MissionSite top unreached locations

McAdenville Columbia LEXINGTON, NC Vanceboro Catawba Vade Boiling Spring Lakes Monroe Lasker Windsor Ashley Heights Calypso CENSUS TRACT: 37057061600 Springs o Multiply Trinity St. Stephens Gibson Toast REGION: Region 5: Piedmont Triad COUNTY: Davidson Princeton Nac Mountain View Walnut Creek Belville SITESCAPE: Townscape lotte Banner Elk Manteo In partnership with the Bakersville Lansing East A DENSITY PATTERN: KBrunswick South Weldon M Idington Fact Laurinburg Ruth Bayboro Prince Intercultural Institute outhern Pines Oak Ridge Kell Dundarrach Spencer for Contextual Ministry infield Harbour Winton allas Yanceyville Taylortown Raynham Magne **Belmont** Dallas North Carolina Baptists Caring. Sharing. Daring. Casar Mida Copyright 2011, Intercultural Institute for Contextual Ministry Hayne Old Fort Wingate Southern Shores Bridgeton L

MissionSite (TM) Table of Contents

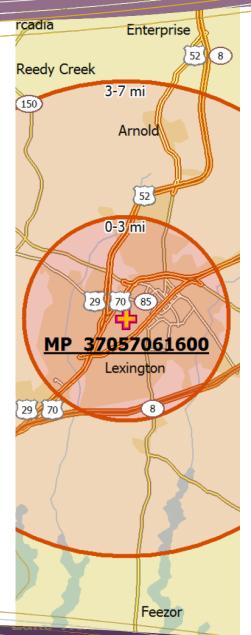
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Site Location Summary

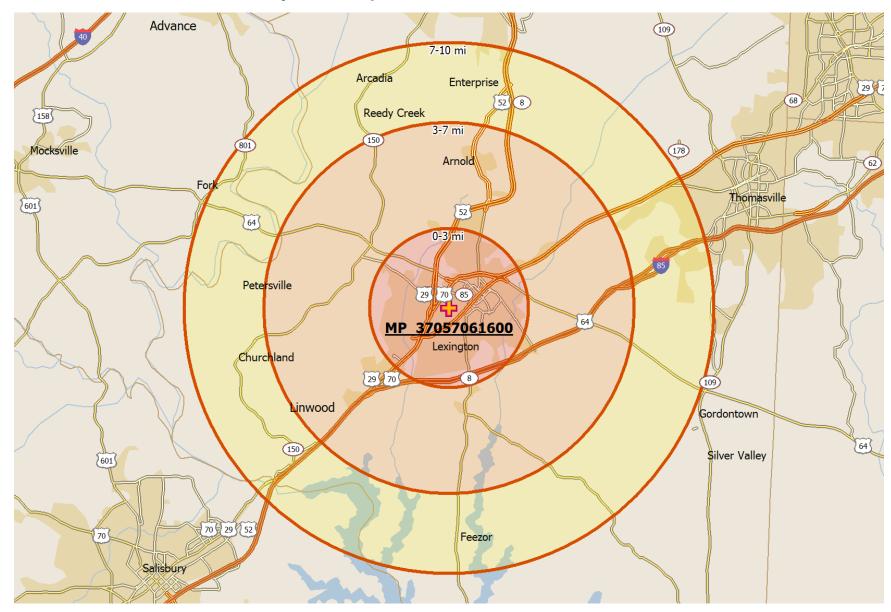
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	3705	Region 5: Piedmont Triad
3	County Location	37057	Davidson
4	Zipcode	27292	Davidson
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	К	50000-50000-50000



Lope Mills Burlington Proctorville Pantego Parkton Pleasant Garden Goldsboro Spring Lake Weddington abins Heights Oakboro Pine Knoll Shores Duck Stem Myrtle Grove Skipper Kinston Bayshore den Forest Oaks Roanoke Rapids West Marion Whitakers Ocean Isle Bear Intercultural Institute for Confectual Ministry Walkertown Burgaw Pumpkin Center Walnut Cove 3 Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Lake Junaluska Crossnore Colerain Hobgood Mint Hill Bessemer City Wallburg Varnamtown Wilming Eten Silver Lake Asheboro Rhodhiss Dallas Dunn Taylorsville Mountary Intercultural Institute River Cary Manteo Momeyer Westport Gastonia Royal Pines Walnut for Confectual Ministry Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	4	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale	31	Town: Fringe: Territory inside an urban cluster that is less than or equal to 10 miles
	Codes		from an urbanized area.
6	IICM RUCA Values Index	82	Micropolitan core commuting: Secondary flow 10% to 30% to an Urban Area
7	ERS RUCA Commuting	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999
	Value		(large urban cluster)
8	Percent Commuting to Metro	39	Percent commuting from non metro to metro areas

Cer Mountain Walnut Creek Mesic Archdale Jamesville Bayboro Cricket Love Valley St James Marshville Norwood Sugar Mountain Grandfather Spring Hope Cofield Princeville Intercultural Institute Hemby Bridge Woodfin Misenheimer Stonewall High Shoals Newland Confectual Ministry Hamlet Havelock Thomasville Louisburg Graham F51

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	23,868	29,930	30,009
2010 Households	9,665	11,892	11,994
2010 Group Quarters Population	916	365	229

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	33	28	30
Language Diversity National Index	57	15	5
Foreign Born Diversity National Index	16	25	65
Ancestry Diversity National Index	21	52	61
Racial Diversity National Index	82	16	16

Wrightsbore Troutman Nags Head Ronda Lowesville Sneads Ferry Morven Belhaven Whitakers G Four Oaks Burnsville Eureka Moravian Falls Cedar Point Norman tony Point Emerald Isle Watha Crossnore Mint Hill Kelford Pittsboro Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

Selma Fair Bluff Montreat Conway Troy Kill Devil Hills Buies Creek Lowesville Toast Lillington Montreat Lake Junaluska Fremont Proctorville Concord Bunn Holden Beach Active Perchland James City E sman Highlands Faith Mar-Mac White Lake Ossipee Mount Holly Lake for Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	455	4.71%
Mainstay Communities	Established, Diverse Households	1,202	12.44%
Working Communities	Blue-collar, Working Families	3,603	37.28%
Country Communities	Rural, Agri. & Mining Families	287	2.97%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,231	12.74%
Urban Communities	High Density, Inner-city Neighborhoods	2,888	29.88%

A Oaks Erwin Lenoir Morven Andrews Clayton Elroy Greensboro Wesley Chapel Saxapahaw Skipper Biltmore Forest Polkville Columbus Creedmoor Red Springs Hunter Intercultural Institute Bolton Elizabethtown Rosman Hayesville Ellerbe Lowesville Mills Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bolton Elizabethtown Rosman Hayesville Ellerbe Lowesville Mills Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bolton Elizabethtown Rosman Hayesville Ellerbe Lowesville Mills Copyright 2011, Intercultural Institute for Contextual Ministry Bolton Elizabethtown Rosman Hayesville Ellerbe Lowesville Mills Bolton Elizabethtown Rosman Hayesville Ellerbe Lowesville Mills Confectual Ministry Bolton Elizabethtown Rosman Hayesville Ellerbe Lowesville Mills Confectual Ministry Bolton Elizabethtown Rosman Hayesville Ellerbe Lowesville Mills Confectual Ministry Bolton Elizabethtown Rosman Hayesville Ellerbe Lowesville Mills Confectual Ministry Bolton Elizabethtown Rosman Hayesville Ellerbe Lowesville Mills Confectual Ministry Bolton Elizabethtown Rosman Hayesville Ellerbe Lowesville Mills Confectual Ministry Bolton Elizabethtown Rosman Hayesville Ellerbe Lowesville Mills Confectual Ministry Bolton Elizabethtown Rosman Hayesville Ellerbe Lowesville Mills Confectual Ministry Bolton Elizabethtown Rosman Hayesville Ellerbe Lowesville Mills Bolton Elizabethtown Rosman Hayesville Ellerbe Lowesville Mills Confectual Ministry Bolton Elizabethtown Rosman Hayesville Ellerbe Lowesville Mills Bolton Elizabethtown Rosman Hayesville Ellerbe Lowesville Hayesville Ellerbe Lowesville Hayesville Ellerbe Lowesville Hayesville Ellerbe L

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.

Sanford Red Oak Hobgood Glen Raven Red Springs Aurora Spencer Mountain Princeville Sedalia tount Pleasant Faison Youngsville Concord West Canton Boonville Land Intercultural Institute to Enochville Kelly Earl Seaboard Angier Pollocksville Rowland Gas for Contextual Ministry To Contextual Ministry Jefferson Siler City Mountain Home Robbinsville Egit Provide Pollocksville Fair Bluff Littleton Lenoir Gorman Winton

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?

Spruce Pine Shannon Laurel Park Fairview Clinton Princeville Carrboro Hays Chapel Hill Wallburg Askewville St. Stephens Siler City Fayetteville Raemon Aberdeen Ways Intercultural Institute oungsville Staley Spring Lake Fearrington Mount Holly Wallace Simps for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	41,465	6,635	16%
Unreached %	65.04%	68.65%	105.55
Religious But NOT Evangelical HH	9,593	1,965	20.48%
Religious But NOT Evangelical %	15.05%	20.33%	135.13
Spiritual But NOT Relig or Evang HH	6,608	793	12%
Spiritual But NOT Relig or Evang %	10.36%	8.21%	79.17
Not Evangelical, Not Interested HH	25,466	3,985	15.65%
Not Evangelical, Not Interested %	39.94%	41.23%	103.23



odfin Garland <u>Blowing Rock</u> Pilot Mountain Seven Springs Elizabethtown Ogden Mocksville Half Moon Intercultural Institute Bryson City Hendersonville Elm City Vanceboro Murraysville Waxhaw Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Murfreesboro Swepsonville Flat Rock Boardman Mor<u>1</u> Copyright 2011, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCNC Churches	54	6	11.11%
Active BCNC Attenders	6,510	926	14.22%
Active Evangelical Households	6,289	855	13.6%
Active Evangelical Percent	9.86%	8.85%	89.7
Inactive Evangelical Households	16,001	2,176	13.6%
Inactive Evangelical Percent	25.10%	22.51%	89.69
# New Churches Needed	0	0	0%





Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR			CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Mision Bautista Hispana - Lexington	0.33 mi	57	Insufficient Data	1	-	Center Hill - Lexington	6.42 mi	83	Growing
2	Coggins Memorial - Lexington	0.33 mi	200	Plateauing	1		Welcome First - Welcome	6.76 mi	342	Plateauing
3	Lexington First - Lexington	0.94 mi	500	Insufficient Data	1	8	Lakeview - Linwood	7.70 mi	47	Growing
4	High Rock Community	0.95 mi	0	Insufficient Data	1	9	Victory - Thomasville	8.83 mi	65	Insufficient Data
5	North Lexington - Lexington	2.31 mi	169	Plateauing	2	0	Hillside Park - Thomasville	9.22 mi	245	Growing
6	Cambodian Mission - Lexington	2.31 mi	0	Insufficient Data	2	1	Smith Grove - Linwood	9.59 mi	108	Growing
7	Clearview - Lexington	3.17 mi	41	Plateauing	2	2	Holloways - Lexington	9.69 mi	131	Plateauing
8	Oakhurst - Lexington	3.32 mi	17	Plateauing	2	3	Rich Fork - Thomasville	9.93 mi	995	Plateauing
9	Reeds - Lexington	3.90 mi	41	Plateauing	2	4	Greenwood - Thomasville	9.93 mi	160	Plateauing
10	Churchland - Lexington	4.46 mi	225	Declining	2	5	Yadkin - Salisbury	9.99 mi	64	Growing
11	Jersey - Lexington	6.28 mi	216	Plateauing	2	6	Liberty - Thomasville	10.05 mi	122	Plateauing
12	Antioch - Lexington	6.40 mi	28	Declining	2	7	Trading Ford - Salisbury	10.48 mi	238	Plateauing
13	The River Church	6.41 mi	136	Insufficient Data	2	8	Cedar Lodge - Thomasville	10.56 mi	77	Plateauing
14	Stoner's Grove - Lexington	6.42 mi	118	Declining	2	9	Mills Home - Thomasville	10.65 mi	80	Insufficient Data
15	Central - Lexington	6.42 mi	99	Growing	3	0	Southside - Thomasville	10.98 mi	60	Declining

ers Corner Sea Breeze Maysville Liberty Cashiers Four Oaks Red Oak Spiveys Corner Murraysville Fea Cleveland Stallings Mars Hill Hobgood Bessemer City Forest Hills Brevard Pineville Monroe Leland Graham Bowmore Cramerton Gol Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Mount Olive Davidson Severn Misenbeimer Altamabaw

Using the Spirituality Indicators

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

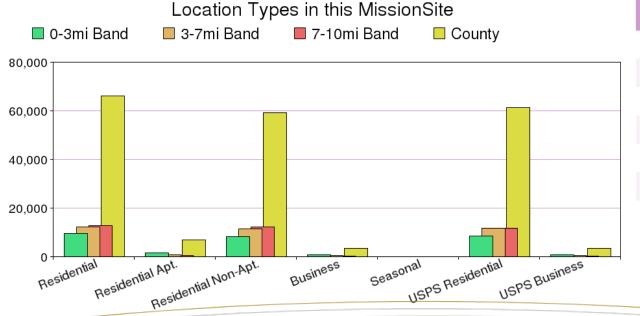
Issues for Your Consideration

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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	126,691	22,360	17.65%
2000 Population	147,246	24,115	16.38%
2010 Population	159,850	23,868	14.93%

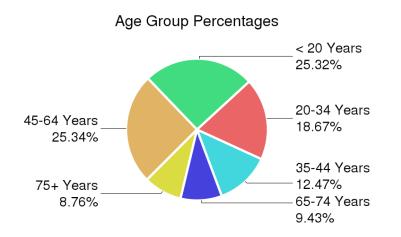


Location Type	0-3mi Band
Residential	9,720
Residential Apt.	1,535
Residential Non-Apt.	8,185
Business	919
Seasonal	0
USPS Residential	8,628
USPS Business	830

Harrisburg Castle Hayne Keener Conetoe Forest Hills Jackson Randeman Clyde Plymouth Cand Enochville Hildebran Henderson Wendell Hillsborough Robbins Start Intercultural Institute rst Bridgeton Chadbourn Mount Gilead Lattimore Franklinville McAden for Contextual Ministry a Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

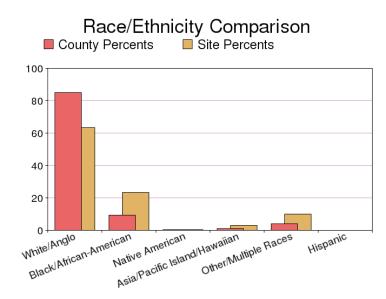


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.41%	4.86%	110.2
4-5 Years	2.53%	2.4%	94.86
6-8 Years	3.97%	3.88%	97.73
9-11 Years	4.01%	3.87%	96.51
12-13 Years	2.69%	2.52%	93.68
14-17 Years	5.27%	5.14%	97.53
18-19 Years	2.62%	2.64%	100.76
0-5 Years	6.94%	7.26%	104.61
6-12 Years	9.32%	9.01%	96.67
13-19 Years	9.24%	9.05%	97.94
< 20 Years	25.5%	25.32%	99.29
20-34 Years	17%	18.67%	109.82
35-44 Years	14.06%	12.47%	88.69
45-64 Years	28.51%	25.34%	88.88
65-74 Years	8.48%	9.43%	111.2
75+ Years	6.44%	8.76%	136.02
Median Age	41	40	98.67
Median Age (Male)	39	38	95.99
Median Age (Female)	42	43	102.31



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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	85.1%	63.49%	74.61
Black, African-American	9.29%	23.29%	250.72
Native American	0.42%	0.41%	98.96
Asian	1.14%	2.82%	247.24
Pacific Island, Hawaiian	0.02%	0.07%	367.27
Other/Multiple Races	4.03%	9.91%	245.91
Hispanic	0%	18.63%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	109,878	16,111	
Less than 9th Grade	7.06%	10.66%	66.23
No High School Diploma	13.91%	16.34%	85.14
High School Graduate	36.36%	33.31%	109.14
Some College, no degree	17.26%	15.71%	109.84
Associate Degree	9.73%	7.11%	136.8
College Degree	11.37%	11.58%	98.26
Graduate/Prof. degree	4.31%	5.29%	81.49

ds Ferry Keener Lowesville McFarlan Raynham Black Creek Lake Lure Zebulon Harrisburg Saxapahaw Franklinton Ivanhoe Flat Rock Brunswick Pinetops Fairplains Rich Mest Lefferson Kitty Hawk Nount Pleasant Red Oak Staley Ossipee Godwin Cullowhee Chadbourn (or Contextual Institute) de Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Kannapolis Havs Apex Woodland Emerald Isle Grand

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	6.64%	11.6%	237.16
\$10,000 to \$19,999	12.48%	18.45%	147.87
\$20,000 to \$29,999	13.01%	16.24%	124.87
\$30,000 to \$49,999	21.68%	19.57%	90.23
\$50,000 to \$59,999	10.23%	7.23%	70.73
\$60,000 to \$69,999	8.83%	5.72%	64.83
\$70,000 to \$79,999	6.84%	4.73%	69.13
\$80,000 to \$89,999	4.97%	3.7%	74.5
\$90,000 to \$99,999	3.25%	2.29%	70.43
\$100,000 to \$124,999	5.33%	3.69%	69.28
\$125,000 to \$149,999	3.1%	2.92%	94.09
\$150,000 to \$199,999	2.12%	2.1%	98.9
\$200,000 to \$249,999	0.53%	0.6%	113.87
\$250,000 or more	1%	1.14%	113.55
Median Household	46,022	36,463	79.23
Average Household	56,782	47,835	84.24
Per Capita Household	22,914	19,455	84.9
Family/Non-Family Household			
Income			
Median Family Income	55,583	48,074	86.49
Average Family Income	66,853	59,180	88.52
Median Non-Family Income	26,866	23,399	87.1
Average Non-Family Income	34,148	30,706	89.92

in Falcon Holden Beach Candor Eureka Mountain View Linden Seven Springs Bath Godwin Lake Nor Wery Creek Flat Rock Catawba Stokesdale White Plains Apex Stanfield Children Stonewall Prospect Hamilton Mills River Northlakes Pumpkin Center Leland Light Oak Mo for Confectual Ministry OCopyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry Bachersville Half Moon Drevel Altamabaw McLeansville Waco Concord Faison Siler Children Store Store Store Store Confectual Concord Faison Siler Children Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	69.21%	61.21%	88.45
Families with Children	33.34%	30.78%	92.31
Families without Children	35.86%	30.43%	84.85
Non-Family Households			
% Non-Family Households	30.79%	38.79%	125.96
Non-Families with Children	0.12	0.18	141.95
Non-Families without Children	30.67	38.61	125.9
Housing Units			Index
Total Housing Units	70,746	10,685	
Vacant percent	9.88%	9.55%	96.6
Owned percent	66.39%	46.86%	70.58%
Rented Percent	23.72%	43.59%	183.75
Households by Size			Index
Avg household size	2.47	2.37	95.95
Avg family hh size	3.08	3.11	100.97
Avg non-family hh size	1.12	1.21	108.04
Households By Count of Persons			Percent
One	16,909	3,225	19.07%
Two	21,070	2,981	14.15%
Three or Four	21,066	2,625	12.46%
Five+	4,710	832	17.66%

Cooleemee Saluda Whitsett Balfour Marvin Unionville Wade Faith Southern Pines Boiling Spring Waco Spencer Woodland Mineral Springs Seven Springs West Canton Intercultural Institute Belwood Weldon White Oak Stokesdale Kingstown Topsail Beach Ma For Contextual Ministry OCopyright 2011, Intercultural Institute for Contextual Ministry OCopyright 2011, Intercultural Institute for Contextual Ministry

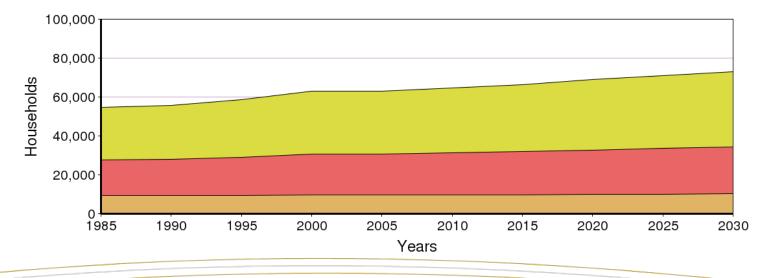
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	126,691	22,360	17.65%
2000 Population	147,246	24,115	16.38%
2010 Population	159,850	23,868	14.93%
2015 Population	166,190	24,283	14.61%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 📕 0-7mi Ring

