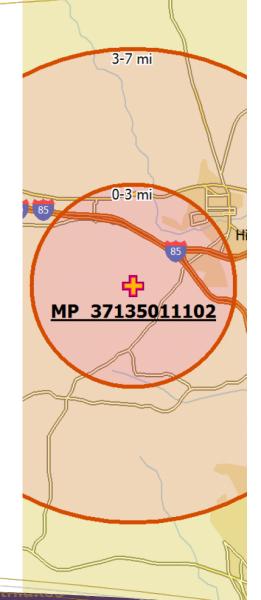
| BARRIERS                                      | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES | BARRIERS                                 | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES |
|---|--------------|--------------|---------------|--|--------------|--------------|---------------|
| Important Continue Learning                   | 50%          | 50%          | 49%           | Like to Stand Out In A Crowd             | 20%          | 20%          | 20%           |
| New Things                                    | 5070         | 5078         | 4970          | Marijuana Should Be Legalized            | 20%          | 20%          | 20%           |
| Find It Difficult To Say No To My             | 39%          | 39%          | 38%           | I Am A Workaholic                        | 19%          | 18%          | 19%           |
| Kids  | 0070         | 0070         | 0070          | Like To Pursue                           | 18%          | 19%          | 20%           |
| Speak My Mind Even If It Upsets               | 36%          | 35%          | 34%           | Challenge/Novelty/Change                 | 1070         | 1070         | 2070          |
| People  |              |              | • • • •       | Rarely Sit Down to a Meal                | 17%          | 17%          | 16%           |
| Woman's Place Is In The Home                  | 34%          | 34%          | 32%           | Together At Home                         |              |              |               |
| Like Control Over People And                  | 34%          | 32%          | 31%           | We Should Strive for Equality            | 14%          | 13%          | 14%           |
| Resources                                     |              |              |               | for All                                  |              |              |               |
| Prefer To Have Few<br>Possessions As Possible | 33%          | 38%          | 40%           | Only Work Current Job for The Money      | 14%          | 13%          | 13%           |
| Don't Judge People/Way They<br>Live Life      | 29%          | 28%          | 29%           | Happy With My Standard Of Living         | 12%          | 14%          | 16%           |
| Like To Do Unconventional<br>Things           | 29%          | 29%          | 26%           | On Whole People Get What<br>They Deserve | 10%          | 10%          | 11%           |
| If Won Lottery Would Never<br>Work Again      | 28%          | 30%          | 31%           | Indulge My Kids With The Little Extras   | 9%           | 9%           | 9%            |
| Money Is Best Measure Of<br>Success           | 25%          | 26%          | 25%           | Little I Can Do To Change My<br>Life     | 8%           | 8%           | 7%            |
| Friends More Important Than My<br>Fam.        | 25%          | 27%          | 28%           | I Am A Perfectionist                     | 7%           | 7%           | 7%            |
| Too Much Sponsorship In<br>Arts/Sports        | 23%          | 22%          | 21%           |  |              |              |               |

Rockfish Everetts Vanceboro Knightdale Rex Fremont Ocracoke Bayboro Midway Carrboro McAden Grai Pines Boardman Beulaville Cedar Point Casar Maysville Altamahar Harkers Island Wagram Miner herfordton Raeford Madison Hickory Macclesfield Norlina Red Oak Ever for Contextual Ministry 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.



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## **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.

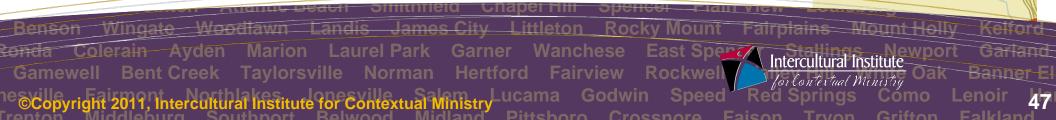
| THEMES  | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES | THEMES   | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES |
|---|--------------|--------------|---------------|--|--------------|--------------|---------------|
| Important To Respect Customs<br>And Beliefs   | 64%          | 67%          | 66%           | Consider Myself Interested In The Arts                                   | 19%          | 19%          | 19%           |
| You Should Seize Opportunities<br>In Life     | 58%          | 57%          | 58%           | Real Men Don't Cry<br>Looking for New Ideas To Improve                   | 17%<br>16%   | 16%<br>16%   | 17%<br>15%    |
| Like To Understand About<br>Nature            | 38%          | 39%          | 39%           | Home   | 15%          | 15%          | 15%           |
| Prefer Work Part Of Team Than<br>Alone        | 34%          | 34%          | 32%           | Is An Important Part Of Who I Am<br>Try Not To Worry About The<br>Future | 14%          | 14%          | 14%           |
| Prefer To Have Few<br>Possessions As Possible | 33%          | 38%          | 40%           | Provide My Kids With The Little Extras                                   | 13%          | 11%          | 11%           |
| Important Feel Respected By My<br>Peers       | 33%          | 33%          | 33%           | Enjoy Spending Time With My<br>Fam.                                      | 13%          | 12%          | 11%           |
| Important To Juggle Various<br>Tasks          | 31%          | 30%          | 29%           | Children Should Be Allowed To<br>Express Themselves                      | 6%           | 6%           | 6%            |
| Good At Fixing Things                         | 28%          | 27%          | 27%           | Feel Very Alone In The World   | 5%           | 5%           | 5%            |
| Have Keen Sense Of Adventure                  | 27%          | 27%          | 27%           | Like Spending Most Time With   | 5%           | 5%           | 5%            |
| People Have To Take Me As                     | 24%          | 25%          | 26%           | Fam.   |              |              |               |
| They Find Me                                  |              |              |               | Decor Particular Interest To Me  | 4%           | 4%           | 4%            |
| Like To Just Enjoy Life                       | 22%          | 23%          | 24%           | Would Like To Set Up Own   | 3%           | 3%           | 3%            |
| Worried About Pollution Caused<br>By Cars     | 20%          | 21%          | 23%           | Business   |              |              |               |

