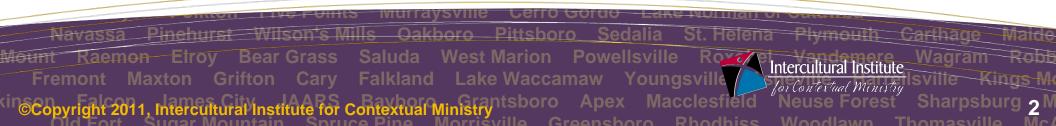
MissionSite top unreached locations

obaccoville Creedmoor RALEIGH, NC Rockwell **CENSUS TRACT: 37183051502** Dun Multiplyerson Fletcher Yrson Fletcher Coats Lillington Hali REGION: Region 4: Triangle S Mountain Chocowinity Mount Pleasa COUNTY: Wake CONGREGATIONAL Mount Holly Burgaw Sandyfield Harrellsville Butters Coleram Atkinson Wrightsboro Lowell Mountain View SITESCAPE: Suburbscape **DENSITY PATTERN: K/al Pines** Elk Park Kirkland Intercultural Institute ne Level Grantsboro ford for Contextual Ministryd Erwin East Laurinburg Delway North Wilkesboro North Carolina Baptists Caring. Sharing. Daring. ags Head Duci Copyright 2011 eIntercultural Institute for Contextual Ministry Intain Laurel Park Hillsborough

MissionSite (TM) Table of Contents

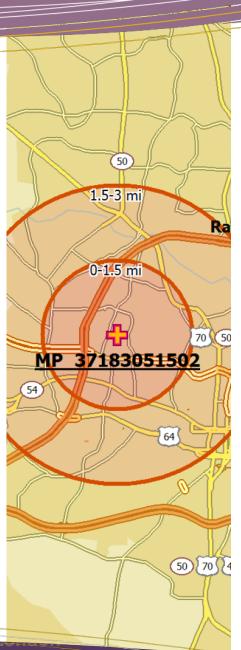
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Site Location Summary

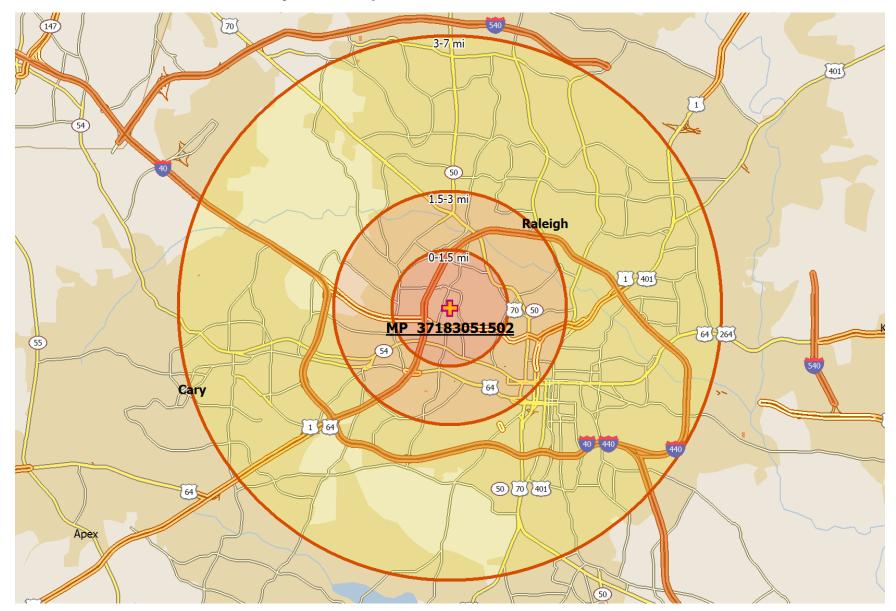
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	37183	Wake
4	Zipcode	27607	Wake
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.34	Large suburbs adjacent to a medium city in metro
			area
8	Sitescape Density Pattern	K	100000-1000000-250000



Highlands Fremont Hays Bonnetsville Saxapahaw Seven Devils Calabash Indian Beach La Grange Ber E Elk Salemburg Chocowinity Lumberton Pantego Bogue Tar Heel For Intercultural Institute Eastover Speed Severn Columbia Manteo Varnamtown West Canton Confectual Ministry Indian Trail Confectual Ministry Stephens Turkey Holden Beach Ansonville Waco 3 Confectual Ministry Stephens Turkey Holden Beach Ansonville Waco 3 Confectual Ministry Stephens Turkey Holden Beach Ansonville Waco 3 Confectual Ministry Stephens Turkey Holden Beach Ansonville Waco 3 Confectual Ministry Stephens Turkey Holden Beach Ansonville Waco 3 Confectual Ministry Stephens Turkey Holden Beach Ansonville Waco 3 Confectual Ministry Stephens Turkey Holden Beach Ansonville Waco 3 Confectual Ministry Stephens Turkey Holden Beach Ansonville Waco 3 Confectual Ministry Stephens Turkey Holden Beach Ansonville Waco 5 Confectual Ministry Stephens Turkey Holden Beach Ansonville Waco 5 Confectual Ministry Stephens Turkey Holden Beach Ansonville Waco 5 Confectual Ministry Stephens Turkey Holden Beach Ansonville Waco 5 Confectual Ministry Stephens Turkey Holden Beach Ansonville Waco 5 Confectual Ministry Stephens Find Confectual Ministry Stephens F

Site Location Summary - Map of the Site Location



Hildebran Kenansville Lowell Warrenton Robersonville Rich Square Boonville Ingold Siler City Littlet Troy Richlands Oriental Icard Ellerbe Taylorsville Woodland Holler Intercultural Institute or Fairmont Whitsett Sea Breeze Creswell Belmont Walkertown Gibso for Contestual Ministry Contestual Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999
			population
5	NCES Urban Centric Locale	11	City: Large: Territory inside an urbanized area and inside a principal city with
	Codes		population of 250,000 or more
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting	1	Metropolitan area core: primary flow within an urbanized area
	Value		
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Washington Farmville Rural Hall Lake Santeetlah Tabor City Waxhaw Harrellsville Troutman Carrbord Washington Farmville Rural Hall Lake Santeetlah Tabor City Waxhaw Harrellsville Troutman Carrbord Wentworth Bis Very Creek Kinston Weaverville Halifax Red Springs Ocean Isle Beach Jos Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	18,197	70,392	296,597
2010 Households	7,155	26,815	115,825
2010 Group Quarters Population	1,949	10,332	6,904

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	66	67	64
Language Diversity National Index	59	65	52
Foreign Born Diversity National Index	73	50	93
Ancestry Diversity National Index	74	42	73
Racial Diversity National Index	52	77	55

ville Lewiston Woodville Simpson Mount Pleasant West Canton Cooleemee Garland Foxfire Ramseur Durham Mayodan Leland Wilkesboro Magnolia Spiveys Corner Kipe Intercultural Institute Iburg Westport Cedar Point Cramerton Hope Mills Reidsville Landis ©Copyright 2011, Intercultural Institute for Contextual Ministry Norman Broadway Blowing Rock Beulaville Taylor 6

Site Location Summary - County Environment

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

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

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

eld Rocky Mount Bostic Macon Bonnetsville Star Broadway Jacksonville Siler City Boardman Mays Vetteville Milton Pantego Silver Lake Foxfire Piney Green Washington And Intercultural Institute Maggie Valley Sanford Boiling Spring Lakes Clyde Randleman Ayden 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 0-1.5 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	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	4,466	62.42%
Mainstay Communities	Established, Diverse Households	855	11.95%
Working Communities	Blue-collar, Working Families	34	0.48%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,669	23.33%
Urban Communities	High Density, Inner-city Neighborhoods	131	1.83%

re Erwin Davidson Linden Princeton Asheboro Landis Morven Fountain Gibson Roanoke Rapids R Glead Cooleemee Richlands Royal Pines Crossnore Spring Hope <u>Intercultural Institute</u> nd Faison Swepsonville Rex Kill Devil Hills Five Points Lake Waccama (Soutertual Ministry) (Soutertual Ministry) Copyright 2011, Intercultural Institute for Contextual Ministry 8

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.

eka Roxobel Reckfish Winton Littleton Cajah's Mountain Keener Barker Heights Fairmont Mebane He shoro Hertford Grover Rich Square Bethlehem Kingstown Wesley Chaper Sims Harkers Island Raveloc ands Midway Haw River Pineville Wilkesboro Yanceyville Wilson's Mill of Contextual Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Rear Grass Five Points Raeford Stonewall Westport

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-1.5 mile band that are in each category. The index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	0-1.5 MILE BAND	% INDEX
Unreached Households	241,999	5,260	2.17%
Unreached %	71.13%	73.52%	103.36
Religious But NOT Evangelical HH	59,956	1,193	1.99%
Religious But NOT Evangelical %	17.62%	16.67%	94.6
Spiritual But NOT Relig or Evang HH	40,864	961	2.35%
Spiritual But NOT Relig or Evang %	12.01%	13.44%	111.86
Not Evangelical, Not Interested HH	141,348	3,110	2.2%
Not Evangelical, Not Interested %	41.55%	43.47%	104.64





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	160	13	8.13%
Active BCNC Attenders	28,074	1,950	6.95%
Active Evangelical Households	36,953	3,195	8.65%
Active Evangelical Percent	10.86%	9.41%	86.6
Inactive Evangelical Households	61,276	5,299	8.65%
Inactive Evangelical Percent	18.01%	15.60%	86.61
# New Churches Needed	10	4	39.4%





Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Ridge Road - Raleigh	0.46 mi	126	Declining	16	Raleigh First - Raleigh	3.18 mi	493	Plateauing
2	Forest Hills - Raleigh	1.39 mi	747	Declining	17	Temple - Raleigh	3.26 mi	191	Declining
3	United African - Raleigh	1.39 mi	65	Insufficient Data	18	Athens Drive - Raleigh	3.34 mi	120	Plateauing
4	Saint Johns - Raleigh	1.50 mi	82	Plateauing	19	Providence - Raleigh	3.38 mi	0	Insufficient Data
5	Mount Olivet - Raleigh	1.60 mi	61	Declining	20	Treasuring Christ Church - Raleigh	3.46 mi	136	Insufficient Data
6	Iglesia Bautista Nueva Esperanza - Raleig	1.60 mi	0	Insufficient Data	21	Trinity - Raleigh	3.52 mi	930	Growing
7	Hayes Barton - Raleigh	1.88 mi	513	Plateauing	22	Raleigh Arabic Baptist Church	3.52 mi	0	Insufficient Data
8	Crabtree Valley - Raleigh	1.99 mi	90	Declining	23	Ephesus - Raleigh	3.91 mi	242	Plateauing
9	The Revolution	2.11 mi	0	Insufficient Data	24	Creedmoor Road - Raleigh	3.95 mi	95	Plateauing
10	Fellowship Raleigh	2.56 mi	0	Insufficient Data	25	Caraleigh - Raleigh	3.96 mi	67	Declining
11	Emmanuel - Raleigh	2.66 mi	219	Declining	26	Gilbert Street Baptist Church	4.02 mi	42	Insufficient Data
12	Pilot - Raleigh	2.90 mi	47	Plateauing	27	International Community - Raleigh	4.09 mi	0	Insufficient Data
13	Built Upon a Rock Deliverance Ministries	2.92 mi	0	Insufficient Data	28	Concord Community	4.10 mi	0	Insufficient Data
14	Vintage21	3.03 mi	0	Insufficient Data	29	Auburn - Raleigh	4.76 mi	0	Insufficient Data
15	Japanese Mission - Raleigh	3.18 mi	26	Insufficient Data	30	Journey - Raleigh	4.76 mi	0	Insufficient Data

Askewville Ronda Fair Bluff Four Oaks Newport Troy Seagrove Swansboro Wesley Chapel Walkerto Rex Sneads Ferry Durham Elm City Bowmore Cooleemee Boone Intercultural Institute Stanfield Dover Nags Head Trenton Cleveland Moravian Falls Sherry for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Morganton Whitsett Alliance Vass Clarkton Zebulo 13 Weaverville King Roanoke Rapid

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.

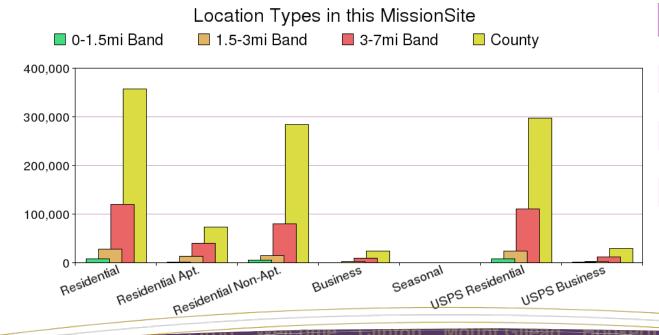
Issues for Your Consideration

- 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.

Holly New Bern Walnut Gove Sandy Creek Bryson City Light Oak Erwin Wilson's Mills Fountain Dobbin Banner Elk Marshall Angier Stallings Lansing Oak Island Apex Albert Intercultural Institute Creek Enochville Four Oaks Lattimore Rowland Wade Kingstown Win Confectual Ministry Creek Enochville Four Oaks Lattimore Rowland Wade Kingstown Win Confectual Ministry Wesley Chap 14 Beach Driental Ministry Did Confectual Ministry

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

1990 Population423,35116,9694.01%2000 Population627,84616,6062.64%
2000 Population 627,846 16,606 2.64%
2010 Population 929,938 18,197 1.96%

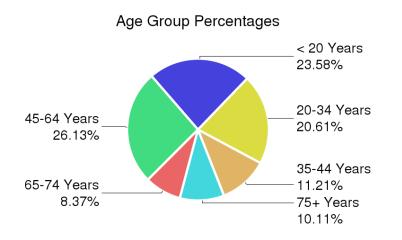


Location Type	0-1.5mi Band
Residential	7,403
Residential Apt.	1,703
Residential Non-Apt.	5,700
Business	628
Seasonal	0
USPS Residential	7,512
USPS Business	757

ineral Springs Peletier Lumberton Biltmore Forest East Rockingham Wallace Roxobel Harrellsville Seven Kenly Cary Sharpsburg East Arcadia Lake Santeetlah Albemarle Toto City Shelby Castalia Rose Valley Summerfield Watha Myrtle Grove Raeford Oak Island Creedmoo (Sourestual Ministry) Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Beach Graphic Cartestual Ministry

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

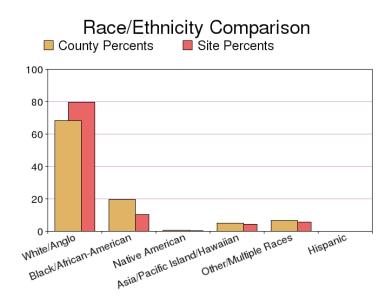


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.99%	3.56%	59.43
4-5 Years	3.05%	1.76%	57.7
6-8 Years	4.59%	2.82%	61.44
9-11 Years	4.39%	2.92%	66.51
12-13 Years	2.83%	2.04%	72.08
14-17 Years	5.45%	5.32%	97.61
18-19 Years	2.64%	5.14%	194.7
0-5 Years	9.03%	5.33%	59.03
6-12 Years	10.39%	6.79%	65.35
13-19 Years	9.5%	11.46%	120.63
< 20 Years	28.92%	23.58%	81.54
20-34 Years	21.22%	20.61%	97.13
35-44 Years	16.2%	11.21%	69.2
45-64 Years	24.62%	26.14%	106.17
65-74 Years	5.28%	8.37%	158.52
75+ Years	3.75%	10.11%	269.6
Median Age	35	44	127.28
Median Age (Male)	34	44	127.64
Median Age (Female)	36	45	126.77

Pilot Mountain <u>Stanfield</u> Walkertown <u>Albemarle</u> Carrboro Kinston Highlands Weaverville Emerald isle Brogden Wallace Belwood Milton Lumber Bridge Coats Benson <u>Bridge States Sawmills</u> Lansing Rolesville Raynham Manteo Linden Bowmore Grantsboro JAARS <u>Intercultural Institute</u> Ciyde Ho 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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	68.28%	79.69%	116.71
Black, African-American	19.55%	10.25%	52.43
Native American	0.53%	0.36%	66.92
Asian	4.76%	4.15%	87.28
Pacific Island, Hawaiian	0.1%	0.03%	32.9
Other/Multiple Races	6.78%	5.52%	81.4
Hispanic	0%	7.13%	0
Education of Adults (25 yrs+)			
Total Adulta over age 25 vegra	601 997	12 215	

Total Adults over age 25 years.	601,887	12,215	
Less than 9th Grade	3.75%	1.97%	190.13
No High School Diploma	4.75%	2.97%	159.81
High School Graduate	18.57%	10.34%	179.61
Some College, no degree	17.49%	13.17%	132.78
Associate Degree	8.03%	4.67%	172.12
College Degree	31.01%	36.65%	84.62
Graduate/Prof. degree	16.39%	30.23%	54.24

Falcon James City Gorman Tobaccoville Dobson Boiling Springs Fairview Crossnore Bayshore Fayette Ver Mebane Marshville Durham Hildebran South Henderson Northlakes Consults Bladenboro Vanceb Ruth Shelby Bethlehem Webster Parmele Hays Wake Forest Tre Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Provide Apex Bakersville Garysburg Wilkesboro Fast Flat Rock

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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	4.22%	3.47%	104.27
\$10,000 to \$19,999	7.43%	7.77%	104.59
\$20,000 to \$29,999	8.39%	8.82%	105.1
\$30,000 to \$49,999	18.44%	16.03%	86.91
\$50,000 to \$59,999	7.86%	7.13%	90.72
\$60,000 to \$69,999	7.2%	4.51%	62.7
\$70,000 to \$79,999	6.67%	5.12%	76.67
\$80,000 to \$89,999	5.72%	5.23%	91.43
\$90,000 to \$99,999	4.5%	4.1%	91.1
\$100,000 to \$124,999	10.47%	10.87%	103.86
\$125,000 to \$149,999	6.58%	7.34%	111.46
\$150,000 to \$199,999	6.77%	7.55%	111.4
\$200,000 to \$249,999	2.34%	3.52%	150.44
\$250,000 or more	3.41%	8.54%	250.4
Median Household	64,788	79,834	123.22
Average Household	86,936	127,104	146.2
Per Capita Household	32,484	50,310	154.88
Family/Non-Family Household			
Income			
Median Family Income	82,410	117,317	142.36
Average Family Income	106,198	170,210	160.28
Median Non-Family Income	41,592	46,958	112.9
Average Non-Family Income	51,440	68,224	132.63

Prospect Duck East Flat Rock Lillington Stanley Laurinburg Emerald iste Everetts Waynesville Ki Atkinson Proctorville Northlakes Cape Carteret Hendersonville Fremeric Intercultural Institute Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Convay Watha North Wil 18

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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	64.82%	52.08%	80.33
Families with Children	35.7%	22.92%	64.21
Families without Children	29.13%	29.15%	100.1
Non-Family Households			
% Non-Family Households	35.18%	47.92%	136.24
Non-Families with Children	0.15	0.08	56.61
Non-Families without Children	35.03	47.84	136.58
Housing Units			Index
Total Housing Units	371,722	7,652	
Vacant percent	8.47%	6.51%	76.81
Owned percent	61.04%	57.53%	94.25%
Rented Percent	30.49%	35.98%	118
Households by Size			Index
Avg household size	2.67	2.27	85.02
Avg family hh size	3.41	3.12	91.5
Avg non-family hh size	1.31	1.35	103.05
Households By Count of Persons			Percent
One	99,248	2,848	2.87%
Two	86,994	2,055	2.36%
Three or Four	115,039	1,779	1.55%
Five+	38,946	472	1.21%

Greenville Walkertown Franklinville New Bern Ahoskie Clemmons Kenansville Bogue Harrisburg Max Point Lansing High Shoals Walnut Cove Grifton Stanley Yanceyville Stor Lake Incode Gamewell Pin ia Parkton Sedalia Winfall Colerain Whiteville Broadway Fairview From Intercultural Institute of Burnsville Copyright 2011, Intercultural Institute for Contextual Ministry Pinetons Vann Crossroads Carolina Shores Rich Square

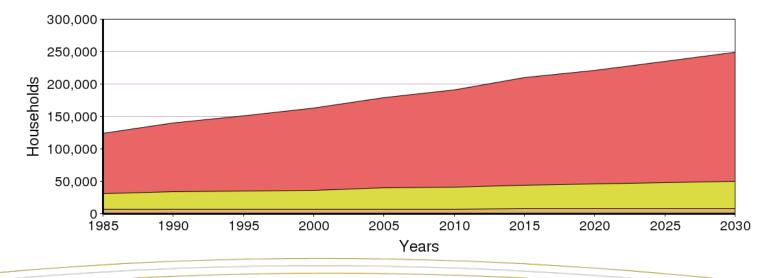
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	423,351	16,969	4.01%
2000 Population	627,846	16,606	2.64%
2010 Population	929,938	18,197	1.96%
2015 Population	1,093,517	20,230	1.85%