📃 0-10mi Ring

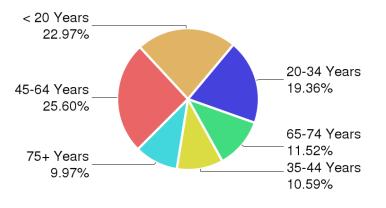


on Halifax Huntersville Aberdoon Skippers Corner Kure Beach Kirkland Claremont Bunn Selma Lake Herphy Lake Park Manteo Garland Gastonia Maiden Spring Lake Louise Intercultural Institute Flat Rock East Spencer Erwin Granite Quarry Bryson City Love Valley for Contextual Ministry ^mCopyright 2011, Intercultural Institute for Contextual Ministry

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

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

Projected Age Group Percentages

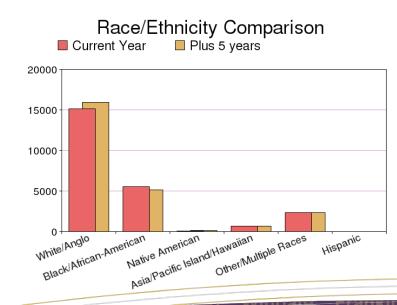


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.86%	3.92%	80.66
4-5 Years	2.4%	1.97%	82.08
6-8 Years	3.88%	3.32%	85.57
9-11 Years	3.87%	3.48%	89.92
12-13 Years	2.52%	2.52%	100
14-17 Years	5.14%	5.02%	97.67
18-19 Years	2.64%	2.75%	104.17
0-5 Years	7.26%	5.89%	81.13
6-12 Years	9.01%	8.06%	89.46
13-19 Years	9.05%	9.02%	99.67
< 20 Years	25.32%	22.97%	90.72
20-34 Years	18.67%	19.36%	103.7
35-44 Years	12.47%	10.59%	84.92
45-64 Years	25.34%	25.61%	101.07
65-74 Years	9.43%	11.52%	122.16
75+ Years	8.76%	9.97%	113.81
Median Age	41	42	103.87
Median Age (Male)	39	40	100.46
Median Age (Female)	42	45	108.24

ton Walnut Cove Remert Dallas Spindale Surf City West Jefferson High Shoals Bakersville Sims Ea Cary Southern Pines Harkers Island Hightsville Banner Elk Sharpsburge Intercultural Institute Ialifax Cherryville Keener Stokesdale Bald Head Island Hookerton Delw Joi Confextual Ministry Coropyright 2011, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	63.49%	65.73%	103.53
Black, African-American	23.29%	21.27%	91.31
Native American	0.41%	0.44%	107.23
Asian	2.82%	2.76%	98
Pacific Island, Hawaiian	0.07%	0.07%	98.29
Other/Multiple Races	9.91%	9.72%	98.12
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	16,111	16,765	
Less than 9th Grade	10.66%	9.37%	87.93
No High School Diploma	16.34%	14.04%	85.88
High School Graduate	33.31%	34.93%	104.85
Some College, no degree	15.71%	14.89%	94.77
Associate Degree	7.11%	8.52%	119.75
College Degree	11.58%	12.36%	106.77

5.29%

5.9%

111.55

alcon East Laurinburg Murfreesboro Elizabeth City Morrisville Orrum Badin Taylortewn Hevelock Wen etalia Candor Kinston Green Level Windsor Black Creek Misenheimer Intercultural Institute gton Eureka Sylva Biscoe Weddington Lawndale Liberty Ayden Kitty Jos Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Graduate/Prof. degree

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	
	CORRENT	FLUG J TEARS	NUEA
Household Income			
< \$10,000	11.6%	10.53%	90.82
\$10,000 to \$19,999	18.45%	18.31%	99.25
\$20,000 to \$29,999	16.24%	15.64%	96.3
\$30,000 to \$49,999	19.57%	18.72%	95.67
\$50,000 to \$59,999	7.23%	7.28%	100.62
\$60,000 to \$69,999	5.72%	5.97%	104.42
\$70,000 to \$79,999	4.73%	5.22%	100.74
\$80,000 to \$89,999	3.7%	3.99%	104.42
\$90,000 to \$99,999	2.29%	2.44%	106.83
\$100,000 to \$249,999	3.69%	4.19%	113.53
\$125,000 to \$149,999	2.92%	3.28%	112.32
\$150,000 to \$199,999	2.1%	2.47%	117.76
\$200,000 to \$249,999	0.6%	0.61%	101.76
\$250,000 or more	1.14%	1.23%	108.21
Median Household	36,463	39,163	107.4
Average Household	47,835	51,052	106.73
Per Capita Household	19,455	20,752	106.67
Family/Non-Family Household			
Income			
Median Family Income	48,074	52,682	109.59
Average Family Income	59,180	64,139	108.38
Median Non-Family Income	23,399	24,839	106.15
Average Non-Family Income	30,706	32,484	105.79

rora Biscoe Murraysville JAARS Franklin Rhodhiss Cleveland Mount Holly Bogue Walkertown Bald H ington Dillsboro Severn Parmele Myrtle Grove Westport Taylorsville <u>Intercultural Institute</u> Marshville White B colerain Archdale Caswell Beach Fearrington Harrisburg Chapel Hill Move Intercultural Ministry ^{ri} Copyright 2011, Intercultural Institute for Contextual Ministry Hertford Butters Calabash Hamlet Catawba Mooresbor

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	61.21%	59.56%	97.31
Families with Children	30.78	29.79	96.78
Families without Children	30.43	29.28	96.23
Non-Family Households			
% Non-Family Households	38.79%	40.44%	104.25
Non-Families with Children	0.18	0.04	104.25
Non-Families without	38.61	40.4	104.62
Children			
Housing Units			
Total Housing Units	10,685	10,868	101.71%
Vacant percent	9.55%	9.59%	100.44
Owned percent	46.86%	46.93%	100.14
Rented Percent	43.59%	43.49%	99.75
Households by Size			
Avg household size	2.37	2.38	100.42%
Avg family hh size	3.11	3.20	102.89%
Avg non-family hh size	1.21	1.15	95.04%
Households By Count of			
Persons			
One	3,225	3,439	106.64%
Two	2,981	2,860	95.94%
Three or Four	2,625	2,631	100.23%
Five+	832	894	107.45%

Whitakers Castle Hayne Rockfish Powellsville Hightsville Faison Walnut Cove Littleton Harmony McA Pleasant Hill Hertford Seagrove Icard Yanceyville Holly Ridge Altary Intercultural Institute Cullowhee Morven Northwest Smithfield Parkton Weaverville Indian Beau Intercultural Institute of Contextual Ministry Contextual Ministry Contextual Ministry Mineral Springs Fairfield Harbour Belmont Beulaville

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	3-7
	MILES	MILES	MILES		MILES	MILES
Foreign Born Pop	2,372	480	198	Eastern Africa	0	0
Northern Europe	25	15	22	Middle Africa	0	0
Western Europe	21	63	14	Northern Africa	0	0
Southern Europe	22	15	6	Southern Africa	2	4
Eastern Europe	97	1	20	Western Africa	0	0
Other Europe	0	0	0	Other Africa	3	0
Eastern Asia	18	6	5	Oceania	0	0
So. Central Asia	20	12	11	Caribbean	14	17
SE Asia	420	75	11	Central Amer.	1,548	248
Western Asia	0	10	1	South America	166	5
Other Asia	0	0	0	North America	16	9
				Born at sea	0	0

Mack Mountain North Topsail Beach Cove City Cajah's Mountain Maysville Mineral Springs Stanley Camera Cultownee West Jefferson Norman Hoffman Macon Dillsboro Middleburg Intercultural Institute Kannapolis Silver Lake Swansboro Staley Fremont Fairmont Winterville for Confectual Ministry OCopyright 2017, Intercultural Institute for Contextual Ministry Marshall Sylva Randlema 25

Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
English only	18,351	25,767	27,868	Other Indo-Euro	26	3	6
Spanish	2,004	778	498	Asian/PI languages	0	0	0
Other Indo-Euro	275	122	136	Chinese	0	0	0
language				Japanese	0	5	2
French (incl. Patois,	61	39	51	Korean	7	0	5
Cajun)				Mon-Khmer,	380	83	9
French Creole	4	0	0	Cambodian			
Italian	30	0	18	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	10	7	0
German	51	58	38	Laotian	92	1	0
Yiddish	0	0	0	Vietnamese	49	28	10
Other West Germanic	0	0	5	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	27	7	1
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	19	11	33
Russian	0	0	0	Navajo	0	0	0
Polish	4	0	0	Other Native N.	0	0	23
Serbo-Croatian	96	7	9	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	5	3	Arabic	0	11	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	10
Hindi	0	0	0	Other unspecified	19	0	0
Urdu	0	10	6		-	-	-

t Hill Gastonia Hays Brevard Roanoke Rapids Bald Head Island Franklin Bear Grass Beaufort Tabor Grass teville Beach Indian Trail South Rosemary Rockingham Bethlehem Neus Kill Devil Hills Mount Off mes Denton Tryon Gamewell Seven Devils Smithfield Matthews Mon for Contextual Ministry for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10		ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	16,131	18,128	19,357	1	Irish	Irish 738	Irish 738 1,207
Arab	0	0	29		Italian	Italian 160	Italian 160 226
Armenian	0	0	12		Lithuanian	Lithuanian 4	Lithuanian 4 2
Austrian	0	20	9		Norwegian	Norwegian 26	Norwegian 26 56
British	36	44	111		Polish	Polish 43	Polish 43 57
Canadian	39	29	14		Portuguese	Portuguese 15	Portuguese 15 22
Croatian	0	0	0		Romanian	Romanian 0	Romanian 0 0
Czech	0	0	0		Russian	Russian 14	Russian 14 13
Czechoslovak	16	3	11		Scandinavian	Scandinavian 8	Scandinavian 8 4
Danish	0	0	15		Scotch-Irish	Scotch-Irish 227	Scotch-Irish 227 369
Dutch	156	300	331		Scottish	Scottish 212	Scottish 212 335
English	1,026	1,465	1,798		Slovak	Slovak 0	Slovak 0 1
European	206	67	167		Subsaharan African	Subsaharan African 99	Subsaharan African 99 12
Finnish	9	15	8		Swedish	Swedish 23	Swedish 23 74
French (not Basque)	123	219	264		Swiss	Swiss 6	Swiss 6 6
French Canadian	9	18	57		Ukrainian	Ukrainian 2	Ukrainian 2 8
German	1,658	3,600	3,482		US/American	US/American 3,299	US/American 3,299 6,999
Greek	19	15	27		Welsh	Welsh 13	Welsh 13 29
Hungarian	15	12	17		West Indian	West Indian 25	West Indian 25 0
Iranian	0	0	1		Yugoslavian	Yugoslavian 33	Yugoslavian 33 12
					Other	Other 7,871	Other 7,871 2,889