THE WITTS RIVER SEA BREEZE

Arapahoe Walnut Creek Surf City Mount Pleasant Vanceboro Burgaw Brunswick Hot Springs Turkey Fremont Gamewell Holden Beach Mount Gilead Wallace Whispering Provide Intercultural Institute Blowing Rock Gorman Halifax Bolton Bethania East Laurinburg Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### **Potential Shared Places**

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



3-7 mi

0-3 mi

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### **Potential Shared Places:**

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

| PLACE                        | 0-3    | 3-7    | 7-10   |
|------------------------------|--------|--------|--------|
|                              | MILES  | MILES  | MILES  |
| Fast Food/Drive-In           | 86.42% | 85.79% | 83.36% |
| Restaurant-Visit Any         |        |        |        |
| Fam. Restaurants/Steak       | 83.49% | 84.43% | 82.55% |
| Houses-Visit Any             |        |        |        |
| McDonald's                   | 57.71% | 57.07% | 55.02% |
| Burger King                  | 38.13% | 36.85% | 34.88% |
| Subway                       | 32.55% | 31.57% | 29.27% |
| Wendy's                      | 31.64% | 31.43% | 29.36% |
| Applebee's                   | 31.6%  | 32.04% | 30.39% |
| Taco Bell                    | 31.39% | 29.39% | 27.33% |
| Kentucky Fried Chicken (KFC) | 28.98% | 27.58% | 25.91% |
| Arby's                       | 24.14% | 23.3%  | 21.19% |
| Pizza Hut                    | 22.54% | 21.25% | 19.73% |
| Olive Garden                 | 21.61% | 22.26% | 21.22% |
|                              |        |        |        |

| PLACE                        | 0-3    | 3-7    | 7-10   |
|------------------------------|--------|--------|--------|
|                              | MILES  | MILES  | MILES  |
| Dairy Queen                  | 17.46% | 16.98% | 15.14% |
| Red Lobster                  | 17.25% | 17.42% | 16.22% |
| Outback Steakhouse           | 15.93% | 17.05% | 16.58% |
| Cracker Barrel               | 15.44% | 15.83% | 14.2%  |
| Chick-Fil-A                  | 15.31% | 15.57% | 14.68% |
| IHOP (International House Of | 15.26% | 15.2%  | 15.18% |
| Pancakes)                    |        |        |        |
| Chili's Grill and Bar        | 14.83% | 15.4%  | 15.11% |
| Domino's Pizza               | 14.56% | 14.21% | 13.91% |
| Sonic                        | 14.43% | 12.75% | 11.51% |
| TGI Friday's                 | 12.8%  | 14.04% | 14.25% |
| Denny's                      | 12.47% | 11.95% | 11.68% |
| Starbucks                    | 12.2%  | 14.58% | 16.06% |

Bessemer City Minnesott Beach Hamilton Trent Woods Monroe Seven Devils Princeville Kill Devil Hills ford College Calypso East Flat Rock Andrews Clinton Chadbourn McLear Intercultural Institute Grandfather Locust Enochville St. James Stanley Castalia Laurinbu For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Poungsville Bridgeton Kittrell Randleman Fairmont 48

### **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!



Creek Belwood Brevard Lake Junaluska Ansonville Badin Minnesott Beach Murfreesboro Morven New Coats Vanceboro Earl Harkers Island North Topsail Beach Harrells Intercultural Institute Vallburg Lumber Bridge South Henderson Maiden Youngsville Carolina For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### **Potential Shared Projects**

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

| PROJECTS                              | 0-3    | 3-7    | 7-10   |
|---------------------------------------|--------|--------|--------|
|                                       | MILES  | MILES  | MILES  |
| Voted in fed/state/local election     | 47.14% | 50.63% | 49.4%  |
| Recycled products                     | 35.17% | 38.41% | 38.88% |
| Worked as volunteer (non political)   | 16.61% | 18.92% | 18.75% |
| Engaged in fund raising               | 10.99% | 12.37% | 11.9%  |
| Religious club member                 | 7.87%  | 8.33%  | 7.91%  |
| Wrote to elected offcl about publ bus | 6.34%  | 6.92%  | 6.99%  |

| PROJECTS                        | 0-3   | 3-7   | 7-10  |
|---------------------------------|-------|-------|-------|
|                                 | MILES | MILES | MILES |
| Wrote to editor of mag or       | 5.91% | 6.17% | 6.16% |
| newspaper                       |       |       |       |
| Union member                    | 5.31% | 5.79% | 5.49% |
| Took active part in local civic | 5.23% | 5.62% | 5.76% |
| issue                           |       |       |       |
| Church Board                    | 5.2%  | 5.6%  | 5.08% |
| Charitable Organization         | 5.01% | 5.87% | 6.16% |
| Fraternal order member          | 4.57% | 4.91% | 4.73% |

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### **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.