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 📃 0-3mi Ring

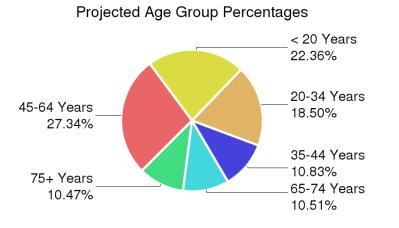
📕 0-7mi Ring



Road Rosman <u>Drexel Marietta Silver City Mount Holly Etowah</u> Claremont Ahoskie Turkey Spindale Harlon Middlesex Kings Mountain Huntersville Eastover Rockingham <u>Intercultural Institute</u> Cricket Spring Hope Troutman Centerville Bolton Boiling Springs Kings *Louge Contextual Ministry* Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

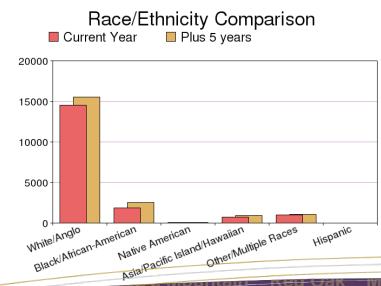


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	3.56%	3.18%	89.33
4-5 Years	1.76%	1.68%	95.45
6-8 Years	2.82%	2.75%	97.52
9-11 Years	2.92%	3.02%	103.42
12-13 Years	2.04%	2.19%	107.35
14-17 Years	5.32%	5.23%	98.31
18-19 Years	5.14%	4.31%	83.85
0-5 Years	5.33%	4.86%	91.18
6-12 Years	6.79%	6.86%	101.03
13-19 Years	11.46%	10.64%	92.84
< 20 Years	23.58%	22.36%	94.83
20-34 Years	20.61%	18.5%	89.76
35-44 Years	11.21%	10.83%	96.61
45-64 Years	26.14%	27.35%	104.63
65-74 Years	8.37%	10.51%	125.57
75+ Years	10.11%	10.47%	103.56
Median Age	35	46	132.52
Median Age (Male)	34	45	132.65
Median Age (Female)	36	47	131.99

Wentworth Four Oaks Rex Stedman Kenly Wesley Chapel Cherryville Biscoe Polkville Sins Hights Forven Rich Square East Rockingham Alliance Foxfire Falkland Rank Helena Northwest Bolten Lincolnton Wendell Claremont Burlington Leland Sharpsburg Min for Confextual 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 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 0-1.5 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	79.69%	76.81%	96.38
Black, African-American	10.25%	12.54%	122.31
Native American	0.36%	0.45%	125.93
Asian	4.15%	4.71%	113.27
Pacific Island, Hawaiian	0.03%	0.06%	194.89
Other/Multiple Races	5.52%	5.44%	98.55
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	12,215	13,936	
Less than 9th Grade	1.97%	2.02%	102.56
No High School Diploma	2.97%	2.55%	85.96
High School Graduate	10.34%	10.43%	100.91
Some College, no degree	13.17%	12.28%	93.26
Associate Degree	4.67%	4.79%	102.57
College Degree	36.65%	36.59%	99.83
Graduate/Prof. degree	30.23%	31.33%	103.65

ant Hill Delway Bogue Williamston Thomasville St. James Fremont Neuse Forest Salem Atkinson Gre Grantsboro Conetoe Bladenboro Belwood Hendersonville Pine Level Milson Kure Beach Nas Lowell Bald Head Island Gatesville Polkville Seven Lakes Raeford For Intercultural Institute Whiteville Hold of Copyright 2011, Intercultural Institute for Contextual Ministry Whispering Pines Webster Greenevers Jamestown 22

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 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 0-1.5 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 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	3.47%	3.05%	87.89
\$10,000 to \$19,999	7.77%	7.46%	95.94
\$20,000 to \$29,999	8.82%	8.06%	91.38
\$30,000 to \$49,999	16.03%	14.61%	91.16
\$50,000 to \$59,999	7.13%	6.62%	92.87
\$60,000 to \$69,999	4.51%	3.96%	87.7
\$70,000 to \$79,999	5.12%	5.1%	97.75
\$80,000 to \$89,999	5.23%	5.05%	94.18
\$90,000 to \$99,999	4.1%	3.84%	93.85
\$100,000 to \$249,999	10.87%	12.01%	110.41
\$125,000 to \$149,999	7.34%	8.02%	109.31
\$150,000 to \$199,999	7.55%	8.42%	111.55
\$200,000 to \$249,999	3.52%	4.01%	113.86
\$250,000 or more	8.54%	9.68%	113.34
Median Household	79,834	87,726	109.89
Average Household	127,104	138,960	109.33
Per Capita Household	50,310	53,772	106.88
Family/Non-Family Household			
Income			
Median Family Income	117,317	125,973	107.38
Average Family Income	170,210	188,175	110.55
Median Non-Family Income	46,958	49,769	105.99
Average Non-Family Income	68,224	74,345	108.97

Nagram Casar Harmonv Greenshoro 23

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 0-1.5 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 0-1.5 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 0-1.5 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	52.08%	51.75%	99.37
Families with Children	22.92	22.88	99.82
Families without Children	29.15	30.67	105.19
Non-Family Households			
% Non-Family Households	47.92%	48.25%	100.68
Non-Families with Children	0.08	0.08	100.68
Non-Families without	47.84	48.17	100.7
Children			
Housing Units			
Total Housing Units	7,652	8,317	108.69%
Vacant percent	6.51%	6.46%	99.21
Owned percent	57.53%	57.6%	100.13
Rented Percent	35.98%	35.94%	99.89
Households by Size			
Avg household size	2.27	2.35	103.52%
Avg family hh size	3.12	3.29	105.45%
Avg non-family hh size	1.35	1.34	99.26%
Households By Count of			
Persons			
One	2,848	3,236	113.62%
Тwo	2,055	1,878	91.39%
Three or Four	1,779	2,036	114.45%
Five+	472	629	133.26%

Rockfish Polkton Gibson Fairmont Richlands Wilson's Mills Dillsboro Roanoke Rapids Swepsonville aratoga Morven Pineville Hemby Bridge St. Helena Rennert Pinetops Lenoir Parmele Wilmington Wallace Tobaccoville Elroy Lattimore [o: Confectual Ministry] ©Copyright 2011, Intercultural Institute for Contextual Ministry Banner Elk Mint Hill Garysburg Hobgood Calabash 24 Swapsboro

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:	0-1.5	1.5-3	3-7	BORN IN:	BORN IN: 0-1.5	BORN IN: 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	1,525	5,177	30,952	Eastern Africa	Eastern Africa 72	Eastern Africa 72 141
Northern Europe	84	325	1,248	Middle Africa	Middle Africa 9	Middle Africa 9 51
Western Europe	50	159	1,197	Northern Africa	Northern Africa 94	Northern Africa 94 81
Southern Europe	25	61	206	Southern Africa	Southern Africa 0	Southern Africa 0 7
Eastern Europe	90	214	1,299	Western Africa	Western Africa 24	Western Africa 24 231
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 8
Eastern Asia	239	600	2,956	Oceania	Oceania 16	Oceania 16 22
So. Central Asia	198	561	3,131	Caribbean	Caribbean 31	Caribbean 31 63
SE Asia	42	307	1,814	Central Amer.	Central Amer. 333	Central Amer. 333 1,736
Western Asia	69	185	1,094	South America	South America 13	South America 13 225
Other Asia	7	25	180	North America	North America 129	North America 129 175
				Born at sea	Born at sea 0	Born at sea 0 0

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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	0-1.5 1.5-3 3-7		SPOKEN AT HOME	0-1.5	1.5-3	3-7	
	MILES	MILES	MILES		MILES	MILES	MILES
English only	15,133	43,370	188,173	Other Indo-Euro	0	14	217
Spanish	672	3,161	17,283	Asian/PI languages	0	0	0
Other Indo-Euro	414	1,780	8,201	Chinese	168	397	2,294
language				Japanese	27	82	268
French (incl. Patois,	111	591	1,833	Korean	65	230	922
Cajun)				Mon-Khmer,	0	29	107
French Creole	0	8	221	Cambodian			
Italian	13	73	272	Miao, Hmong	0	15	29
Portuguese	11	70	200	Thai	0	47	128
German	26	174	1,023	Laotian	0	20	132
Yiddish	6	8	28	Vietnamese	11	51	1,026
Other West Germanic	0	25	197	Other Asian	33	242	843
A Scandinavian	0	39	311	Tagalog	12	63	281
Language				Other Pacific Is	0	71	60
Greek	8	96	242	Other languages	234	582	3,737
Russian	21	130	429	Navajo	0	0	0
Polish	33	73	338	Other Native N.	5	4	22
Serbo-Croatian	0	18	84	American			
Other Slavic Language	5	32	277	Hungarian	0	10	35
Armenian	0	0	0	Arabic	151	262	1,970
Persian	36	51	457	Hebrew	12	15	107
Gujarathi	6	117	691	African languages	66	283	1,453
Hindi	21	141	546	Other unspecified	0	8	150
Urdu	61	92	280				

mon Fairfield Harbour Polkville Saxapahaw Elizabeth City Sawmills Yadkinville Williamston Shelby Le and Red Springs Swannanoa McAdenville Ocracoke Hoffman Kenansville Intercultural Institute Brices Creek Rosman Princeton Mebane Spring Lake Sandy Creek King Intercultural Institute or Garland Joi Confectual Ministry Clinton Wadesboro Dunn Vann Crossroads Pine Le26 Bakarsville Ministry Mint Hill Knightdale Oakboro Greensboro Hightsville