Bear Grass Caswell Beach Winterville Arapahoe Macon Rocky Mount Chimney Rock Village Buies Creek The Vandemere Ingold Holly Springs Brunswick Bonnetsville Rennert Intercultural Institute eads Ferry Brices Creek Enfield Pollocksville Weddington Eden Wilmin (Intercultural Institute) of Confectual Ministry Store Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Context

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Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

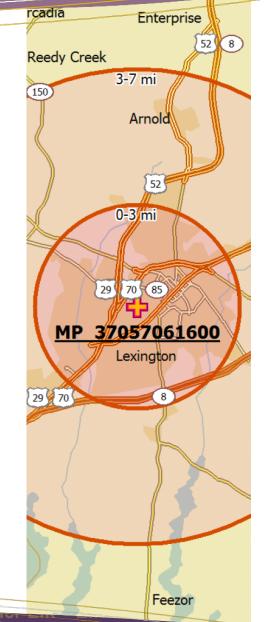
Issues for Your Consideration - continued

- 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?

So Etowah Sharpsburg Norman Zebulon Cape Carteret JAARS Pleasant Garden Vann Crossroads Carteret Bailey Winterville Simpson Havelock Knightdale Seven Springs Intercultural Institute Snow Hill Har Shoals East Spencer Saratoga Wilkesboro Hope Mills Rutherfordton Even Source Intercultural Institute For Contextual Ministry Conference States States

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.



pindale Bath Hertford Delway Carrboro Parkton Crossnore Whispering Pines Bessemer City Harrisbur pearl Beach Harrells Mooresboro Dunn Laurel Park Sugar Mountain Montain Intercultural Institute Stanley Hamlet Wilson's Mills Grifton Valley Hill Mountain Home Rup for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	9,665	100%	6,635	100%
AFFLUENT SUBURBIA	45	0.47%	32	0.48%
America's Wealthiest	0	0%	0	0%
Dream Weavers	25	0.26%	18	0.27%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	20	0.21%	14	0.21%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	410	4.24%	275	4.14%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	410	4.24%	275	4.14%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	375	3.88%	241	3.63%
Successful Urban Sprawl	23	0.24%	0	0%
2nd City Homebodies	60	0.62%	16	0.24%
Prime Middle America	0	0%	39	0.59%
Urban Optimists	292	3.02%	0	0%
Family Convenience	0	0%	186	2.8%
Mid-Market Enterprise	0	0%	0	0%

Williamston Kannapolis Oakboro Woodlawn Polkton Bayboro Edenton Liberty Granite Falls Cand The Points Morven Red Springs Moravian Falls Vanceboro Bailey Souther <u>Asboville Oak Ridge</u> Jacks ng Half Moon Winterville Farmville Stoneville Milton Royal Pines San for Confertual Institute for Confertual Ministry Creek Spring Hope Beaufort Cherryville Icard 31 ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	9,665	100%	6,635	100%
BLUE COLLAR BACKBONE	373	3.86%	232	3.5%
Nuevo Hispanic Fam.	6	0.06%	4	0.06%
Working Rural Suburbia	275	2.85%	166	2.5%
Lower Income Essentials	39	0.4%	26	0.39%
Small Town Endeavors	53	0.55%	36	0.54%
AMER. DIVERSITY	827	8.56%	558	8.41%
Ethnic Urban Mix	13	0.13%	9	0.14%
Urban Blues	505	5.23%	325	4.9%
Professional Urbanites	100	1.03%	72	1.09%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	102	1.06%	65	0.98%
Mature America	107	1.11%	87	1.31%
METRO FRINGE	3,230	33.42%	2,227	33.56%
Steadfast Conservative	2,022	20.92%	1,386	20.89%
Moderate Conventionalists	19	0.2%	13	0.2%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	1,189	12.3%	828	12.48%

Sneads Ferry Smithfield Lasker Mooresboro Pumpkin Center Newton Royal Pines Dobbins Heights She ington New Bern Cofield Belwood Tarboro Drexel Elroy Henderson Intercultural Institute Greensboro Badin Belhaven Brevard East Bend Tabor City Banner Elk for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	9,665	100%	6,635	100%
REMOTE AMERICA	122	1.26%	72	1.09%
Hardy Rural Fam.	5	0.05%	3	0.05%
Rural Southern Living	117	1.21%	69	1.04%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,231	12.74%	911	13.73%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	1,211	12.53%	897	13.52%
Stable Careers	20	0.21%	14	0.21%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	165	1.71%	90	1.36%
Aspiring Hispania	16	0.17%	0	0%
Industrious Country Living	0	0%	11	0.17%
America's Farmland	52	0.54%	0	0%
Comfy Country Living	45	0.47%	32	0.48%
Small Town Connections	52	0.54%	26	0.39%
Hinterland Fam.	0	0%	21	0.32%

Clinton St. James Indian Beach Mount Pleasant Calabash Sandyfield Blowing Rock Conway Welcome Boonville Knightdale Avery Creek Erwin Candor East Arcadia Fayetic Intercultural Institute Roxboro Piney Green Franklinton Hayesville Ingold Leland Robbins for Contextual Ministry Secopyright 2011, Intercultural Institute for Contextual Ministry Secopyright 2011, Intercultural Institute for Contextual Ministry Secopyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	9,665	100%	6,635	100%
STRUGGLING SOCIETIES	2,129	22.03%	1,444	21.76%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	202	2.09%	137	2.06%
Struggling city Centers	1,927	19.94%	1,307	19.7%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	759	7.85%	553	8.33%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	117	1.21%	82	1.24%
Urban Diversity	0	0%	0	0%
New Generation Activists	202	2.09%	136	2.05%
Getting By	440	4.55%	335	5.05%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

er Northlakes Kannapolis Mountain View Webster Wilson Boiling Spring Lakes Hillsborough Sherrills For Franklin Caswell Beach Maiden South Weldon Rhodhiss North Top Intercultural Institute for Confectual Ministry Autonder U for Confectual Ministry Autonder U Copyright 2011, Intercultural Institute for Contextual Ministry Savan Davils Norman Gibsonville Falcon Archdala

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

dson Saratoga Winton Skippers Corner Delway Hamilton Lucama Wilkesboro Mayodan Glen Raven L wood Kernersville East Laurinburg River Road Gamewell Weaverville Intercultural Institute rtford Lake Junaluska Farmville Norlina Roanoke Rapids Tryon Duck for Contextual Ministry In Contextual Ministry South Weldon Centerville Kirkland Valdese Elizabet 35 Copyright 2011, Intercultural Institute for Contextual Ministry Nashville Roper Oriental Jamesville Hemby Bridge

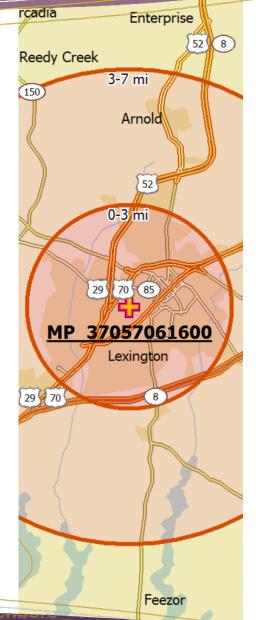
Potential Cultural Bridges

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).



Seaboard Elkin Everetts Rowland Forest Hills Pittsboro Sandy Creek Ronda Albemarle Glen Raven Vander Walnut Creek Aberdeen Rosman Lenoir Chadbourn Rutherford Intercultural Institute Vinton Valdese Woodland Turkey Tryon Cleveland Roper Pinebluff decopyright 2011, Intercultural Institute for Contextual Ministry decopyright 2011, Intercultural Institute for Contextual Ministry Dever

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	71%	76%	77%
Use Comp. for Internet/E-mail	47%	56%	58%
Internet Use: E-Mail	42%	47%	48%
Use Comp. for Comp. Games	36%	39%	40%
Use Comp. for Education	30%	32%	32%
Use Comp. for Word Processing	28%	34%	36%
Use Comp. for Shopping	27%	32%	34%
HH Owns DVD Player	25%	27%	27%
Use Comp. for Digital Camera	24%	29%	31%
Photo Editing			
Internet Use: News/ Weather	23%	26%	26%

0-3	3-7	7-10
MILES	MILES	MILES
23%	28%	30%
20%	24%	25%
16%	19%	20%
15%	16%	17%
11%	11%	10%
11%	11%	12%
10%	13%	14%
10%	10%	11%
10%	11%	11%
10%	9%	9%
	MILES 23% 20% 16% 11% 11% 10% 10% 10%	MILES MILES 23% 28% 20% 24% 16% 19% 15% 16% 11% 11% 10% 13% 10% 10% 10% 11%

New Bern Pembroke Spindale Raeford Bear Grass China Grove Castle Hayne Wrightsville Beach Boiling and Askewville Seven Springs Mebane Stoneville Lowesville Sparta Tree Intercultural Institute Failston E City Buies Creek Ivanhoe Canton Hendersonville White Lake Bolivia Failston E Failston E Failston E Failston Failsto