Snow Hill Carthage Gloson Swepsonville Pleasant Garden Tabor City Badin Walnut Creek Lattimore B Chapel Oriental Catawba Wentworth Whispering Pines Chocowinity Line Faison Ayden Seagrove ofte Morganton Vandemere Keener West Marion Seven Lakes Maxton for Contextual Ministry Newport Sp Copyright 2011, Intercultural Institute for Contextual Ministry Lake Norman of Catawba Rutherfordton Troy Kingst 51

## **Potential Print Media Content:**

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

| BOOKS                  | 0-3    | 3-7    | 7-10   |
|------------------------|--------|--------|--------|
|                        | MILES  | MILES  | MILES  |
| Novel                  | 17.63% | 19.3%  | 20.15% |
| Children's Books       | 13.24% | 13.98% | 13.99% |
| Mystery                | 11.81% | 12.54% | 13.07% |
| Cookbooks              | 10.83% | 11.34% | 11.49% |
| Religious (not Bibles) | 9.39%  | 9.43%  | 9.1%   |
| History                | 7.1%   | 7.62%  | 8.15%  |
| Romance                | 6.91%  | 7.08%  | 6.88%  |
| Personal/Business      | 6.76%  | 7.68%  | 8.01%  |
| Self-help              |        |        |        |
| Biography              | 6.68%  | 7.66%  | 8.05%  |

| MAGAZINES               | 0-3    | 3-7    | 7-10   |
|-------------------------|--------|--------|--------|
|                         | MILES  | MILES  | MILES  |
| Newspaper Distributed   | 68.77% | 70.98% | 70.12% |
| Gen. Editorial          | 47.19% | 48.66% | 49.2%  |
| Womens                  | 42.78% | 43.62% | 43.69% |
| Service                 | 35.23% | 36.83% | 36.42% |
| Mens                    | 19.91% | 19.43% | 19.87% |
| <b>Business/Finance</b> | 18.18% | 21.38% | 21.93% |
| Sports                  | 15.48% | 16.12% | 16.66% |
| Parenthood              | 14.15% | 13.73% | 13.22% |
| Health                  | 13.61% | 13.74% | 13.47% |

Maiden Orrum Carolina Shores Belwood Statesville Brices Creek Pleasant Gardon Salem Durham Brital Stanfield Winston-Salem Laurel Park Ranlo Seven Lakes Mars Hill Intercultural Institute Enochville Hobgood Ellenboro Woodland Fuquay-Varina Ellerbe Pink Hill High for Contextual Ministry Mountain Home Copyright 2011, Intercultural Institute for Contextual Ministry Conception Valley Hill Flat Porce Contextual Ministry

### Potential Print & Audio Media Content:

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

| NEWSPAPERS               | 0-3    | 3-7    | 7-10   |
|--------------------------|--------|--------|--------|
|                          | MILES  | MILES  | MILES  |
| Gen. News                | 55.01% | 56.96% | 56.83% |
| Classified               | 33.1%  | 31.72% | 31.23% |
| Sport                    | 31.72% | 33.21% | 33.43% |
| Editorial Page           | 30.27% | 31.55% | 31.33% |
| Business/Finance         | 28.87% | 32.08% | 32.65% |
| Comics                   | 27.31% | 27.4%  | 27.3%  |
| Movie Listings & Reviews | 25.46% | 26.98% | 27.73% |
| Food/Cooking             | 24.88% | 26.55% | 26.87% |
| TV/Radio Listings        | 23.68% | 24.45% | 24.16% |
| Home/Gardening           | 20.66% | 22.91% | 22.63% |
| Travel                   | 19.14% | 21.7%  | 22.36% |
| Science/Technology       | 17.42% | 19.36% | 19.7%  |
| Fashion                  | 14.53% | 15.64% | 15.77% |

| RADIO                 | 0-3    | 3-7    | 7-10   |
|-----------------------|--------|--------|--------|
|                       | MILES  | MILES  | MILES  |
| Country               | 20.72% | 18.89% | 17.16% |
| CHR Contemp Hit Radio | 19.03% | 18.34% | 18.77% |
| Adult Contemporary    | 17.93% | 18.07% | 18.33% |
| Urban Contemporary    | 16.75% | 16.22% | 16.07% |
| Rock                  | 13.14% | 12.74% | 11.99% |
| News/Talk             | 11.92% | 13.98% | 14.28% |
| Oldies                | 11.08% | 11.69% | 11.64% |
| Classic Rock          | 9.92%  | 10.26% | 10.33% |
| Alternative           | 9.77%  | 10.61% | 11.6%  |
| Variety               | 8.72%  | 9.38%  | 9.94%  |
| Soft Contemporary     | 6.82%  | 7.55%  | 7.58%  |
| Religious             | 6.58%  | 6.87%  | 6.25%  |
| Jazz                  | 6.01%  | 7.03%  | 6.77%  |
| All News              | 5.59%  | 7.54%  | 7.9%   |
| Classic Hits          | 4.87%  | 4.5%   | 4.23%  |
| All Talk              | 4.51%  | 4.92%  | 5.02%  |
| Sports                | 3.72%  | 4.79%  | 5.09%  |
| Gospel                | 3.55%  | 3.3%   | 2.88%  |
|                       |        |        |        |