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	0-1.5	1.5-3	3-7	ANCESTRY	ANCESTRY 0-1.5	ANCESTRY 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	13,898	39,884	197,579	Irish	Irish 968	Irish 968 3,222
Arab	202	321	2,252	Italian	Italian 307	Italian 307 1,329
Armenian	0	1	84	Lithuanian	Lithuanian 13	Lithuanian 13 28
Austrian	38	56	330	Norwegian	Norwegian 112	Norwegian 112 292
British	333	468	1,689	Polish	Polish 160	Polish 160 634
Canadian	92	105	620	Portuguese	Portuguese 39	Portuguese 39 45
Croatian	0	9	175	Romanian	Romanian 12	Romanian 12 19
Czech	14	64	345	Russian	Russian 118	Russian 118 268
Czechoslovak	18	40	247	Scandinavian	Scandinavian 0	Scandinavian 0 32
Danish	73	100	601	Scotch-Irish	Scotch-Irish 868	Scotch-Irish 868 1,877
Dutch	172	283	1,377	Scottish	Scottish 625	Scottish 625 1,625
English	3,359	6,493	20,518	Slovak	Slovak 0	Slovak 0 29
European	356	845	2,996	Subsaharan African	Subsaharan African 227	Subsaharan African 227 680
Finnish	28	54	299	Swedish	Swedish 148	Swedish 148 252
French (not Basque)	244	767	3,234	Swiss	Swiss 40	Swiss 40 64
French Canadian	120	137	868	Ukrainian	Ukrainian 5	Ukrainian 5 70
German	1,175	3,875	18,227	US/American	US/American 1,135	US/American 1,135 3,490
Greek	83	188	666	Welsh	Welsh 118	Welsh 118 301
Hungarian	16	65	573	West Indian	West Indian 12	West Indian 12 70
Iranian	54	32	257	Yugoslavian	Yugoslavian 6	Yugoslavian 6 7
				Other	Other 2,608	Other 2,608 11,647

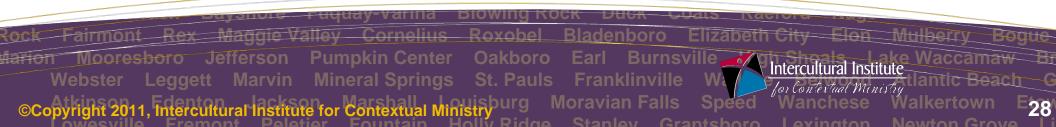
Park Flat Rock <u>Bermuda Run</u> Littleton <u>Askewville</u> <u>Duck Aulander</u> Godwin <u>Swansboro</u> Hudson Lumber in Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

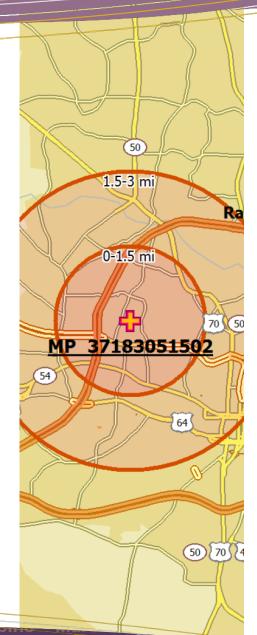
Issues for Your Consideration - continued

- 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.



eesbero Dunn <u>Saxapahaw Harrells Pink Hill Hamilton Sedalia</u> North Wikesboro Caswell Beach Drexel Lake Santeetlah Asheboro Wanchese Newport Trent Woods Ossiper Intercultural Institute Grifton Lumberton River Road Mayodan Erwin Seagrove Boiling Sport for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,155	100%	5,328	100%
AFFLUENT SUBURBIA	1,882	26.3%	1,402	26.31%
America's Wealthiest	430	6.01%	345	6.48%
Dream Weavers	890	12.44%	637	11.96%
White Collar Suburbia	189	2.64%	154	2.89%
Upscale Suburbia	55	0.77%	46	0.86%
Enterprising Couples	0	0%	0	0%
Small Town Success	318	4.44%	220	4.13%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	2,584	36.11%	1,823	34.22%
Status Conscious Consumers	964	13.47%	676	12.69%
Affluent Urban Professionals	350	4.89%	283	5.31%
Urban Commuter Fam.	1,139	15.92%	765	14.36%
Solid Suburban Mix	40	0.56%	31	0.58%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	91	1.27%	68	1.28%
SM TWN SUCCESS	102	1.43%	140	2.63%
Successful Urban Sprawl	90	1.26%	68	1.28%
2nd City Homebodies	0	0%	64	1.2%
Prime Middle America	12	0.17%	0	0%
Urban Optimists	0	0%	8	0.15%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

 Faith
 Spruce Pine
 Northwest
 Belwood
 South Henderson
 High Shoals
 Rolesville
 Andrews
 Bunn
 Calgo

 Clayton
 Lowell
 Concord
 Stallings
 McDonald
 Jefferson
 Mooresville
 Intercultural Institute
 Parterson Spice

 Elizabethtown
 Neuse Forest
 Warsaw
 Elon
 Sugar Mountain
 Southport
 Joi Contextual Ministry
 Parterson Spice

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 Carro Cordo
 Severn
 Norwood
 Bethel
 Jamestown
 Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,155	100%	5,328	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	753	10.52%	543	10.19%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	732	10.23%	529	9.93%
Urban Advancement	21	0.29%	14	0.26%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	34	0.48%	23	0.43%
Steadfast Conservative	34	0.48%	23	0.43%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Thomasville Sims Gastonia Cedar Point Bessemer City Hickory Spending Keniy Asheboro Bethel Mome Head Island Stallings Eastover Boardman Shannon Princeton Andrews Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Pipe Level Silver Lake Stanfield Camewell Button

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,155	100%	5,328	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,527	21.34%	1,191	22.35%
Young Cosmopolitans	1,415	19.78%	1,108	20.8%
Minority Metro Communities	112	1.57%	83	1.56%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Bolivia Seagrove Vanceboro Spencer Albemarle Raeford Halifax Mebane Asheville Highlands Me tount Stony Point Walnut Cove Silver City Glen Raven Biscoe Saratoga Angel Hill, Washington Faith stic Gibson Cedar Rock Newport Apex Kinston Sherrills Ford Wesley for Contextual Ministry Cordectual Institute for 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 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,155	100%	5,328	100%
STRUGGLING SOCIETIES	82	1.15%	57	1.07%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	76	1.06%	52	0.98%
College Town Communities	6	0.08%	5	0.09%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	49	0.68%	34	0.64%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	49	0.68%	34	0.64%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	142	1.98%	115	2.16%
Military Family Life	0	0%	0	0%
Major University Towns	142	1.98%	115	2.16%
Gray Perspectives	0	0%	0	0%

Sedalia Dallas Cofield Proctorville Chadbourn Burnsville Sugar Mountain Summerfield Lake Junalus Thurg Mar-Mac Broadway Harrells East Spencer Farmville Murphy Tario Intercultural Institute ro Saxapahaw Topsail Beach Mount Olive Gibson Askewville Princeto Voluntain Ministry Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Confectual Ministry C

Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 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?

Saluda Ivanhoe <u>Kirkland Middleburg</u> Parmele Windsor Ingold River Road Lucama Fairmont Zebulon Gaston Sharpsburg Wrightsville Beach Long View Clayton Wendell <u>Intercultural Institute</u> Wagram Pele Cedar Point Duck Oriental Salisbury Jackson Garysburg Jacksonvi for Contextual Ministry bo Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Source States and States

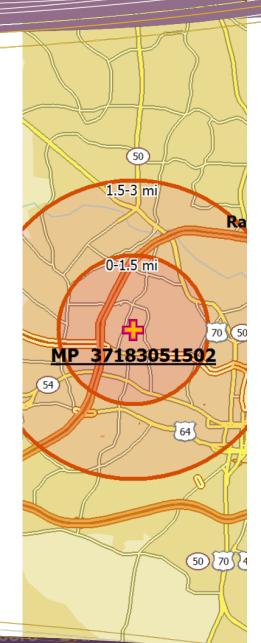
Potential Cultural Bridges

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).



North Topsail Beach Kingstown Laurel Park Elrod Washington Park Bear Grass Franklinton Whitsett Aurora Pinebluff Wingate Staley Middlesex Norlina Taylortown Clark Intercultural Institute Ellerbe Mount Olive Catawba Kure Beach Ramseur Conway Bath Intercultural Institute ti Copyright 2011, Intercultural Institute for Contextual Ministry

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7		BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES			MILES	MILES	MILES
PC-HH Own	86%	84%	80%	-	Use Comp. for Education	36%	31%	33%
Use Comp. for Internet/E-mail	74%	66%	64%		HH Owns DVD Player	35%	32%	32%
Internet Use: E-Mail	66%	59%	57%		Use Comp. for News/Info./Data	34%	29%	28%
Use Comp. for Word	54%	45%	43%		Service			
Processing					PC-Network-HH Has One	28%	24%	23%
Use Comp. for Shopping	46%	38%	38%		Use Comp. for Personal Financial	23%	19%	18%
Use Comp. for Banking	43%	37%	37%		Mngmnt			
Use Comp. for Digital Camera	42%	35%	35%		Use Comp. for Accounting	22%	18%	16%
Photo Editing					Internet Use: Shopping: Gathered	21%	18%	17%
Use Comp. for Comp. Games	42%	36%	38%		Info. for Shopping			
Internet Use: News/ Weather	40%	35%	33%		Internet Use: Shopping: Made A	20%	17%	15%
Internet Use: Banking	36%	32%	32%		Purchase			
					Internet Use: Travel Reservations	19%	15%	14%

ion Gastonia Belhaven Lansing Arapahoe Ellenboro Newport Middleburg Unienville Four Oaks Racion Frings Cedar Point Beulaville Holly Springs Montreat Rural Hall Weaver Intercultural Institute Seen Level Chimney Rock Village Fletcher Dobson Calypso Dundarrach Geograph 2011, Intercultural Institute for Contextual Ministry Confectual Ministry Robbinsville Emerald Isle Beech Mountain Webster 37 Confectual Contextual Ministry Robbinsville Emerald Isle Beech Mountain Webster 37 Confectual Contextual Ministry Robbinsville Emerald Isle Beech Mountain Webster 37 Confectual Contextual Ministry Robbinsville Emerald Isle Beech Mountain Webster 37 Confectual Contextual Ministry Robbinsville Emerald Isle Swannanoa Avery Creek McAdem

Internet Use: Research/ Education 18%

16%

16%

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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Listening To Music	71%	70%	70%
Dining Out (Not Fast Food)	69%	64%	61%
Reading Books	65%	64%	59%
Go To A Beach/Lake	45%	41%	39%
Card Games	43%	42%	41%
Cooking for Fun	43%	43%	40%
Gardening	37%	33%	31%
Visit Museum	32%	29%	26%
Board Games	32%	30%	31%
Going To	25%	24%	24%
Bars/Nightclubs/Dancing			

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Any Ailment	67%	68%	66%
Gen./Fam. Practitioner	41%	42%	39%
Dentist	38%	37%	32%
Eye Dr.	24%	24%	21%
None Of These	22%	21%	22%
Backache	21%	22%	21%
High Cholesterol	19%	19%	18%
Hypertension/High Blood	17%	19%	18%
Pressure			
OB/GYN	15%	13%	13%
Any Arthritis	13%	15%	13%