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	66%	67%	67%
Reading Books	50%	51%	51%
Dining Out (Not Fast Food)	49%	54%	56%
Card Games	39%	41%	42%
Cooking for Fun	34%	35%	35%
Gardening	30%	35%	36%
Go To A Beach/Lake	29%	33%	35%
Board Games	29%	33%	34%
Going To	17%	18%	19%
Bars/Nightclubs/Dancing			
Visit Museum	17%	18%	18%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	67%	68%	68%
Gen./Fam. Practitioner	38%	41%	42%
Backache	23%	23%	23%
Dentist	22%	25%	25%
Eye Dr.	21%	21%	20%
Hypertension/High Blood	20%	19%	19%
Pressure			
None Of These	19%	20%	20%
High Cholesterol	18%	18%	18%
Any Arthritis	16%	16%	16%
Acid Reflux Disease (GERD)	15%	15%	15%

sville Princeton Hoffman Rosman King Henderson Eastover Tar Heel Oak Island Coats Lake Norman Robbins Bethel Kenly Roxobel Elrod Alamance Newport Sugar Morris Intercultural Institute Sea Breeze Calypso Knightdale Barker Ten Mile Lenoir China Grov For Confectual Ministry id Copyright 2011, Intercultural Institute for Contextual Ministry East Laurinburg Mountain Home Laurel Park Bethlehen 38

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	24.49%	24.9%	24.73%
Live Theater	16.02%	16.88%	17.22%
Rock/Pop Concerts Most	13.58%	13.47%	13.3%
Often			
Live Theater Most Often	12.79%	13.81%	14.19%
Dance Performance	9.05%	7.74%	7.13%
Comedy Club	8.56%	8.23%	8.06%
Movies: Comedy	39.71%	39.58%	39.31%
Movies: Action/Adventure	38.84%	38.15%	37.71%
Movies: Fam.	22.42%	20.86%	20.12%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Drama	21.47%	19.36%	18.48%
Movies: Romantic Comedy	19.43%	19.01%	18.8%
Movies: Mystery	18.89%	16.94%	16.1%
College Football Reg.	4.45%	5.33%	5.74%
Season			
MLB Baseball Reg. Season	4.14%	5.88%	6.5%
NFL Football Reg. Season	4.13%	5.18%	5.65%
College Basketball Reg.	3.6%	3.89%	3.97%
Season			
NBA Basketball Reg.	2.65%	2.77%	2.89%
Season			
Auto Racing Events	1.87%	2.59%	2.92%



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

BRIDGES	0-3	3-7	7-10	
	MILES	MILES	MILES	
Walking for Exercise	36.58%	37.96%	38.35%	
Swimming	26.69%	31.44%	32.96%	
Bowling	19.54%	21.27%	21.79%	
Billiards/Pool	17.26%	18.75%	19.18%	
Freshwater Fishing	15.99%	20.11%	21.73%	
Basketball	15.82%	15.23%	15.31%	
Jogging/Running	13.86%	13.43%	13.24%	
Weight Training	12.5%	14%	14.65%	
Camping Trips	12.4%	16.48%	17.99%	
Using Cardio Machine	10.53%	11.69%	11.99%	
Football	10.07%	9.75%	9.94%	
Baseball	10.07%	10.42%	10.69%	
Golf	9.95%	11.83%	12.57%	
Stationary Cycling	9.94%	10.37%	10.57%	

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Mountain/Road Biking	9.56%	11.36%	12%
Aerobics	9.54%	8.76%	8.59%
Volleyball	8.86%	9.1%	9.12%
Hunting	8.55%	11.76%	13.22%
Backpacking/Hiking	7.84%	9.11%	9.54%
Target Shooting	7.2%	9.63%	10.49%
Saltwater Fishing	6.91%	7.87%	8.3%
Softball	6.83%	7.5%	7.7%
Soccer	6.58%	6.54%	6.46%
Yoga	6.42%	6.12%	5.96%
Power Boating	6.28%	7.36%	7.67%
Tennis	5.81%	6.07%	6.29%
Ice Skating	5.34%	4.9%	4.79%
Canoeing/Kayaking	5.29%	6.37%	6.65%

Wentworth Oriental Red Oak Belmont Swansboro Bryson City Balfour Bethania Roper North Wilk timore Midland Raynham Sandyfield Four Oaks Davidson Roxboro Bar Intercultural Institute s St. Helena Cleveland Ayden Polkville Wallace Ossipee Mesic Rob (or Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

0-3	3-7	7-10
MILES	MILES	MILES
5.01%	6.32%	6.78%
4.92%	6.25%	6.63%
4.89%	4.84%	4.92%
4.22%	4.46%	4.69%
4.2%	3.8%	3.53%
4.04%	4.08%	4.3%
3.74%	3.87%	4.08%
3.44%	5.03%	5.75%
3.42%	3.81%	3.98%
3.41%	3.19%	3.3%
	MILES 5.01% 4.92% 4.89% 4.22% 4.2% 3.74% 3.44% 3.42%	MILES MILES 5.01% 6.32% 4.92% 6.25% 4.89% 4.84% 4.22% 4.46% 4.2% 3.8% 4.04% 4.08% 3.74% 3.87% 3.44% 5.03% 3.42% 3.81%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Racquetball	3.4%	3.45%	3.49%
Hockey	3.39%	3.25%	3.24%
Water Skiing	3.36%	3.95%	4.18%
Rock Climbing	3.29%	3.18%	3.16%
Snowmobiling	3.19%	3.62%	3.82%
Snowboarding	3.05%	2.93%	3.01%
Martial Arts	2.66%	2.74%	2.94%
Sailing	2.54%	2.49%	2.54%
Surfing & Windsurfing	2.32%	2.16%	2.25%
Rowing	2.08%	2.21%	2.35%

Edenton Wallburg River Road Maiden Beaufort Archdale Silver City Winfall Butters Indian Trail Ge Woodland McLeansville Ocean Isle Beach Salisbury Ashley Heights it Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 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.

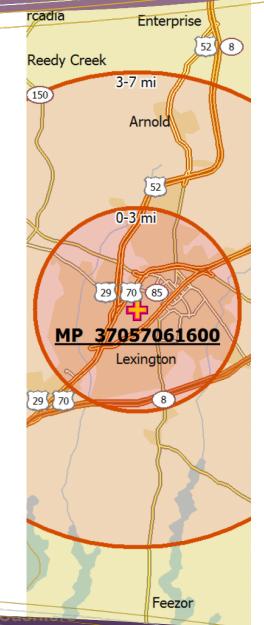
BIBLICAL BARRIERS

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.



te Quarry Seaboard Kelford Mooresville Mountain View Walnut Creek Wikesbore Alamance Watha Will Cricket Oak City South Rosemary Pembroke Locust Bessemer City Intercultural Institute Franklinville Falcon Landis Conetoe Fairview Sedalia Wanchese Jor Confertual 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.

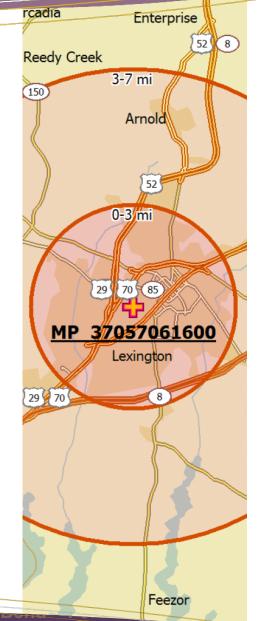
CULTURAL BARRIERS OF ACCEPTANCE

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.



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Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-1 Mil
Important Continue Learning New Things	53%	51%	50%	Friends More Important Than My Fam.	22%	23%	23%
Speak My Mind Even If It Upsets	39%	36%	35%	I Am A Workaholic	22%	18%	17%
People				Marijuana Should Be Legalized	20%	19%	19%
Like Control Over People And Resources	38%	35%	34%	Rarely Sit Down to a Meal Together At Home	19%	18%	18%
Find It Difficult To Say No To My Kids	36%	39%	40%	Like To Pursue Challenge/Novelty/Change	18%	17%	17%
Woman's Place Is In The Home	35%	36%	36%	We Should Strive for Equality	16%	14%	13%
Don't Judge People/Way They	32%	29%	28%	for All			
Live Life				Only Work Current Job for The	15%	14%	14%
Like To Do Unconventional	30%	31%	31%	Money			
Things		0.70	• • • •	Happy With My Standard Of	12%	11%	11%
Prefer To Have Few	29%	30%	29%	Living	1270	1170	
Possessions As Possible	2070	0070	2070	On Whole People Get What	11%	10%	10%
Too Much Sponsorship In	29%	25%	24%	They Deserve	1170	1070	1070
• •	29/0	2070	24 /0		00/	00/	00/
Arts/Sports	0.40/	050/	000/	Little I Can Do To Change My	9%	8%	8%
Money Is Best Measure Of	24%	25%	26%	Life	00/	70/	0 0 /
Success				Very Happy With My Life As It Is		7%	6%
If Won Lottery Would Never Work Again	24%	24%	25%	Indulge My Kids With The Little Extras	8%	9%	9%
Like to Stand Out In A Crowd	23%	22%	22%				

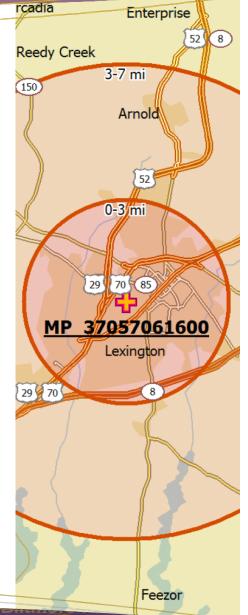
ade Eden <u>Bladenboro</u> Matthews Proctorville Sneads Ferry East Bend Fairfield Harbour Bos Ters Hudson Carthage Cashiers Flat Rock Winterville Stallings Intercultural Institute e Ayden Forest Oaks West Canton Swansboro Whiteville Pleas for Confectual Ministry for Confectual Ministry birth addition burg with the Appine with Newse Forest Momeyer Rowland Ossipee Pittsboro Rocki

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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.