### **Potential Multimedia Content:**

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

| MULTIMEDIA: TV          | 0-3    | 3-7    | 7-10   | M  | MULTIMEDIA: TV             | MULTIMEDIA: TV 0-3                | MULTIMEDIA: TV 0-3 3-7                   |
|-------------------------|--------|--------|--------|----|----------------------------|-----------------------------------|--|
|                         | MILES  | MILES  | MILES  |    |                            | MILES                             | MILES MILES                              |
| Fox News Channel        | 64.4%  | 66.55% | 65.91% | Т  | TV Info From Newspapers    | TV Info From Newspapers 26.88%    | TV Info From Newspapers 26.88% 27.47%    |
| Satellite Dish          | 52.15% | 55.89% | 53.36% | N  | Nick At Nite               | Nick At Nite 26.2%                | Nick At Nite 26.2% 26.34%                |
| Soapnet                 | 51.83% | 52.59% | 52.2%  | Т  | TCM (Turner Classic        | TCM (Turner Classic 25.9%         | TCM (Turner Classic 25.9% 26.76%         |
| Other Video-On-Demand   | 41.99% | 41.16% | 40.25% | Μ  | Movies)                    | Movies)                           | Movies)                                  |
| Sci-Fi Channel          | 37.08% | 37.97% | 36.78% | Н  | Hallmark Channel           | Hallmark Channel 25.81%           | Hallmark Channel 25.81% 28.03%           |
| MSNBC                   | 33.93% | 34.44% | 33.45% | U  | USA Network                | USA Network 24.85%                | USA Network 24.85% 26.08%                |
| Adult Pay Per View TV   | 33.06% | 35.3%  | 32.01% | A  | ABC Fam.                   | ABC Fam. 24.79%                   | ABC Fam. 24.79% 27.54%                   |
| Comedy Central          | 31.83% | 36.06% | 39.14% | Т  | TV Info From Monthly Cable | TV Info From Monthly Cable 24.64% | TV Info From Monthly Cable 24.64% 24.76% |
| Nickelodeon             | 29.7%  | 29.53% | 28.14% | G  | Guide                      | Guide                             | Guide                                    |
| TV Info From Sunday TV  | 29.45% | 30.99% | 30.31% | Т  | The Golf Channel           | The Golf Channel 24.34%           | The Golf Channel 24.34% 26.28%           |
| Magazine                |        |        |        | В  | BET (Black Entertainment   | BET (Black Entertainment 23.68%   | BET (Black Entertainment 23.68% 25.09%   |
| Subscribe Digital Cable | 27.57% | 30.48% | 29.38% | T  | TV)                        | TV)                               | TV)                                      |
| Adult Swim              | 27.04% | 27.92% | 27.79% | E  | ESPN2                      | ESPN2 22.85%                      | ESPN2 22.85% 25.26%                      |
|                         |        |        |        | Li | Lifetime                   | Lifetime 22.38%                   | Lifetime 22.38% 22.88%                   |

Boiling Spring Lakes Hildebran Richfield Vass Gaston Askewville Vandemere Louisburg Windsor Gebaccoville Valdese Elkin Long View Whiteville Pilot Mountain Lowell Intercultural Institute oer Bridge Crossnore Whitsett Asheboro East Flat Rock Bladenboro Ka Contextual Minustry Contextual Minustry Copyright 2011, Intercultural Institute for Contextual Ministry Con

Video-On-Demand Movies

22.29%

24.94%

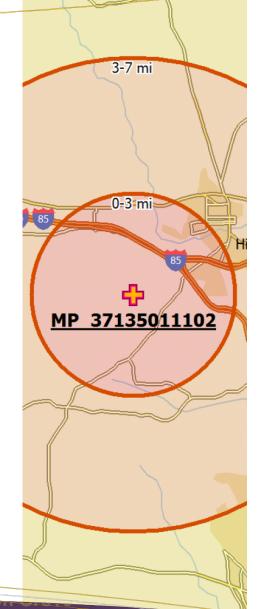
25.19%

### **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.



Cullowhee Tarbero Casar Avery Creek Dunn McDonald Gibsonville Brevard Hebgeod Concord Polk astero Mount Holly Summerfield Earl Ruth East Arcadia Alamance King Intercultural Institute Kose Hill Warrenton James City Askewville Hudson Waco Shelby Mar Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Contextual Ministry Contextual Minis

# 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+)    | 20.17% | 21.68% | 22.52% |
| Medium Users (4-6)  | 10.7%  | 11.35% | 11.32% |
| Light Users (1-3)   | 20.61% | 21.11% | 21.21% |
| Quintiles (20%)     |        |        |        |
| Newspaper I (Heavy) | 1.99%  | 1.44%  | 1.15%  |
| Newspaper II        | 1.63%  | 1.57%  | 1.62%  |
| Newspaper III       | 1.81%  | 2.03%  | 2.32%  |
| Newspaper IV        | 0.8%   | 0.58%  | 0.52%  |
| Newspaper V (Light) | 0.93%  | 1%     | 1.05%  |