Lewisville <u>Ivanhoe Lucama Walkertown Dobbins Heights</u> China Grove Enochville Rural Half Belhav Heck Garysburg Welcome Weddington Carolina Beach High Point Server <u>Intercultural Institute</u> Bermuda Run Winterville Durham South Henderson Dillsboro Boiling Server *Intercultural Institute* [or Contextual Ministry] ©Copyright 2011, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	B
	MILES	MILES	MILES	
Concert	38.78%	38.28%	34.79%	Ν
Live Theater	32.8%	29.67%	26.57%	N
Live Theater Most Often	26.89%	23.52%	21.36%	N
Rock/Pop Concerts Most	20.31%	20.46%	19.82%	Ν
Often				S
Dance Performance	13.15%	13.2%	11.74%	Ν
Classical Concerts Most	11.48%	11.1%	8.57%	C
Often				S
Movies: Comedy	43.67%	40.61%	42.01%	C
Movies: Action/Adventure	42.41%	39.01%	40.95%	S
Movies: Drama	27.49%	24.58%	24.77%	N
				~

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Romantic Comedy	24.97%	23.81%	22.87%
Movies: Mystery	20.84%	19.59%	19.41%
Movies: Fam.	18.73%	17.86%	19.66%
MLB Baseball Reg.	14.06%	12.07%	10.93%
Season			
NFL Football Reg. Season	9.91%	8.14%	8.4%
College Football Reg.	9.62%	7.82%	7.69%
Season			
College Basketball Reg.	7.22%	6.87%	6.03%
Season			
NBA Basketball Reg.	6.48%	5.28%	5.12%
Season			
NHL Hockey Reg. Season	5.63%	5.23%	4.46%



The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	BRIDGES	BRIDGES 0-1.5	BRIDGES 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	48.9%	44.93%	43.75%	Freshwater Fishing	Freshwater Fishing 12.57%	Freshwater Fishing 12.57% 11.63%
Swimming	38.36%	35.22%	34.07%	Tennis	Tennis 11.11%	Tennis 11.11% 10.73%
Weight Training	23.49%	21.91%	19.87%	Yoga	Yoga 10.84%	Yoga 10.84% 9.72%
Using Cardio Machine	21.36%	19.89%	17.88%	Power Boating	Power Boating 9.38%	Power Boating 9.38% 8.5%
Bowling	20.98%	19.35%	21.89%	Baseball	Baseball 9.36%	Baseball 9.36% 10.71%
Jogging/Running	20.89%	19.47%	19.44%	Soccer	Soccer 8.22%	Soccer 8.22% 8.73%
Billiards/Pool	19.75%	20.31%	20.69%	Canoeing/Kayaking	Canoeing/Kayaking 8.03%	Canoeing/Kayaking 8.03% 7.12%
Golf	19.05%	16.3%	15.4%	Football	Football 7.75%	Football 7.75% 9.54%
Stationary Cycling	16.15%	14.35%	13.88%	Softball	Softball 7.45%	Softball 7.45% 7.07%
Mountain/Road Biking	15.41%	13.96%	13.84%	Downhill & X-Country	Downhill & X-Country 7.26%	Downhill & X-Country 7.26% 6.86%
Aerobics	13.71%	12.55%	12.39%	Skiing	Skiing	Skiing
Basketball	13.48%	14.74%	15.95%	Saltwater Fishing	Saltwater Fishing 7.07%	Saltwater Fishing 7.07% 6.66%
Camping Trips	13.39%	11.37%	12.01%	Volleyball	Volleyball 6.91%	Volleyball 6.91% 6.52%
Backpacking/Hiking	13.2%	11.44%	11.46%	Snorkeling	Snorkeling 6.64%	Snorkeling 6.64% 7.04%

edar Rock Pembroke Elizabeth City Plain View Bonnetsville Rex Robbinsville Hamlet Sedalia St. James erton Oriental Everetts Trinity Murphy Charlotte Pinebluff Murfreesbore Elizin Wade Bethel Roberso Lake Norman of Catawba Greenville Cashiers Stokesdale Norwood Level for Contextual Ministry Of Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Ice Skating

6.16%

5.45%

5.8%

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	BRID
	MILES	MILES	MILES	
Target Shooting	5.89%	6.29%	6.45%	Racqu
Hunting	5.41%	5.51%	5.7%	Snow
Roller Skating	5.31%	5.32%	6.06%	Rock
Horseback Riding	5.18%	5.05%	5.22%	Surfin
Jet Skiing	5.05%	4.47%	4.83%	Hocke
Water Skiing	4.51%	4.05%	4.37%	Snow
Sailing	4.46%	4.47%	3.63%	Arche
Motorcycling	4.38%	3.91%	4.72%	Rowin
Martial Arts	3.74%	3.76%	3.94%	Auto F
Fly Fishing	3.72%	3.1%	3.59%	Skate

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Racquetball	3.61%	3.27%	4.11%
Snowboarding	3.6%	3.35%	3.71%
Rock Climbing	3.59%	4.42%	4.02%
Surfing & Windsurfing	3.2%	3.26%	3.03%
Hockey	3.13%	2.94%	3.55%
Snowmobiling	2.9%	2.63%	2.88%
Archery	2.83%	2.68%	2.97%
Rowing	2.8%	2.37%	2.53%
Auto Racing	2.44%	2.4%	2.61%
Skateboarding	2.35%	2.19%	2.77%

Grove Raeford Oak Island Reldsville Whitsett Warsaw Hildebran Dallas Neuse Forest Taylortown Rob Dilisboro St. Helena Salem McFarlan Stoneville Northlakes Kings Mary Intercultural Institute As City Waynesville Wagram Edenton Elizabeth City Fairfield Harbour V (ortestual Ministry for Contestual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

Most community barriers are related to some aspect of culture that stand in the way of some segments of society having the understanding or acceptance necessary to come to faith in Jesus Christ. These barriers inhibit the flow of the gospel within a people grouping. Other types of barriers include biblical barriers and ecclesial barriers.

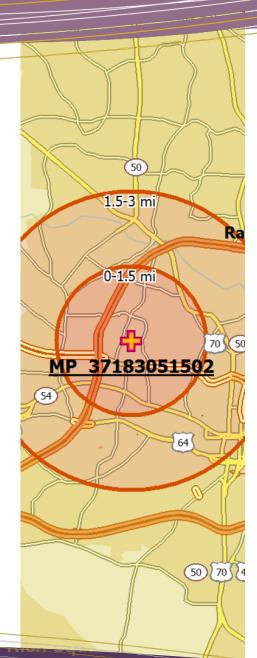
BIBLICAL BARRIERS

The term Biblical barriers, is used to describe aspects of biblical truth that are offensive to the community. Biblical barriers can be divided into two types: 1) barriers based on clear, biblical teaching; 2) barriers based on the cultural application of biblical principles. Barriers caused by clear, biblical teaching cannot be eliminated without compromising the truth of scripture. Application barriers should be re-evaluated in light of the culture of the people group to verify that the application is transcultural instead of culture-specific.

ECCLESIAL BARRIERS

Ecclesial barriers are barriers that arise from the perceptions that people outside the church have of the church, its people, its programming, and it' leadership. In a classic study of the attitudes of the unchurched, people were asked: "What keeps people like you from considering the Christian faith?" Approximately 75 percent of unchurched people answered the question by referring t oan ecclesial barrier. "They resist becoming Christians because they 'don't want to become like church people'"[i]

[i] Hunter, George G., Jr. Church for the Unchurched. (Smyma: Abingdon Press, 1996), 59.



Linden Ayden Liberty Bules Creek Columbus Calypso East Flat Rock Holden Beach Bethlehem Gal Lillington Stantonsburg Seven Lakes Youngsville Andrews Fairmer Intercultural Institute Rutherford College Wrightsboro Swepsonville Yanceyville Drexel Sol Contextual Ministry Scopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

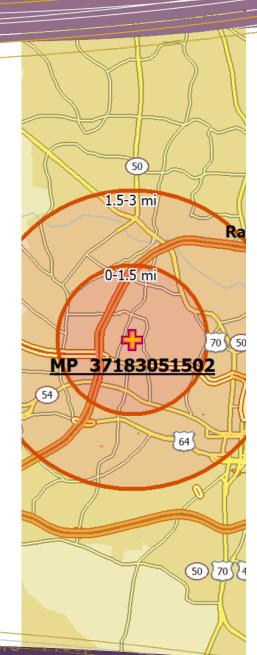
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Stedman Ellenboro Centerville Varnamtown Atlantic Beach Sneads Ferry Indian Beach Lewisville Moun Creek Castle Hayne Carrboro Clinton Magnolia Patterson Springs Waller <u>Intercultural Institute</u> Micro Sta wing Rock Sunset Beach White Plains St. Pauls Casar Middlesex Flat in <u>Intercultural Institute</u> IcDonald Clerk erecopyright 2011, Intercultural Institute for Contextual Ministry 43

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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.

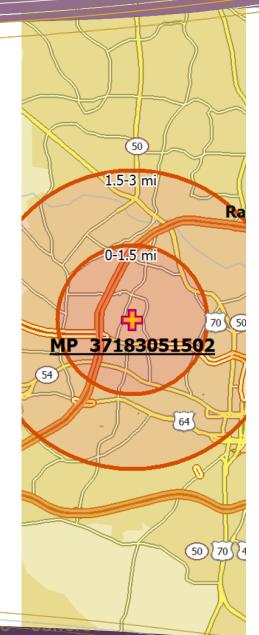
BARRIERS	0-1.5	1.5-3	3-7	BARRIERS	0-1.5	1.5-3	3
	MILES	MILES	MILES		MILES	MILES	N
Important Continue Learning New Things	49%	51%	50%	Like To Pursue Challenge/Novelty/Change	21%	20%	2
Prefer To Have Few Possessions As Possible	49%	47%	43%	Like to Stand Out In A Crowd Happy With My Standard Of	20% 19%	18% 18%	2
Find It Difficult To Say No To	38%	37%	38%	Living	1370	1070	1
My Kids				I Am A Workaholic	17%	17%	2
If Won Lottery Would Never Work Again	37%	34%	31%	Too Much Sponsorship In Arts/Sports	17%	17%	2
Friends More Important Than My Fam.	34%	34%	30%	Rarely Sit Down to a Meal Together At Home	16%	16%	1
Speak My Mind Even If It Upsets People	32%	33%	34%	We Should Strive for Equality for All	13%	14%	1
Woman's Place Is In The Home	30%	30%	32%	Only Work Current Job for The	12%	13%	1
Don't Judge People/Way They	29%	30%	29%	Money			
Live Life				On Whole People Get What	12%	13%	1
Like Control Over People And	28%	29%	32%	They Deserve			
Resources				Indulge My Kids With The Little	8%	8%	9
Money Is Best Measure Of	26%	26%	26%	Extras			
Success				Little I Can Do To Change My	7%	6%	79
Like To Do Unconventional Things	24%	25%	25%	Life I Am A Perfectionist	7%	8%	99
Marijuana Should Be Legalized	23%	22%	22%		1 /0	070	3
initia po Eloganzoa	_0/0	/0					

Stony Point Lilesville Taylortown Yadkinville Beaufort Lillington Barker Ten Mile Atlantic Beach Elizat Asheville Kings Grant Morganton Parkton Princeville Bent Creek Intercultural Institute Hickory Polkton East Arcadia Havelock Keener Biscoe Pleasant for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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.