Le Morven Garland Warsaw Halifax Newton Grove Wilson's Mills Durham Duck Kernersville Landis He Aurora Red Cross Sims Greenville Ashley Heights Eastover Graham Intercultural Institute China Grove Holden Beach Catawba Richlands Indian Trail Fletcher Long Confectual Ministry Confectual Ministry Summerfield Atlantic Beach Enochville Hays Spindal 45 Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry Summerfield Atlantic Beach Enochville Hays Spindal 45 Confectual Registry Fletcher Long Lake Banner Elk Stony Point Mount H

Potential Cultural Themes:

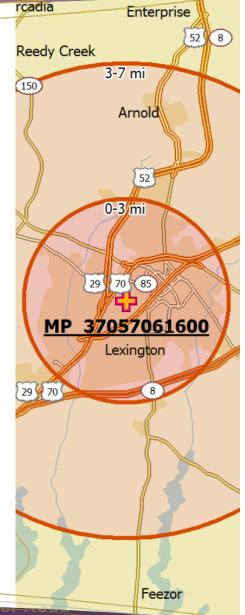
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0- M		3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	58%	57%	57%	Looking for New Ideas To Home		0%	18%	17%
Important To Respect Customs And Beliefs	55%	60%	62%	Provide My Kids With The Extras	Little 17	7%	14%	13%
Like To Understand About Nature	38%	37%	36%	Real Men Don't Cry Worried About Pollution C		6% 6%	16% 17%	15% 18%
Prefer Work Part Of Team Than	36%	34%	34%	By Cars				
Alone Important Feel Respected By My	35%	34%	33%	Try Not To Worry About T Future		6%	14%	13%
Peers	0.40/	040/	000/	Is An Important Part Of W		4%	15%	16%
Important To Juggle Various Tasks	34%	31%	30%	Enjoy Spending Time With Fam.	n IVIY 1 c	3%	13%	13%
Good At Fixing Things	30%	28%	28%	Children Should Be Allowe	ed To 79	%	6%	6%
Prefer To Have Few	29%	30%	29%	Express Themselves		- /		
Possessions As Possible				Feel Very Alone In The W			5%	5%
Have Keen Sense Of Adventure	26%	26%	26%	Like Spending Most Time	With 5%	%	5%	5%
Consider Myself Interested In	23%	20%	19%	Fam.				
The Arts				Would Like To Set Up Ow	n 4%	%	4%	4%
People Have To Take Me As	21%	22%	22%	Business				
They Find Me				Decor Particular Interest T	o Me 49	%	4%	4%
Like To Just Enjoy Life	21%	21%	21%					

rview Grover Foxfire Highlands Star Swepsonville Franklin Waynesville Woodlawn Middlesex Bank Pine Knoll Shores Catawba River Bend Pinebluff Clayton Wentwork <u>Intercultural Institute</u> St. Stephens r Mountain Fremont Pleasant Hill Lilesville Red Oak Mount Airy Ham for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared 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.



ald Head Island Snow Hilf Cerro Gordo Faith Buies Creek Mooresville Faikland Eureka Lasker Hays Endersonville Fearrington Dover Wallace King Clarkton Rennert Sandy Intercultural Institute Cullowhee Flat Rowland Norman Conover Turkey Garysburg Como Swansboro for Contextual Ministry Contextual Ministry Company Lake Junaluska Cricket Taylorsville Cameron Selm 47

Potential Shared Places:

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

PLACE	0-3	3-7	7-10	PLACE
	MILES	MILES	MILES	
Fast Food/Drive-In	87.05%	87.39%	87.75%	Red Lobster
Restaurant-Visit Any				Olive Garden
Fam. Restaurants/Steak	78.28%	81.57%	82.88%	Domino's Pizza
Houses-Visit Any				Sonic
McDonald's	56.36%	57.83%	58.14%	Golden Corral
Burger King	38.37%	38.73%	38.97%	IHOP (Internation
Kentucky Fried Chicken (KFC)	34.53%	31.9%	31.4%	Pancakes)
Subway	30.96%	31.76%	32.15%	Cracker Barrel
Wendy's	30.81%	30.8%	31%	Hardee's
Taco Bell	28.28%	29.38%	29.75%	Denny's
Pizza Hut	27%	25.46%	24.92%	Outback Steakho
Applebee's	26.56%	29.25%	29.96%	Popeyes
Arby's	23.23%	25.04%	25.36%	Chick-Fil-A
Dairy Queen	19.85%	20.28%	20.2%	

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Red Lobster	18.72%	17.32%	16.77%
Olive Garden	17.53%	18.73%	19.18%
Domino's Pizza	16.97%	14.65%	13.86%
Sonic	16.11%	15.55%	15.78%
Golden Corral	14.7%	13.63%	13.43%
IHOP (International House Of	14.53%	13.25%	12.75%
Pancakes)			
Cracker Barrel	14.11%	16.08%	16.75%
Hardee's	13.27%	13.12%	13.3%
Denny's	13.22%	12.33%	11.82%
Outback Steakhouse	12.77%	13.02%	13.13%
Popeyes	12.49%	8.67%	7.65%
Chick-Fil-A	12.33%	12.81%	13.28%

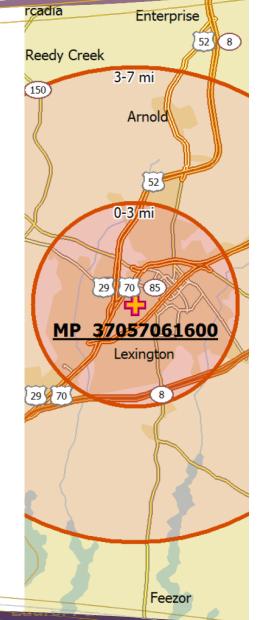
Wentworth Silver Lake St. James Aberdeen Denton Glen Raven Elroy Wendell Emerald Isle Four Oaks all Beach Atlantic Beach Leggett Butters Leland Scotland Neck Woodlard, Intercultural Institute Bluff Selma Pinehurst Wesley Chapel Simpson Gastonia Richlands Java Intercultural Ministry High Shoals Intercultural Institute for Contextual Ministry Shannon South Rosemary Marshall Kure Beach K48

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!



Hickory Franklinville Wanchese Balfour Warrenton Clayton Surf City Castle Hayne Enochville Laurin The Shallotte Tobaccoville Peachland Hookerton Kirkland Belmont Sparta Monroe Northlakes Candor Newton Grove Fairfield Harbour Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	40.9%	44.88%	45.85%
Recycled products	26.67%	31.3%	32.34%
Worked as volunteer (non political)	13.66%	15.76%	16.34%
Engaged in fund raising	9.61%	10.6%	11%
Religious club member	7.38%	7.58%	7.78%
Church Board	5.3%	5.15%	5.28%

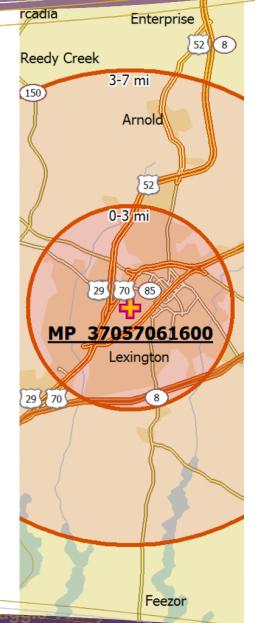
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	5.02%	5.39%	5.44%
newspaper			
Took active part in local civic	4.58%	4.71%	4.7%
issue			
Charitable Organization	4.42%	5.21%	5.38%
Wrote to elected offcl about	4.4%	5.29%	5.63%
publ bus			
Union member	4.36%	5.15%	5.32%
Fraternal order member	3.96%	4.47%	4.53%

Ossipee Fearrington Southport Boiling Springs Halifax Foxfire Wrightsville Beach Boonville Sandyfield Simpson Hamilton Gorman Cajah's Mountain Bryson City River Bend aurinburg Bent Creek Atkinson Mesic East Rockingham Neuse Forest Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bend Stedman Broadway 50

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.



Pineville Yadkinville New London Peachland Robbinsville Welcome Angler Lake Waccamaw Maneo Provide Mebane Chadbourn Newland Hightsville Flat Rock Red Cross Intercultural Institute Highlands Haw River Hays Lumber Bridge Fuquay-Varina Winfall Abe Confectual Ministry Confectual Institute for Contextual Ministry Case Fugues Fugues Pinebluff Wingate Enochville Valley Hill Most Case Fugues Fugues Pinebluff Wingate Enochville Valley Hill Most Confectual Ministry Case Fugues Fugues Fugues Pinebluff Wingate Enochville Valley Hill Most Case Fugues Fugues Fugues Pinebluff Wingate Enochville Valley Hill Most Case Fugues Fugues Fugues Pinebluff Wingate Enochville Valley Hill Most Case Fugues Fugues Fugues Fugues Pinebluff Wingate Fugues Pinebluff Wingate Fugues Fugues Pinebluff Pinebluff

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	12.95%	14.32%	14.8%
Children's Books	12.18%	12.5%	12.81%
Mystery	9.65%	10.74%	10.97%
Religious (not Bibles)	8.86%	8.93%	9.16%
Cookbooks	8.81%	9.77%	10.08%
Romance	6.27%	6.7%	7.01%
Personal/Business	5.64%	6.11%	6.25%
Self-help			
History	5.46%	6.12%	6.28%
Biography	5.26%	5.5%	5.61%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	63.32%	65.26%	65.46%
Gen. Editorial	49.07%	46.34%	45.39%
Womens	43.05%	41.21%	40.79%
Service	31.84%	34.13%	34.82%
Mens	19.14%	18.17%	17.65%
Business/Finance	16.14%	15.19%	15.16%
Music	15.74%	12.35%	11.41%
Parenthood	14.73%	13.63%	13.46%
Sports	14.1%	13.79%	13.53%

even Oak Ridge Wadesboro Bunn Webster Plain View Lillington Lucama Cooleemee Conever Bonnel etasboro Edenton Nashville Morehead City Topsail Beach Stallings Rate netops Belmont Kenansville Havelock River Bend Weldon Stokesdale Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	50.02%	53.85%	54.82%
Classified	33.75%	35.43%	35.81%
Sport	29.44%	31.72%	32.04%
Editorial Page	26.53%	29.87%	30.81%
Comics	25.64%	27.57%	27.77%
Business/Finance	23.44%	25.74%	26.17%
Food/Cooking	22.96%	24.26%	24.33%
TV/Radio Listings	22.73%	23.98%	24.03%
Movie Listings & Reviews	22.63%	23.89%	23.95%
Home/Gardening	18.45%	20.89%	21.32%
Travel	15.61%	17.38%	17.7%
Science/Technology	14.49%	15.99%	16.12%
Fashion	13.94%	13.56%	13.52%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Urban Contemporary	26.55%	17.08%	14.59%
CHR Contemp Hit Radio	17.82%	17.54%	17.09%
Country	17.77%	24.02%	26.24%
Adult Contemporary	13.84%	16.4%	16.95%
Oldies	9.96%	10.63%	10.74%
Rock	8.7%	11.44%	12.04%
Variety	8.28%	7.32%	7.02%
News/Talk	7.64%	9.52%	10.01%
Jazz	7.2%	5.01%	4.55%
Classic Rock	7.03%	9%	9.61%
Alternative	6.13%	7.51%	7.9%
Gospel	5.92%	4.16%	3.82%
Religious	5.34%	5.99%	6.37%
Soft Contemporary	4.71%	5.47%	5.83%
Hispanic	4.47%	3.28%	2.84%
All News	4.17%	3.97%	3.93%
Sports	2.7%	3.06%	3.19%
Classic Hits	2.69%	3.67%	3.96%

cer Mountain Taylortown Kenansville Momeyer Saxapahaw Rennert Hamilton Oxford Tarboro Jonesville Fallston Glen Alpine Roanoke Rapids Elizabethtown Greenevers Mount Stoley Ronda Bolling Swansboro Andrews Bonnetsville Surf City Stantonsburg Grover Har for Contextual Ministry ^mCopyright 2011, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