| 0-3    | 3-7   | 7-10   |
|--------|---|--|
| MILES  | MILES   | MILES  |
|        |   |  |
| 19.63% | 19.16%  | 19.55%   |
| 9.33%  | 8.8%  | 8.99%  |
| 9.96%  | 9.91%   | 9.97%  |
| 11.53% | 11.18%  | 10.74%   |
| 0.76%  | 0.78%   | 0.68%  |
| 7.64%  | 7.46%   | 7.83%  |
| 2.73%  | 2.81%   | 2.79%  |
| 3.64%  | 3.51%   | 3.27%  |
| 16.17% | 15.76%  | 15.45%   |
| 25.22% | 24.78%  | 23.93%   |
| 15.49% | 14.93%  | 14.19%   |
|        |   |  |
| 6.58%  | 6.64%   | 6.75%  |
| 6.53%  | 6.19%   | 6.18%  |
| 23.94% | 21.6%   | 21.25%   |
| 3.79%  | 3.28%   | 3.2%   |
|        | MILES         19.63%         9.33%         9.96%         11.53%         0.76%         7.64%         2.73%         3.64%         16.17%         25.22%         15.49%         6.58%         6.53%         23.94% | MILES       MILES         19.63%       19.16%         9.33%       8.8%         9.96%       9.91%         11.53%       11.18%         0.76%       0.78%         7.64%       7.46%         2.73%       2.81%         3.64%       3.51%         16.17%       15.76%         25.22%       24.78%         6.58%       6.64%         6.53%       21.6% |



## 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    | 7-10  |
|--------------------------------|--------|--------|--------|----------------------------------|--------|--------|-------|
|                                | MILES  | MILES  | MILES  |                                  | MILES  | MILES  | MILE  |
| Radio Drive Time Quntiles      |        |        |        | TV Prime Time Quntiles (fifths / |        |        |       |
| (fifths / 20%)                 |        |        |        | 20%)                             |        |        |       |
| Drive Time I & II (Heavy)      | 2.92%  | 2.95%  | 3.21%  | Prime Time I & II (Heavy)        | 3.63%  | 3.69%  | 4.11% |
| Drive Time III (Medium)        | 0.71%  | 0.64%  | 0.67%  | Prime Time III (Medium)          | 2.03%  | 1.88%  | 1.95% |
| Radio IV & V (Light)           | 2.27%  | 2.39%  | 2.21%  | Prime Time IV & V (Light)        | 10.07% | 8.66%  | 9.22% |
| Radio Media Quntiles (fifths / |        |        |        | TV Early/Late Fringe Quntiles    |        |        |       |
| 20%)                           |        |        |        | (fifths / 20%)                   |        |        |       |
| Radio I & II (Heavy)           | 9.35%  | 9.01%  | 8.97%  | Fringe I & II (Heavy)            | 39.56% | 40.39% | 41.25 |
| Radio III (Medium)             | 4.86%  | 4.86%  | 4.84%  | Fringe III (Medium)              | 52.41% | 51.42% | 50.27 |
| Radio IV & V (Light)           | 3.7%   | 3.46%  | 3.43%  | Fringe IV (Light)                | 56.48% | 55.71% | 54.63 |
| Cable TV Quntiles (fifths /    |        |        |        | TV All Day Quntiles (fifths /    |        |        |       |
| 20%)                           |        |        |        | 20%)                             |        |        |       |
| Cable I & II (Heavy)           | 14.24% | 15.28% | 16.28% | All Day I & II (Heavy)           | 13.59% | 12.81% | 12.18 |
| Cable III (Medium)             | 4.44%  | 4.09%  | 4.16%  | All Day III (Medium)             | 23.8%  | 23.48% | 22.92 |
| Cable IV & V (Light)           | 34.47% | 33.06% | 33.14% | All Day IV (Light)               | 14.25% | 14.41% | 14.95 |
|                                |        |        |        |                                  |        |        |       |



# Potential Audio & Prime Time TV Media Usage:

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

| USAGE              | 0-3    | 3-7    | 7-10   |
|--------------------|--------|--------|--------|
|                    | MILES  | MILES  | MILES  |
| Day-time Radio     |        |        |        |
| Listeners          |        |        |        |
| Dayparts [summary] | 12.56% | 12.96% | 12.57% |
| 6:00am - 10:00am   | 14.98% | 18.23% | 20.72% |
| 10:00am - 3:00pm   | 7.01%  | 7.35%  | 8.62%  |
| 3:00pm - 7:00pm    | 13.97% | 13.53% | 13.67% |
| 7:00pm - Midnight  | 13.25% | 14.94% | 15.37% |
| Midnight - 6:00am  | 5.81%  | 5.98%  | 6.49%  |
| Weekend Radio      |        |        |        |
| Listeners          |        |        |        |
| Dayparts [summary] | 15.42% | 15.58% | 14.68% |
| 6:00am - 10:00am   | 4.08%  | 4.69%  | 5.07%  |
| 10:00am-3:00pm     | 4.94%  | 6.35%  | 7.69%  |
| 3:00pm - 7:00pm    | 7.15%  | 7.18%  | 7.05%  |
| 7:00pm - Midnight  | 9.83%  | 10.27% | 10%    |
| Midnight - 6:00am  | 11.16% | 11.98% | 12.84% |

| USAGE                     | 0-3    | 3-7    | 7-10   |
|---------------------------|--------|--------|--------|
|                           | MILES  | MILES  | MILES  |
| Prime Time TV Viewers     |        |        |        |
| 8:00-11:00pm              | 8.49%  | 9.39%  | 9.65%  |
| Saturday: 8:00-11:00pm    | 8.19%  | 8.51%  | 8.1%   |
| Sunday: 7:00-11:00pm      | 10.11% | 10.3%  | 10.48% |
| 9:00am-1:00pm             | 26.2%  | 26.34% | 25.62% |
| 9:00am-4:00pm             | 30.03% | 30.26% | 29.54% |
| 4:00pm-7:00pm             | 30.74% | 32.16% | 31.72% |
| 11:00pm-1:00am            | 41.66% | 42.19% | 41.45% |
| AVG Prime time<br>Mon-Sun | 2.91%  | 3.38%  | 3.65%  |

ttleton Jonesville Laurinburg Bermuda Run Wentworth Pollocksville Green Level Lasker Mooresboro Hamilton Lake Norman of Catawba Asheboro Seven Lakes Ranlo Care Dobbins Heights Elon Ch Murraysville Mocksville Powellsville Cedar Rock Mooresville Butner Moorestial Ministry Confectual Ministry Confectual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Hightsville Williamston Voundsville Delway Wilkesboro Albemarle Asheville Bath Millers Creek East