Rennert Pink Hill Sparta Cedar Rock Neuse Forest Belville Troy Canton McDenald Hebgood Silv Taylorsville Whispering Pines Wilson's Mills Weddington Broadward Intercultural Institute den Charlotte Conetoe Roxboro White Oak Stallings Badin Mount Air Confectual Ministry Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 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.

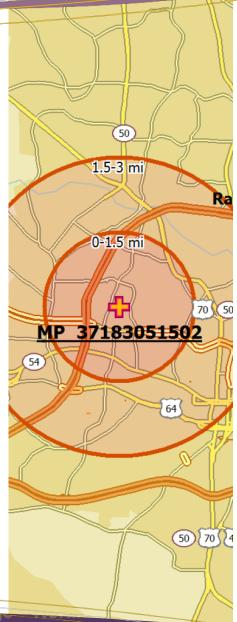
THEMES	0-1.5	1.5-3	3-7	THEMES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	72%	66%	65%	Consider Myself Interested In The Arts	18%	19%	19%
You Should Seize Opportunities	60%	60%	58%	Real Men Don't Cry	17%	19%	17%
In Life				Is An Important Part Of Who I Am	15%	15%	16%
Prefer To Have Few Possessions As Possible	49%	47%	43%	Try Not To Worry About The Future	15%	14%	15%
Like To Understand About Nature	39%	40%	40%	Looking for New Ideas To Improve Home	13%	12%	14%
Important Feel Respected By My Peers	35%	36%	34%	Enjoy Spending Time With My Fam.	10%	10%	11%
People Have To Take Me As They Find Me	29%	26%	26%	Provide My Kids With The Little Extras	7%	10%	12%
Prefer Work Part Of Team Than Alone	29%	32%	33%	Children Should Be Allowed To Express Themselves	5%	7%	6%
Have Keen Sense Of Adventure	28%	28%	28%	Feel Very Alone In The World	4%	6%	5%
Important To Juggle Various Tasks	28%	30%	30%	Like Spending Most Time With Fam.	4%	5%	5%
Like To Just Enjoy Life	28%	27%	25%	Would Like To Set Up Own	4%	3%	4%
Worried About Pollution Caused	26%	27%	25%	Business			
By Cars				Decor Particular Interest To Me	3%	3%	4%
Good At Fixing Things	25%	27%	28%				

ff Maysville Clemmons Stoneville Franklinville Mount Holly Leland Fremont Macclesfield Sandyfield eet Huntersville Mount Gilead Pembroke Lake Park Red Springs Tarborge Intercultural Institute East Spencer Fallston Flat Rock Graham Dillsboro Halifax Kure Beach Cartha Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

weba

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.



eimer Concord Conway Mebane Raemon Cedar Rock Cajah's Mountain Lake Waccamay Beech Mountain Elroy Spring Lake Caswell Beach Sawmills Carolina Shores St. Stepher Intercultural Institute Rural Hall Green Level Charlotte Burlington Bolivia Badin Lewisv for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fam. Restaurants/Steak	83.17%	79.24%	80.57%
Houses-Visit Any			
Fast Food/Drive-In	80.17%	77.23%	82.09%
Restaurant-Visit Any			
McDonald's	52.67%	49.75%	53.44%
Burger King	30.85%	28.95%	34.35%
Wendy's	28.45%	25.9%	28.46%
Applebee's	27.59%	26.24%	28.33%
Subway	26.45%	25.59%	28.13%
Taco Bell	25.74%	23.67%	25.96%
Olive Garden	22.2%	20.08%	20.75%
Kentucky Fried Chicken (KFC)	21.16%	21.66%	25.5%
Starbucks	20.4%	18.53%	17.6%
Arby's	18.41%	16.43%	19.3%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Outback Steakhouse	17.99%	14.99%	16.09%
Chili's Grill and Bar	16.43%	15.72%	15.66%
Pizza Hut	16.34%	15.51%	18.94%
TGI Friday's	15.13%	14.33%	15.49%
Red Lobster	14.87%	13.55%	15.88%
IHOP (International House Of	14.18%	13.11%	15.11%
Pancakes)			
Panera Bread	13.92%	11.83%	11.61%
Chick-Fil-A	13.8%	11.79%	14.1%
Quiznos Sub	13.54%	11.68%	12.12%
Dunkin' Donuts	13.03%	11.81%	12.7%
Cracker Barrel	12.72%	11.52%	12.61%
Dairy Queen	12.59%	12.24%	13.45%

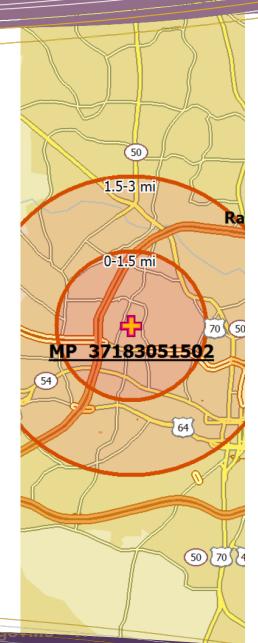


Potential Shared Projects

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!



ggie Valley Webster Lecust Fallston McDonald Woodfin Durham Laurinburg Belhaven Goldsboro For Hontreat Red Springs Hamlet Wesley Chapel Peachland Harkers Island Intercultural Institute ratoga Harrellsville Salisbury Madison Hudson Chadbourn Momeyer For Confectual Ministry Goopyright 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-- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	55.14%	50.36%	47.96%
Recycled products	47.08%	41.84%	38.06%
Worked as volunteer (non political)	22.89%	19.86%	18.34%
Engaged in fund raising	13.31%	11.61%	11.89%
Wrote to elected offcl about publ bus	8.84%	7.68%	6.81%
Religious club member	8.01%	7.76%	7.8%

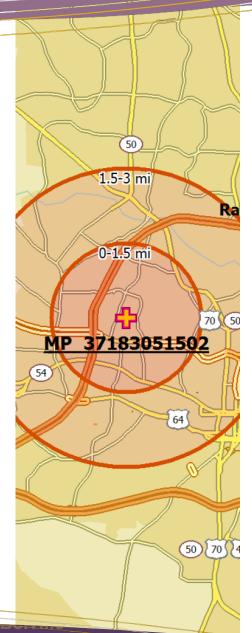
PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Charitable Organization	7.87%	6.89%	6.16%
Wrote to editor of mag or newspaper	7.06%	6.66%	6.19%
Took active part in local civic issue	6.89%	6.45%	5.83%
Addressed a public meeting	6.32%	5.63%	5.24%
Union member	5.72%	5.08%	5.21%
Wrote to editor of mag or newspaper	5.14%	4.76%	4.18%

on Woodfin <u>Greenville</u> Forest City Snow Hill Stoneville Weddington Glen Alpine Cherryville Lake Norman Invite Nags Head Cedar Point Leggett Hot Springs Lexington Pleasant **For Stanley Strephens Reval** It Rock Dallas Cofield White Plains High Point Ivanhoe Fairfield Harbou for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Star

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.



Sneads Ferry Elizabethtown Emerald Isle Jackson Dallas Fuquay-Varina Seaboard Brices Creek Jame st Bend Godwin Mars Hill Navassa Long View Mountain View Wallace Intercultural Institute inley Tarboro Millers Creek Black Creek Elrod Spencer Kirkland Luca for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Columbia Ansonville Koyal Pines Tabor City Parkto 51 Contextual Ministry Columbia Ansonville Koyal Pines Tabor City Parkto 51 Contextual Ministry

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Novel	24.77%	22.19%	20.34%
Mystery	15.81%	14.55%	13.17%
Children's Books	15.62%	14.2%	14.17%
Cookbooks	12.89%	11.66%	11.21%
History	10.26%	8.91%	8.09%
Biography	10.07%	8.79%	8.17%
Personal/Business	10.01%	9.22%	8.57%
Self-help			
Religious (not Bibles)	8.75%	8.26%	8.92%
Romance	6.79%	6.34%	6.82%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	74.31%	71.17%	69.85%
Gen. Editorial	51.8%	49.88%	49.71%
Womens	44.1%	44.03%	44.33%
Service	39.85%	36.21%	34.87%
Business/Finance	27.05%	23.53%	22.39%
Mens	20.04%	20.62%	20.34%
Sports	18.39%	18.26%	17.19%
Travel	14.16%	11.82%	10.39%
Mature Market	13.73%	12.68%	11.97%

S Belmont Ingold Glen Raven Leggett Mount Gilead Rosman McDonald White Lake Milton Buther A Theor Swansboro Halifax Kelly Mar-Mac Indian Beach Nashville East Herein Intercultural Institute Hamilton Zebulon Jamestown Woodlawn Oriental Hamlet Micro White Cajah's Mountain Patterson Springs 52 ©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	60.73%	57.81%	55.47%
Business/Finance	39.59%	35.65%	32.51%
Sport	35.84%	33.74%	32.95%
Editorial Page	34.02%	32.11%	29.75%
Movie Listings & Reviews	31.07%	29.73%	28.14%
Food/Cooking	29.61%	27.75%	26.02%
Comics	28.36%	28.05%	26.24%
Classified	27.42%	29.64%	30.57%
Travel	26.91%	24.05%	22.36%
Home/Gardening	25.59%	22.48%	21.72%
TV/Radio Listings	25.34%	23.81%	23.07%
Science/Technology	23.61%	21.82%	19.55%
Fashion	16.9%	15.03%	15.92%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Adult Contemporary	20.81%	19.01%	17.7%
News/Talk	19.52%	16.21%	14.17%
CHR Contemp Hit Radio	17.39%	18.7%	19.41%
Alternative	15.47%	13.65%	11.77%
Country	14.15%	14.72%	14.24%
Oldies	12.92%	11.52%	11.16%
Rock	12.69%	12.08%	11.44%
Classic Rock	11.6%	10.41%	9.69%
All News	10.93%	8.32%	8.14%
Variety	10.02%	10.68%	10.64%
Urban Contemporary	9.61%	12.02%	18.7%
Soft Contemporary	8.29%	6.96%	7.27%
Classical	7.25%	6.39%	5.14%
All Talk	7.16%	5.4%	5.19%
Sports	6.87%	5.9%	5.36%
Jazz	6.84%	6.39%	7.34%
Religious	6.56%	5.74%	6.04%
Public	5.86%	5.44%	4.13%