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

ULTIMEDIA: TV	0-3	3-7	7-10	MULTIMEDIA: TV	MULTIMEDIA: TV 0-3	MULTIMEDIA: TV 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Fox News Channel	59.22%	62.22%	63.36%	Nick At Nite	Nick At Nite 24.1%	Nick At Nite 24.1% 25.54%
Satellite Dish	52.28%	54.49%	55.57%	TV Info From Monthly Cable	TV Info From Monthly Cable 23.78%	TV Info From Monthly Cable 23.78% 24.04%
Other Video-On-Demand	50.57%	46.21%	44.95%	Guide	Guide	Guide
Soapnet	50.28%	50.17%	50.13%	TCM (Turner Classic	TCM (Turner Classic 23.63%	TCM (Turner Classic 23.63% 23.88%
Sci-Fi Channel	34.5%	36.28%	36.74%	Movies)	Movies)	Movies)
Adult Pay Per View TV	32.7%	33.95%	35.05%	BET (Black Entertainment	BET (Black Entertainment 22.71%	BET (Black Entertainment 22.71% 23.12%
MSNBC	32.39%	33.56%	34.03%	TV)	TV)	TV)
Subscribe Digital Cable	31.31%	30.22%	29.83%	USA Network	USA Network 22.43%	USA Network 22.43% 23.38%
TV Info From Sunday TV	26.92%	28.08%	28.65%	Hallmark Channel	Hallmark Channel 22.07%	Hallmark Channel 22.07% 23.51%
Magazine				Adult Swim	Adult Swim 20.54%	Adult Swim 20.54% 24.99%
Nickelodeon	25.25%	28.64%	30.16%	Lifetime	Lifetime 20.52%	Lifetime 20.52% 20.69%
TV Info From Newspapers	24.92%	25.98%	26.3%	TV Info From Other	TV Info From Other 20.36%	TV Info From Other 20.36% 19.75%
Comedy Central	24.1%	25.38%	25.31%	The Golf Channel	The Golf Channel 20.02%	The Golf Channel 20.02% 21.02%
				ABC Fam.	ABC Fam. 19.73%	ABC Fam. 19.73% 20.36%

Watha Norlina Wake Forest Sandy Creek Ronda St. James Landis Granite Quarry Columbus Hertford Eiroy Highlands Speed St. Helena Fairview Charlotte Butner Archer Intercultural Institute Lawndale Weaverville Reidsville Troutman Bald Head Island McLeans for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

ESPN2

18.21%

19.08%

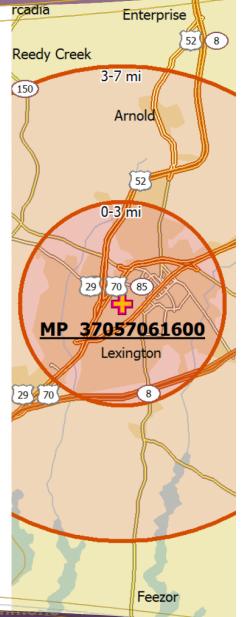
19.29%

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.



atoga Prospect East Rockingham Claremont Danbury Spring Lake Wake Forest Alliance Castle Hayne Reconville Valdese Salemburg Burlington Kingstown Sedalia Lenoir Intercultural Institute Barker Ten Mile Patterson Springs Woodland Greenville Seven Devils Stocopyright 2011, Intercultural Institute for Contextual Ministry Windsor Spindale Ellenboro Lasker Shannon Emeral

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	15.52%	17.3%	17.87%
Medium Users (4-6)	8.85%	9.73%	10.03%
Light Users (1-3)	18.63%	19.74%	20.19%
Quintiles (20%)			
Newspaper I (Heavy)	1.26%	1.37%	1.38%
Newspaper II	1.42%	1.51%	1.48%
Newspaper III	1.84%	2.07%	2.22%
Newspaper IV	0.7%	0.79%	0.76%
Newspaper V (Light)	1.09%	1.18%	1.24%

0-3	3-7	7-10
MILES	MILES	MILES
19.81%	19.72%	19.72%
9.03%	9.03%	9.22%
9.42%	9.61%	9.86%
12.51%	11.89%	11.63%
0.68%	0.46%	0.43%
8.27%	6.83%	6.24%
4.32%	3.19%	2.87%
4.67%	3.81%	3.43%
18.51%	17.76%	17.62%
25.41%	25.54%	25.61%
15.85%	15.62%	15.58%
6.83%	5.98%	5.68%
8.83%	6.45%	5.65%
25.68%	24.16%	23.74%
5.05%	3.89%	3.49%
	MILES 19.81% 9.03% 9.42% 12.51% 0.68% 8.27% 4.32% 4.67% 18.51% 25.41% 15.85% 8.83% 25.68%	MILES MILES 19.81% 19.72% 9.03% 9.03% 9.42% 9.61% 12.51% 11.89% 0.68% 0.46% 8.27% 6.83% 4.32% 3.19% 18.51% 17.76% 25.41% 25.54% 15.85% 5.98% 8.83% 6.45% 25.68% 24.16%



Potential Multimedia Usage

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

	MEDIUM	7-10	3-7	0-3	MEDIUM
		MILES	MILES	MILES	
untiles (fi	TV Prime Time				Radio Drive Time Quntiles
	20%)				(fifths / 20%)
(Heavy)	Prime Time I & I	3.23%	3.17%	2.71%	Drive Time I & II (Heavy)
edium)	Prime Time III (I	0.81%	0.82%	0.82%	Drive Time III (Medium)
√ (Light)	Prime Time IV 8	2.38%	2.28%	2.18%	Radio IV & V (Light)
nge Quntiles	TV Early/Late F				Radio Media Quntiles (fifths /
	(fifths / 20%)				20%)
√y)	Fringe I & II (He	9.24%	9.56%	10.65%	Radio I & II (Heavy)
ר)	Fringe III (Mediu	5%	4.76%	3.93%	Radio III (Medium)
	Fringe IV (Light)	3.12%	3.13%	3.48%	Radio IV & V (Light)
es (fifths /	TV All Day Qunt				Cable TV Quntiles (fifths /
	20%)				20%)
ıvy)	All Day I & II (He	12.17%	11.7%	11.35%	Cable I & II (Heavy)
m)	All Day III (Medi	4.93%	5.18%	6.07%	Cable III (Medium)
	All Day IV (Light	33.49%	35.13%	39.6%	Cable IV & V (Light)



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.22%	11.1%	11.28%
6:00am - 10:00am	13.25%	12.83%	12.42%
10:00am - 3:00pm	10.08%	6.89%	6.03%
3:00pm - 7:00pm	15.99%	14.63%	14.28%
7:00pm - Midnight	11.66%	11.27%	11.05%
Midnight - 6:00am	7.13%	5.41%	4.94%
Weekend Radio			
Listeners			
Dayparts [summary]	14.2%	14.75%	14.88%
6:00am - 10:00am	2.81%	3.16%	3.1%
10:00am-3:00pm	4.4%	4.07%	3.96%
3:00pm - 7:00pm	7.87%	7.16%	6.87%
7:00pm - Midnight	8.96%	8.9%	8.99%
Midnight - 6:00am	12.43%	10.51%	9.88%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.81%	6.95%	7.36%
Saturday: 8:00-11:00pm	7.28%	7.76%	7.94%
Sunday: 7:00-11:00pm	8.61%	9.32%	9.68%
9:00am-1:00pm	24.1%	25.54%	26.02%
9:00am-4:00pm	27.53%	29.19%	29.79%
4:00pm-7:00pm	27.44%	27.37%	27.56%
11:00pm-1:00am	42.05%	42.04%	42%
AVG Prime time	4.81%	3.46%	3.03%
Mon-Sun			