## 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    |        |        |        | Ì | Weekend           | Weekend             | Weekend                    |
| 6-7am      | 17.58% | 18.12% | 19.33% |   | Sat: 7-10am       | Sat: 7-10am 19%     | Sat: 7-10am 19% 20.22%     |
| 7-9am      | 22.85% | 25.26% | 27.29% |   | Sat: 10am-1pm     | Sat: 10am-1pm 7.46% | Sat: 10am-1pm 7.46% 8.38%  |
| 9am-12noon | 22.09% | 22.18% | 20.97% |   | Sat: 1-4pm        | Sat: 1-4pm 26.27%   | Sat: 1-4pm 26.27% 26.4%    |
| 12noon-4pm | 7.93%  | 8.08%  | 8.57%  |   | Sat: 4-6pm        | Sat: 4-6pm 7.42%    | Sat: 4-6pm 7.42% 7.35%     |
| 4-6pm      | 49.77% | 54.01% | 54.31% |   | Sat: 6-7pm        | Sat: 6-7pm 1.94%    | Sat: 6-7pm 1.94% 2.52%     |
| 6-7pm      | 18.5%  | 18.91% | 18.88% |   | Sat: 7-8pm        | Sat: 7-8pm 0.95%    | Sat: 7-8pm 0.95% 1.26%     |
| 7-7:30pm   | 1.7%   | 1.86%  | 1.96%  |   | Sat: 8-11pm       | Sat: 8-11pm 8.19%   | Sat: 8-11pm 8.19% 8.51%    |
| 7:30-8pm   | 11.1%  | 10.87% | 10.93% |   | Sat: 11pm-1am     | Sat: 11pm-1am 5.25% | Sat: 11pm-1am 5.25% 5.57%  |
| 8-11pm     | 8.49%  | 9.39%  | 9.65%  |   | Sat: 1am-7pm      | Sat: 1am-7pm 24.85% | Sat: 1am-7pm 24.85% 26.08% |
| 11pm-12am  | 33.93% | 34.44% | 33.45% |   | Sun: 7-10am       | Sun: 7-10am 2.26%   | Sun: 7-10am 2.26% 2.38%    |
| 11pm-1am   | 41.66% | 42.19% | 41.45% |   | Sun: 10am-1pm     | Sun: 10am-1pm 6.77% | Sun: 10am-1pm 6.77% 7.17%  |
| 1-6am      | 31.88% | 34.03% | 35.45% |   | Sun: 1-4pm        | Sun: 1-4pm 6.6%     | Sun: 1-4pm 6.6% 6.69%      |
|            |        |        |        |   | Sun: 4-7pm        | Sun: 4-7pm 13.55%   | Sun: 4-7pm 13.55% 14%      |
|            |        |        |        |   | Sun: 7-11pm       | Sun: 7-11pm 10.11%  | Sun: 7-11pm 10.11% 10.3%   |
|            |        |        |        |   | Sun: 11pm-1am     | Sun: 11pm-1am 5.24% | Sun: 11pm-1am 5.24% 5.15%  |
|            |        |        |        |   | Sun: 1-7am        | Sun: 1-7am 22.02%   | Sun: 1-7am 22.02% 23.09%   |

Alkesboro Lake Junaluska Fayetteville Bear Grass Bowmore Fletcher Newton Grove Garland Middlesex Erwin Lumberton Lewisville Chocowinity Kernersville Unionville Lago <u>Plymouth</u> Bailey Conne opkin Center Bent Creek Sneads Ferry Peachland Lansing Barker Ten Model *Intercultural Institute* ove City Cand for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Biltmore Forest Shannon Brockford Aboskie Peletier

# 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

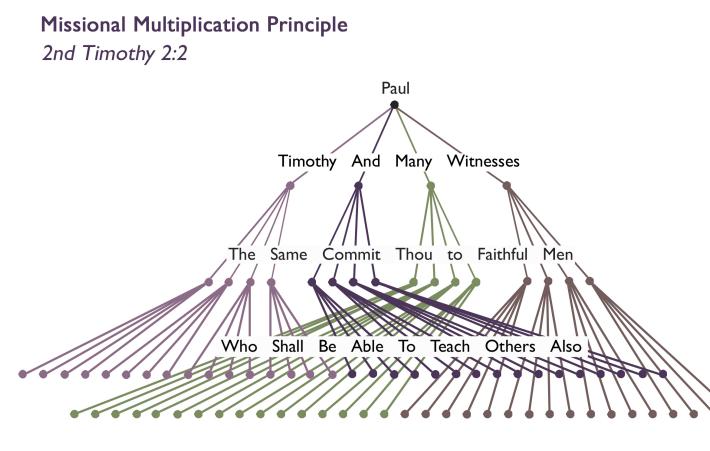
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Whiteville Bethlehem Marshall Pine Knoll Shores Rockingham Enochville Bear Grass Four Oaks Sale Myrtle Grove Bogue Bolivia Rowland Valley Hill Smithfield Misenberger Intercultural Institute Rockfish Ramseur Marion Pinehurst Elkin Stovall Watha Shallotte for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Biblical Missional Multiplication**

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

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



Davidson Shelby Sylva Madison Bailey Minnesott Beach Marvin Bayshore Graham Webster Polkton Pine Ayden Murraysville Oakboro Mountain View Sea Breeze Souther Intercultural Institute Caswell Beach Pittsboro Wallburg Belmont Pineville Cove City Harry (or Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Carkton Saratoga Bennett Saven Devils Forfice (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.