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 -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

0-1.5	1.5-3	3-7
MILES	MILES	MILES
69.06%	65.26%	64.91%
53.79%	51.31%	51.86%
50.96%	45.99%	50.42%
48.96%	43.68%	39.91%
39.78%	37.72%	39.84%
38.31%	35.97%	36.31%
37.8%	31.91%	29.55%
35.59%	32.37%	30.93%
33.59%	31.4%	32.82%
32.09%	28.39%	27.91%
32.05%	27.01%	29.56%
31.76%	27.82%	29.26%
	MILES69.06%53.79%50.96%48.96%39.78%38.31%37.8%35.59%32.09%32.05%	MILESMILES69.06%65.26%53.79%51.31%50.96%45.99%48.96%43.68%39.78%37.72%38.31%35.97%37.8%31.91%35.59%32.37%33.59%31.4%32.09%28.39%32.05%27.01%

MULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Hallmark Channel	31.45%	28.18%	27.72%
The Golf Channel	30.63%	28.76%	26.13%
ESPN News	30.28%	27.11%	24.33%
Discovery Health Channel	29.83%	25.62%	21.88%
Adult Swim	29.48%	27.38%	27.58%
BET (Black Entertainment	29.27%	29.66%	27.33%
TV)			
Subscribe Digital Cable	29.26%	26.67%	29.89%
USA Network	29.08%	26.32%	24.96%
TCM (Turner Classic	29%	27.84%	26.54%
Movies)			
Video-On-Demand Movies	28.45%	22.53%	24.29%
Nickelodeon	27.18%	24.92%	26.75%
CMT (Country Music Television)	26.79%	25.04%	22.41%

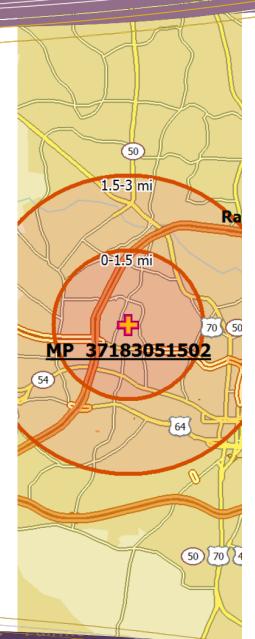
South Rosemary Speed Peachland Jefferson Walkertown Maxton Highlands Sparta North Topsail B Creswell Ashley Heights North Wilkesboro Lewisville Lansing Mount How Intercultural Institute Biscoe Ayden Cornelius Holden Beach Blowing Rock Sea Breeze Joi Confectual Ministry Accopyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry Confe

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.



Vinterville Light Oak Macon Cricket Ranlo Polkville Whitakers Mint Hill Scotland Neck Aulander Midw Chadbourn Garland Tar Heel Mooresville Mocksville Butters Ruther Intercultural Institute Hoffman Seaboard Rennert Eureka Creswell Salisbury Pembroke for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Washington Park Pineblutt Southern Mebane Washington Park Pineblutt Southern Shores Speads Ferr

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	26.98%	25.24%	22.88%
Medium Users (4-6)	13.18%	11.46%	11.18%
Light Users (1-3)	21.36%	20.66%	21.11%
Quintiles (20%)			
Newspaper I (Heavy)	0.81%	0.79%	1.05%
Newspaper II	1.07%	1.1%	1.5%
Newspaper III	2.77%	2.68%	2.63%
Newspaper IV	0.33%	0.39%	0.36%
Newspaper V (Light)	1.25%	1%	0.91%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	17.85%	17.63%	20.2%
Magazines II	8.01%	7.77%	8.96%
Magazines III	8.61%	8.9%	10.12%
Magazines IV	9.84%	9.6%	11.27%
Magazines V (Light)	0.62%	0.62%	0.75%
Outdoor I (Heavy)	7.92%	7.29%	8.14%
Outdoor II	2.48%	2.28%	2.98%
Outdoor III	2.79%	2.73%	3.61%
Outdoor IV	15.01%	14.41%	15.64%
Outdoor V (Light)	24.47%	21.92%	22.81%
Yellow Pages I	12.25%	12.44%	14.05%
(Heavy)			
Yellow Pages II	6.82%	6.83%	7.27%
Yellow Pages III	4.66%	5.75%	6.83%
Yellow Pages IV	19.06%	20.52%	21.6%
Yellow Pages V	2.65%	2.83%	3.57%
(Light)			

Oriental Clyde Bethania Laurinburg Columbia Randleman Marvin Mineral Springs Jonesville Powell Selway Holly Ridge Minnesott Beach Cerro Gordo East Arcadia Shelby Intercultural Institute foravian Falls Sea Breeze Morven Bakersville Bent Creek Windsor Wilk Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Becking and Contextual Ministry Cape Carteret Lake Lure Woodlawn White Oak Rev

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

EDIUM 0-1.5 1.5-3 3-7 MED	IUM
MILES MILES MILES	
adio Drive Time Quntiles TV Prime Time	e Quntiles (fifths
ifths / 20%) / 20%)	
rive Time I & II (Heavy) 2.63% 3.37% 3.68% Prime Time I & II (He	eavy)
rive Time III (Medium) 0.53% 0.71% 0.73% Prime Time III (Mediur	m)
adio IV & V (Light) 1.87% 1.88% 2.54% Prime Time IV & V (Lig	ht)
adio Media Quntiles (fifths / TV Early/Late Fringe Qu	untiles
0%) (fifths / 20%)	
adio I & II (Heavy) 8.3% 7.75% 8.98% Fringe I & II (Heavy)	
adio III (Medium) 4.7% 4.39% 4.73% Fringe III (Medium)	
adio IV & V (Light) 2.79% 2.99% 3.59% Fringe IV (Light)	
able TV Quntiles (fifths / TV All Day Quntiles (fifths	s /
0%) 20%)	
able I & II (Heavy) 19.26% 17.42% 16.57% All Day I & II (Heavy)	
able III (Medium) 3.85% 4.04% 4.64% All Day III (Medium)	
able IV & V (Light) 33.67% 32.4% 33.84% All Day IV (Light)	

Pinebluff Gastonia Lumber Bridge Elrod Wilmington Highlands Asheboro Cedar Rock Garner Elization Hope Vandemere Hamilton Oak Ridge Thomasville Vanceboro Spring <u>Intercultural Institute</u> In Lansing Speed Seven Devils Troy Lewiston Woodville Newport Mu Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry C

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 --0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	13.92%	11.99%	12.75%
6:00am - 10:00am	26.79%	25.04%	22.41%
10:00am - 3:00pm	8.35%	8.69%	10.17%
3:00pm - 7:00pm	11.83%	11.9%	13.77%
7:00pm - Midnight	18.99%	15.45%	15.54%
Midnight - 6:00am	7.09%	6.38%	6.75%
Weekend Radio			
Listeners			
Dayparts [summary]	12.84%	11.59%	13.88%
6:00am - 10:00am	6.89%	6.38%	5.4%
10:00am-3:00pm	10.11%	10.62%	8.84%
3:00pm - 7:00pm	6.43%	5.67%	6.96%
7:00pm - Midnight	9.84%	9.72%	9.87%
Midnight - 6:00am	13.98%	14.48%	13.22%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	10.48%	9.45%	9.32%
Saturday:	8.07%	7.2%	8.11%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.84%	11.54%	10.77%
9:00am-1:00pm	25.89%	22.98%	24.78%
9:00am-4:00pm	30.13%	26.86%	28.82%
4:00pm-7:00pm	34.3%	33.85%	31.85%
11:00pm-1:00am	41.23%	41.85%	41.68%
AVG Prime time	3.99%	3.33%	3.88%
Mon-Sun			

Hemby Bridge Garysburg Concord Swepsonville Four Oaks Oak Ridge Troutman Parkton Bunn G Skippers Corner Lowesville Franklinton Stanley Mooresboro Balfour Intercultural Institute tantonsburg Cameron Enochville Lillington Eureka West Jefferson Gravit for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7		TV VIEWERS	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	21.35%	19.06%	19.34%		Sat: 7-10am	Sat: 7-10am 24%	Sat: 7-10am 24% 22.31%
7-9am	32.09%	28.39%	27.91%		Sat: 10am-1pm	Sat: 10am-1pm 9.68%	Sat: 10am-1pm 9.68% 8.27%
9am-12noon	21.64%	19.13%	20.09%		Sat: 1-4pm	Sat: 1-4pm 26.18%	Sat: 1-4pm 26.18% 23.78%
12noon-4pm	8.49%	7.73%	8.72%		Sat: 4-6pm	Sat: 4-6pm 7.93%	Sat: 4-6pm 7.93% 7.15%
4-6pm	60.4%	56.54%	54.26%		Sat: 6-7pm	Sat: 6-7pm 2.86%	Sat: 6-7pm 2.86% 2.24%
6-7pm	20.09%	18.6%	18.3%		Sat: 7-8pm	Sat: 7-8pm 1.48%	Sat: 7-8pm 1.48% 1.22%
7-7:30pm	2.16%	2.01%	2.1%		Sat: 8-11pm	Sat: 8-11pm 8.07%	Sat: 8-11pm 8.07% 7.2%
7:30-8pm	11.13%	10.71%	11.16%		Sat: 11pm-1am	Sat: 11pm-1am 6.15%	Sat: 11pm-1am 6.15% 5.27%
8-11pm	10.48%	9.45%	9.32%		Sat: 1am-7pm	Sat: 1am-7pm 29.08%	Sat: 1am-7pm 29.08% 26.32%
11pm-12am	33.59%	31.4%	32.82%		Sun: 7-10am	Sun: 7-10am 2.08%	Sun: 7-10am 2.08% 2.73%
11pm-1am	41.23%	41.85%	41.68%		Sun: 10am-1pm	Sun: 10am-1pm 6.06%	Sun: 10am-1pm 6.06% 5.85%
1-6am	38.92%	34.92%	34.86%		Sun: 1-4pm	Sun: 1-4pm 7.3%	Sun: 1-4pm 7.3% 7.64%
					Sun: 4-7pm	Sun: 4-7pm 12.91%	Sun: 4-7pm 12.91% 12.38%
					Sun: 7-11pm	Sun: 7-11pm 10.84%	Sun: 7-11pm 10.84% 11.54%
					Sun: 11pm-1am	Sun: 11pm-1am 5.06%	Sun: 11pm-1am 5.06% 5.41%
					Sun: 1-7am	Sun: 1-7am 22.9%	Sun: 1-7am 22.9% 22.88%