Misenheimer Salemburg Stantonsburg Rural Hall Elk Park Lowell Huntersville Hookerton Ingold Dall Micro Wanchese JAARS Catawba Walkertown Bakersville Wilmington Intercultural Institute Interville Vass Raemon Fairview Elizabeth City Kingstown Lexington Confectual 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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	16.07%	15.43%	15.11%	Sat: 7-10am	Sat: 7-10am 16.71%	Sat: 7-10am 16.71% 17.24%
7-9am	18.21%	19.08%	19.29%	Sat: 10am-1pm	Sat: 10am-1pm 7.81%	Sat: 10am-1pm 7.81% 7.84%
9am-12noon	18.57%	21.03%	21.67%	Sat: 1-4pm	Sat: 1-4pm 24.56%	Sat: 1-4pm 24.56% 24.91%
12noon-4pm	8.97%	8.15%	8.12%	Sat: 4-6pm	Sat: 4-6pm 7.48%	Sat: 4-6pm 7.48% 7.04%
4-6pm	42.69%	43.93%	44.93%	Sat: 6-7pm	Sat: 6-7pm 1.38%	Sat: 6-7pm 1.38% 1.8%
6-7pm	16.93%	19.07%	20.03%	Sat: 7-8pm	Sat: 7-8pm 0.7%	Sat: 7-8pm 0.7% 0.66%
7-7:30pm	1.26%	1.21%	1.27%	Sat: 8-11pm	Sat: 8-11pm 7.28%	Sat: 8-11pm 7.28% 7.76%
7:30-8pm	11.84%	11.39%	11.26%	Sat: 11pm-1am	Sat: 11pm-1am 4.94%	Sat: 11pm-1am 4.94% 4.57%
8-11pm	5.81%	6.95%	7.36%	Sat: 1am-7pm	Sat: 1am-7pm 22.43%	Sat: 1am-7pm 22.43% 23.38%
11pm-12am	32.39%	33.56%	34.03%	Sun: 7-10am	Sun: 7-10am 1.97%	Sun: 7-10am 1.97% 2.11%
11pm-1am	42.05%	42.04%	42%	Sun: 10am-1pm	Sun: 10am-1pm 5.04%	Sun: 10am-1pm 5.04% 6.56%
1-6am	28.82%	27.87%	27.54%	Sun: 1-4pm	Sun: 1-4pm 4.59%	Sun: 1-4pm 4.59% 5.62%
				Sun: 4-7pm	Sun: 4-7pm 11.39%	Sun: 4-7pm 11.39% 13.14%
				Sun: 7-11pm	Sun: 7-11pm 8.61%	Sun: 7-11pm 8.61% 9.32%
				Sun: 11pm-1am	Sun: 11pm-1am 4.83%	Sun: 11pm-1am 4.83% 4.87%
				Sun: 1-7am	Sun: 1-7am 18.61%	Sun: 1-7am 18.61% 20.64%

Kenansville Kittrell Hays Sparta Peletier Hertford Mooresboro Centerville Danbury Duck Cofield Franswick Wilkesboro Chapel Hill Turkey Columbus Nags Head Cantor Intercultural Institute Walnut Cove Leland Morrisville Grover Belhaven Salisbury Bolivia Copyright 2011, Intercultural Institute for 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.



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

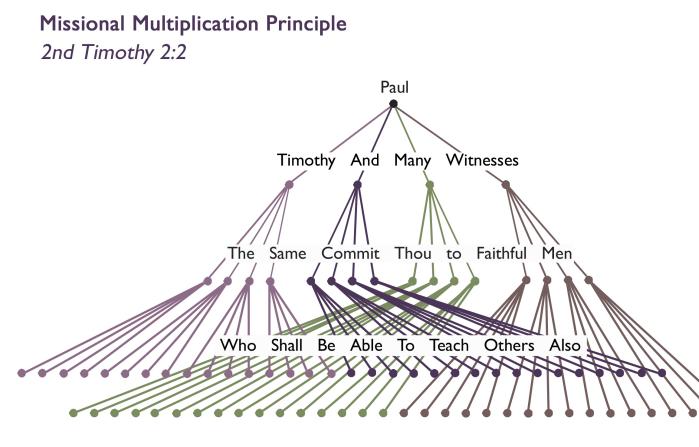
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Treek Simpson Biltmore Forest Sedalia Spindale Webster Monroe Aberdeen Chapel Hill Kelford Taber Fair Bluff South Rosemary Cameron Elm City Mulberry Creswell Rex Lillington Morganton Angier Walkertown Whispering Pines Scotland Ne for Confertual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Creedmoor Alamance Stanfield Vann Crossroads Rec

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.



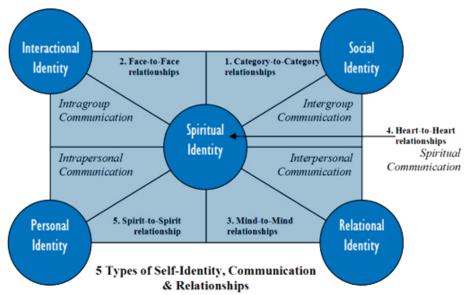
Banner Elk Kenansville Elkin Oak Ridge Winton East Bend Rhodhiss Ocean Isle Beach Granite Qua Lest Jefferson Waco North Topsail Beach Lansing White Lake Beulaville Intercultural Institute ring Lake Magnolia Elizabeth City South Rosemary Butters Maxton Kin for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



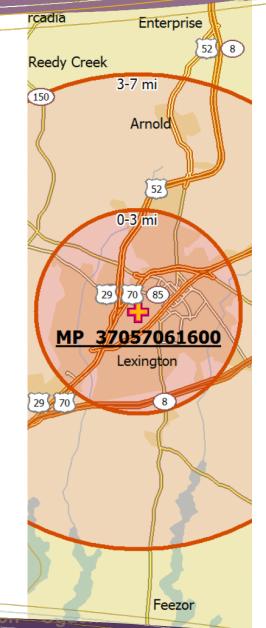


Your MissionSite and the Missional Suite

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

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

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



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Notes and Sources

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

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APPENDIX: BCNC Churches by Distance

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Mision Bautista Hispana - Lexington	1306 S Main St Lexington, NC 27292	0.33 mi	57	Insufficient Data
2	Coggins Memorial - Lexington	1306 S Main St Lexington, NC 27292	0.33 mi	200	Plateauing
3	Lexington First - Lexington	201 W 3rd Ave Lexington, NC 27292	0.94 mi	500	Insufficient Data
4	High Rock Community	119 West 3rd Ave Lexington, NC 27292	0.95 mi	0	Insufficient Data
5	North Lexington - Lexington	201 Mize Rd Lexington, NC 27295	2.31 mi	169	Plateauing
6	Cambodian Mission - Lexington	201 Mize Rd Lexington, NC 27295	2.31 mi	0	Insufficient Data
7	Clearview - Lexington	120 Clearview St Lexington, NC 27295	3.17 mi	41	Plateauing
8	Oakhurst - Lexington	219 Jackson Ave Lexington, NC 27295	3.32 mi	17	Plateauing
9	Reeds - Lexington	180 Reeds Baptist Church Rd Lexington, NC 27295	3.90 mi	41	Plateauing
10	Churchland - Lexington	7516 S NC Highway 150 Lexington, NC 27295	4.46 mi	225	Declining
11	Jersey - Lexington	2920 Jersey Church Rd Lexington, NC 27292	6.28 mi	216	Plateauing
12	Antioch - Lexington	505 Becks Nursery Rd Lexington, NC 27292	6.40 mi	28	Declining
13	The River Church	12394 N NC Hwy 150 Welcome, NC 27374	6.41 mi	136	Insufficient Data
14	Stoner's Grove - Lexington	10470 NC Highway 8 Lexington, NC 27292	6.42 mi	118	Declining
15	Central - Lexington	1347 Nc Highway 47 Lexington, NC 27292	6.42 mi	99	Growing



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Center Hill - Lexington	3759 NC Highway 8 Lexington, NC 27292	6.42 mi	83	Growing
17	Welcome First - Welcome	404 Welcome Arcadia Rd Welcome, NC 27374	6.76 mi	342	Plateauing
18	Lakeview - Linwood	341 Lakeview Church Rd Linwood, NC 27299	7.70 mi	47	Growing
19	Victory - Thomasville	280 Clodfelter Rd Thomasville, NC 27360	8.83 mi	65	Insufficient Data
20	Hillside Park - Thomasville	7593 E Holly Grove Rd Thomasville, NC 27360	9.22 mi	245	Growing
21	Smith Grove - Linwood	3462 Sowers Rd Linwood, NC 27299	9.59 mi	108	Growing
22	Holloways - Lexington	131 Briggs Rd Lexington, NC 27292	9.69 mi	131	Plateauing
23	Rich Fork - Thomasville	3993 Old Highway 29 Thomasville, NC 27360	9.93 mi	995	Plateauing
24	Greenwood - Thomasville	1010 Pineywood St Thomasville, NC 27360	9.93 mi	160	Plateauing
25	Yadkin - Salisbury	150 Yadkin Baptist Church Rd Salisbury, NC 28144	9.99 mi	64	Growing
26	Liberty - Thomasville	225 Liberty Ave Thomasville, NC 27360	10.05 mi	122	Plateauing
27	Trading Ford - Salisbury	3600 Long Ferry Rd Salisbury, NC 28146	10.48 mi	238	Plateauing
28	Cedar Lodge - Thomasville	1305 Cedar Dr Thomasville, NC 27360	10.56 mi	77	Plateauing
29	Mills Home - Thomasville	701 Watson Cir Thomasville, NC 27360	10.65 mi	80	Insufficient Data
30	Southside - Thomasville	712 Fisher Ferry St Thomasville, NC 27360	10.98 mi	60	Declining

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APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Floyd - Lexington	2145 Floyd Church Rd Lexington, NC 27292	11.07 mi	21	Declining
32	Brown New Calvary	200 Doak St Thomasville, NC 27360	11.31 mi	0	Insufficient Data
33	Thomas Point	18 Randolph St Thomasville, NC 27360	11.59 mi	0	Insufficient Data
34	Thomasville First - Thomasville	8 Cramer St Thomasville, NC 27360	11.65 mi	107	Declining
35	Oakdale - Spencer	200 Charles St Spencer, NC 28159	11.67 mi	113	Declining
36	Park Place - Thomasville	201 Kern St Thomasville, NC 27360	11.91 mi	167	Plateauing
37	Southgate - Thomasville	104 Cloniger Dr Thomasville, NC 27360	11.91 mi	200	Plateauing
38	Oak Hill Memorial - Thomasville	1793 Tower Rd Thomasville, NC 27360	11.97 mi	150	Plateauing
39	Mountain View - Lexington	407 Mountain View Church Rd Lexington, NC 27292	12.02 mi	68	Plateauing
40	Providence - Salisbury	620 Andrews St Salisbury, NC 28144	12.21 mi	68	Declining
41	Mision Bautista Hispana - Thomasville	422 Liberty Dr Thomasville, NC 27360	12.26 mi	18	Insufficient Data
42	Carolina Memorial - Thomasville	422 Liberty Dr Thomasville, NC 27360	12.26 mi	301	Plateauing
43	Faith - Denton	4518 Shiptontown Rd Denton, NC 27239	12.30 mi	67	Declining
44	Calvary	2255 E Ridge Rd Salisbury, NC 28144	12.33 mi	203	Declining
45	Advance First Baptist	1938 NC Highway 801 S Advance, NC 27006	12.69 mi	74	Growing

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