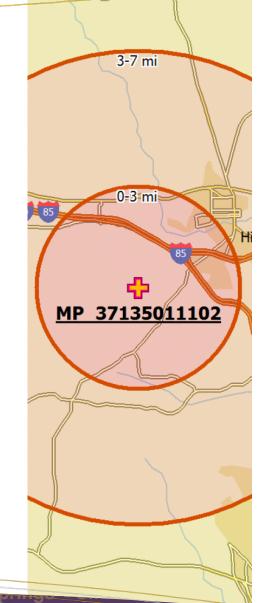
#### All Middlesex Enfield Yanceyville Garner Monroe Oakboro Burgaw Granite Falls Zebulon Mooresbore Hoemarie Liberty Reidsville Love Valley Sims Staley Lattimore Camerer Sufficient Ramseur Yadkinville sboro Plymouth Cleveland Mesic Kings Mountain Piney Green Woodlav For Contextual Ministry Contextual Ministry Cricket Selma McDonald Dunn St. Stephens Mise 63 Compared Hiddlesex Richards Rich Selma McDonald Dunn St. Stephens Mise 63

### 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



Butner Wilkesboro Mocksville Belhaven Sunset Beach Eastover Roanoke Rapids Long View Oakboro Maring Rock Lillington Shallotte Morganton Dallas Elkin Bethel Warsaw Intercultural Institute Morrisville Cashiers Bethania Brevard McFarlan Durham Garysbu Confectual Ministry Confectual Ministry Clarkton Sharpsburg Pow64 Sugar Mountain Mountain Home Clyde Wanchese Ellen

### Notes and Sources

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

Lattimore <u>Belhaven</u> Swannanoa Foxfire Mount Olive Oak Ridge Edenton Wingate Black Mountain Albemarle Kenansville McAdenville West Jefferson Bostic Mayodan Intercultural Institute t Lucama China Grove Hot Springs Warrenton Calabash Stonewall Mountain Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

|    | CHURCH                                | ADDRESS   | DISTANCE | WRSHP<br>AVG | IICM CGR          |
|----|---------------------------------------|---|----------|--------------|-------------------|
| 1  | Cross Roads - Hillsborough            | 3216 Orange Grove Rd<br>Hillsborough, NC 27278        | 1.35 mi  | 86           | Plateauing        |
| 2  | West Hill - Hillsborough              | 209 Jones Ave<br>Hillsborough, NC 27278               | 1.67 mi  | 0            | Insufficient Data |
| 3  | Hillsborough First - Hillsborough     | 201 W King St<br>Hillsborough, NC 27278               | 2.00 mi  | 173          | Plateauing        |
| 4  | Fairview - Hillsborough               | 600 Cornelius St<br>Hillsborough, NC 27278            | 2.67 mi  | 169          | Plateauing        |
| 5  | Lawrence Road - Hillsborough          | 1901 Lawrence Rd<br>Hillsborough, NC 27278            | 2.86 mi  | 123          | Insufficient Data |
| 6  | Mars Hill - Hillsborough              | 1418 NC Highway 57<br>Hillsborough, NC 27278          | 3.24 mi  | 89           | Declining         |
| 7  | Cane Creek - Hil                      | 6901 Orange Grove Rd<br>Hillsborough, NC 27278        | 3.24 mi  | 103          | Plateauing        |
| 8  | Agape Reconciliation Church           | 314 Sylvan Way<br>Chapel Hill, NC 27516               | 6.81 mi  | 0            | Insufficient Data |
| 9  | Calvander Crossing Church -<br>Durham | 320 Dairyland Rd<br>Chapel Hill, NC 27516             | 7.26 mi  | 13           | Insufficient Data |
| 10 | Mount Hermon (Y) - Durham             | 4511 Old NC 10<br>Durham, NC 27705                    | 7.84 mi  | 66           | Plateauing        |
| 11 | Immanuel - Durham                     | 3610 Hillandale Rd<br>Durham, NC 27705                | 7.84 mi  | 60           | Plateauing        |
| 12 | Ebenezer - Hillsborough               | 1210 Pleasant Green Rd<br>Hillsborough, NC 27278      | 7.84 mi  | 475          | Declining         |
| 13 | Mount Moriah - Durham                 | 549 Erwin Rd<br>Durham, NC 27707                      | 8.05 mi  | 67           | Declining         |
| 14 | North Chapel Hill - Chapel Hill       | 7707 NC Highway 86<br>Chapel Hill, NC 27514           | 8.30 mi  | 0            | Insufficient Data |
| 15 | Bethel - Chapel                       | 9326 Bethel Hickory Grove Rd<br>Chapel Hill, NC 27516 | 8.40 mi  | 0            | Insufficient Data |