Raven Kitty Hawk Salem Archdale Polkton Mount Gilead Faith Oak City Westport Stedman Duck Gibsonville Swepsonville Jamestown Cove City Delway Casar Varnary Intercultural Institute n St. James Watha Sunset Beach Long View Myrtle Grove Newton Grove To Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

ryville River Road Teachey Bayboro Morehead City Bakersville Askewville Richfield Macon White Plain Stonewall Stallings Troy South Weldon Conway Gastonia Shannor Intercultural Institute n Haw River Wrightsville Beach Saxapahaw Rosman Bald Head Island Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Savan Davids Thomasville Lake Santeetlab Harmony Calabash Northwest Pineburst High Shoals Pittsho

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

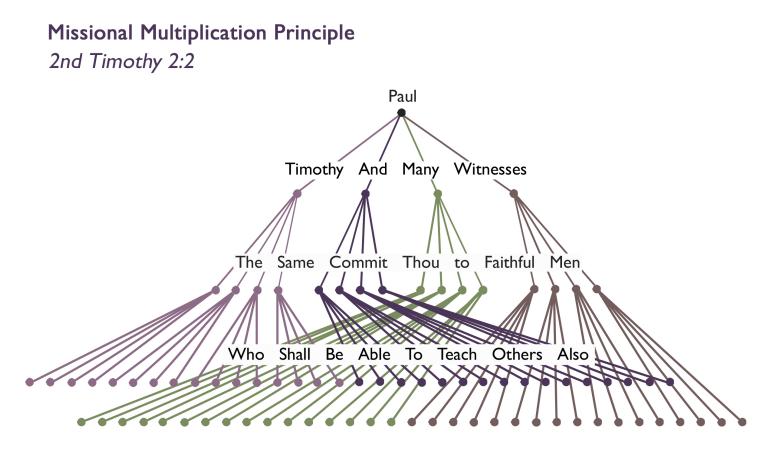
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Concord Tabor City Winton Roxboro Swansboro Broadway Roanoke Rapids Marvin Fletcher Falkland Cornelius Kinston Newport Oak Island Leland Winterville Clinton Plan Intercultural Institute Waynesville Grover Grantsboro Elizabeth City Franklin Montreat Ser For Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Codar Book Sandy Creek Savapabaw Sever

Biblical Missional Multiplication

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

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





Establishing Redemptive Relationships

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

Communication Steps

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



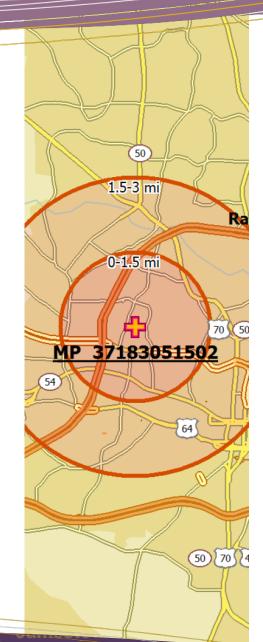


Your MissionSite and the Missional Suite

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

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

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



Washington Halifax Hildebran Salisbury Brookford Parkton Keener Raynham Severn Roxobel New Ber dean Walkertown Weddington Raleigh Myrtle Grove Lewiston Woodville Intercultural Institute nton Saluda Webster Harrisburg Conetoe Unionville Northlakes Maxton for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Peletter Micro Boonville Linden Warsaw Kernersville Moor

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.



APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
4					
1	Ridge Road - Raleigh	2011 Ridge Rd Raleigh, NC 27607	0.46 mi	126	Declining
2	Forest Hills - Raleigh	201 Dixie Trl Raleigh, NC 27607	1.39 mi	747	Declining
3	United African - Raleigh	201 Dixie Trl Raleigh, NC 27607	1.39 mi	65	Insufficient Data
4	Saint Johns - Raleigh	1615Ă Oberlin Rd Raleigh, NC 27608	1.50 mi	82	Plateauing
5	Mount Olivet - Raleigh	3500 Edwards Mill Rd Raleigh, NC 27612	1.60 mi	61	Declining
6	Iglesia Bautista Nueva Esperanza - Raleig	3500 Edwards Mill Rd Raleigh, NC 27612	1.60 mi	0	Insufficient Data
7	Hayes Barton - Raleigh	1800 Glenwood Ave Raleigh, NC 27608	1.88 mi	513	Plateauing
8	Crabtree Valley - Raleigh	4408 Lead Mine Rd Raleigh, NC 27612	1.99 mi	90	Declining
9	The Revolution	209 Oberlin Rd Raleigh, NC 27605	2.11 mi	0	Insufficient Data
10	Fellowship Raleigh	1105 Capital Blvd Raleigh, NC 27603	2.56 mi	0	Insufficient Data
11	Emmanuel - Raleigh	2100 Noble Rd Raleigh, NC 27608	2.66 mi	219	Declining
12	Pilot - Raleigh	1012 N Blount St Raleigh, NC 27604	2.90 mi	47	Plateauing
13	Built Upon a Rock Deliverance Ministries	100 Jones Franklin Rd Raleigh, NC 27606	2.92 mi	0	Insufficient Data
14	Vintage21	117 S West St Raleigh, NC 27601	3.03 mi	0	Insufficient Data
15	Japanese Mission - Raleigh	99 N Salisbury St Raleigh, NC 27603	3.18 mi	26	Insufficient Data

ville Yanceyville Fairmont Pink Hill Fairfield Harbour Bakersville Saratoga Washington Park Lewisville Thiss Rutherfordton Fairview Rockingham Ashley Heights Nags Head Intercultural Institute Windsor Skippers Corner Carolina Beach Salisbury Sandyfield Ranlo Forest ©Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance - Continued

			DIOTANGE		
	CHURCH	ADDRESS	DISTANCE		
16	Raleigh First - Raleigh	99 N Salisbury St Raleigh, NC 27603	3.18 mi	493	Plateauing
17	Temple - Raleigh	1417 Clifton St Raleigh, NC 27604	3.26 mi	191	Declining
18	Athens Drive - Raleigh	1601 Athens Dr Raleigh, NC 27606	3.34 mi	120	Plateauing
19	Providence - Raleigh	6339 Glenwood Ave Raleigh, NC 27612	3.38 mi	0	Insufficient Data
20	Treasuring Christ Church - Raleigh	201 E. Hargett Street Raleigh, NC 27601	3.46 mi	136	Insufficient Data
21	Trinity - Raleigh	4815 Six Forks Rd Raleigh, NC 27609	3.52 mi	930	Growing
22	Raleigh Arabic Baptist Church	4815 Six Forks Rd Raleigh, NC 27609	3.52 mi	0	Insufficient Data
23	Ephesus - Raleigh	6767 Hillsborough St Raleigh, NC 27606	3.91 mi	242	Plateauing
24	Creedmoor Road - Raleigh	6001 Creedmoor Rd Raleigh, NC 27612	3.95 mi	95	Plateauing
25	Caraleigh - Raleigh	1400 Green St Raleigh, NC 27603	3.96 mi	67	Declining
26	Gilbert Street Baptist Church	318 Gilbert Ave Raleigh, NC 27603	4.02 mi	42	Insufficient Data
27	International Community - Raleigh	1215 Jones Franklin Rd Ste 204 Raleigh, NC 27606	4.09 mi	0	Insufficient Data
28	Concord Community	504 Meredith Anne Ct Apt 202 Raleigh, NC 27606	4.10 mi	0	Insufficient Data
29	Auburn - Raleigh	1837 E Garner Rd Raleigh, NC 27610	4.76 mi	0	Insufficient Data
30	Journey - Raleigh	1520 E Millbrook Rd Raleigh, NC 27609	4.76 mi	0	Insufficient Data

ville Mooresville Fairmont Tobaccoville Lilesville Hertford Yanceyville Eastover Kelly Jacksonville B epsal Beach Cameron Westport Oriental Candor Badin Hickory White Intercultural Institute Harkers Island Wallace Gastonia Butters Pittsboro Simpson Fore for Contestual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Carolina Pines - Raleigh	2655 S Saunders St Raleigh, NC 27603	4.86 mi	51	Plateauing
32	North Cary - Cary	505 Reedy Creek Rd Cary, NC 27513	4.93 mi	113	Plateauing
33	Reedy Creek - Cary	1524 N Harrison Ave Cary, NC 27513	5.04 mi	51	Declining
34	Christ - Raleigh	400 Newton Rd Raleigh, NC 27615	5.09 mi	365	Insufficient Data
35	Greystone - Raleigh	7509 Lead Mine Rd Raleigh, NC 27615	5.16 mi	369	Plateauing
36	Lifezone Church Cary	6200 Daybrook Cir Apt 302 Raleigh, NC 27606	5.27 mi	0	Insufficient Data
37	Hope Community Church	821 Buck Jones Rd Raleigh, NC 27606	5.27 mi	2,400	Insufficient Data
38	Vision International Church	3670 Bastion Ln Raleigh, NC 27604	5.64 mi	0	Insufficient Data
39	Cross Culture Church	8409 Leesville Rd Raleigh, NC 27613	5.70 mi	175	Insufficient Data
40	Inwood - Raleigh	3700 Lake Wheeler Rd Raleigh, NC 27603	5.77 mi	110	Declining
41	Cary First - Cary	218 S Academy St Cary, NC 27511	5.87 mi	588	Plateauing
42	Mount Vernon - Raleigh	7600 Falls Of Neuse Rd Raleigh, NC 27615	6.02 mi	749	Plateauing
43	Raleigh Korean - Raleigh	7600 Falls Of Neuse Rd Raleigh, NC 27615	6.02 mi	150	Insufficient Data
44	Slavic	202 Longbridge Dr Cary, NC 27518	6.12 mi	0	Insufficient Data
45	Progressive Msnry - Raleigh	2504 Creech Rd Raleigh, NC 27610	6.29 mi	0	Insufficient Data

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