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

|    | CHURCH                                       | ADDRESS   | DISTANCE | AVG | IICM CGR          |
|----|--|---|----------|-----|-------------------|
| 16 | Mebane First - Mebane                        | 301 S Third St<br>Mebane, NC 27302              | 9.17 mi  | 369 | Plateauing        |
| 17 | Cresset - Durham                             | 3707 Garrett Rd<br>Durham, NC 27707             | 9.45 mi  | 155 | Declining         |
| 18 | Sunrise - Cha                                | 1315 New Hope Trce<br>Chapel Hill, NC 27516     | 9.55 mi  | 120 | Insufficient Data |
| 19 | Chapel Hill Chinese Christian<br>Church - Ch | 100 S Columbia St<br>Chapel Hill, NC 27514      | 10.07 mi | 0   | Insufficient Data |
| 20 | Rose of Sharon - Durham                      | 4109 Guess Rd<br>Durham, NC 27712               | 10.37 mi | 184 | Plateauing        |
| 21 | Ephesus - Chapel Hill                        | 2025 Ephesus Church Rd<br>Chapel Hill, NC 27517 | 10.42 mi | 62  | Declining         |
| 22 | Guess Road - Durham                          | 3102 Guess Rd<br>Durham, NC 27705               | 10.55 mi | 161 | Plateauing        |
| 23 | Oak Grove - Mebane                           | 5217 Oak Grove Church Rd<br>Mebane, NC 27302    | 10.66 mi | 120 | Declining         |
| 24 | Crosslink Community - Mebane                 | 1030 Mebane Oaks Rd<br>Mebane, NC 27302         | 10.66 mi | 183 | Insufficient Data |
| 25 | Mount Adar - Mebane                          | 7503 N NC Highway 49<br>Mebane, NC 27302        | 10.66 mi | 65  | Insufficient Data |
| 26 | Faith Community - Durham                     | 302 Lebanon Cir<br>Durham, NC 27712             | 10.73 mi | 70  | Insufficient Data |
| 27 | Grey Stone - Durham                          | 2601 Hillsborough Rd<br>Durham, NC 27705        | 10.79 mi | 567 | Growing           |
| 28 | Iglesia Cristiana Emanuel - Durham           | 2031 W Club Blvd<br>Durham, NC 27705            | 11.05 mi | 0   | Insufficient Data |
| 29 | Journey - Durham                             | 2031 W Club Blvd<br>Durham, NC 27705            | 11.05 mi | 33  | Declining         |
| 30 | North Durham - Durham                        | 6036 Guess Rd<br>Durham, NC 27712               | 11.13 mi | 15  | Declining         |

ithfield Silver City Montreat Boonville Fairview Castle Hayne Fairmont Vanceboro Maiden Walstonburg For Catawba Stem Red Springs Nags Head Prospect Carthage Bunn Intercultural Institute renton Light Oak Walnut Cove Pikeville Black Creek Dallas Swepsonvi Confextual Ministry Coversignt 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

|    | CHURCH                                  | ADDRESS                                      | DISTANCE | WRSHP AVG | IICM CGR          |
|----|---|--|----------|-----------|-------------------|
| 31 | C3 Christ Centered Church               | 6611 Guess Rd<br>Durham, NC 27712            | 11.15 mi | 0         | Insufficient Data |
| 32 | HillSong - Chapel Hill                  | 201 Culbreth Rd<br>Chapel Hill, NC 27516     | 11.19 mi | 129       | Plateauing        |
| 33 | Dayspring - Durham                      | 922 9th St<br>Durham, NC 27705               | 11.20 mi | 124       | Plateauing        |
| 34 | Gospel                                  | 2504 Vesson Ave Apt A5<br>Durham, NC 27707   | 11.22 mi | 0         | Insufficient Data |
| 35 | Edgewood - Mebane                       | 476 Edgewood Church Rd<br>Mebane, NC 27302   | 11.23 mi | 90        | Plateauing        |
| 36 | Antioch - Chapel Hill                   | 1707 White Cross Rd<br>Chapel Hill, NC 27516 | 11.26 mi | 148       | Plateauing        |
| 37 | Yates - Durham                          | 2819 Chapel Hill Rd<br>Durham, NC 27707      | 11.33 mi | 293       | Plateauing        |
| 38 | Lakewood - Durham                       | 2100 Chapel Hill Rd<br>Durham, NC 27707      | 11.38 mi | 31        | Declining         |
| 39 | Greater Joy International<br>Ministries | 2000 Chapel Hill Rd<br>Durham, NC 27707      | 11.43 mi | 200       | Insufficient Data |
| 40 | Ridgecrest - Durham                     | 1104 Milton Rd<br>Durham, NC 27712           | 11.88 mi | 596       | Declining         |
| 41 | New Freedom - Durham                    | 335 Rippling Stream Rd<br>Durham, NC 27704   | 11.92 mi | 10        | Insufficient Data |
| 42 | Farrington Road - Chapel Hill           | 5936 Farrington Rd<br>Chapel Hill, NC 27517  | 11.99 mi | 83        | Plateauing        |
| 43 | Hope Valley - Durham                    | 6900 Garrett Rd<br>Durham, NC 27707          | 12.24 mi | 242       | Plateauing        |
| 44 | Park View - Durham                      | 2500 Acadia St<br>Durham, NC 27704           | 12.57 mi | 35        | Declining         |
| 45 | Braggtown - Durham                      | 3218 N Roxboro St<br>Durham, NC 27704        | 12.70 mi | 138       | Declining         |

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