MissionSite top unreached locations

Locust Carrboro WINSTON SALEM, NC ansing Washington ania Mayodan Royal Pines Rose Hill Ansonville CENSUS TRACT: 37067002603 CONGREGATIONAL REPRODUCTION M **Cleveland Summerfield** REGION: Region 5: Piedmont Triad COUNTY: Forsyth Barker Ten **Elrod** SITESCAPE: Suburbscapeh Point Como Dover In partnership with the: Greenevers JADENSITY PATTERN: Mlavelock Laurel Park Intercultural Institute **Oak Ridge** Lake Waccan Mountain for Contextual Ministry Henderson Oakboro Hertford Lillington annanoa North Carolina Baptists Caring. Sharing. Daring. rtl©CopyrighE2011 Intercultural Institute for Contextual Ministrygs

MissionSite (TM) Table of Contents

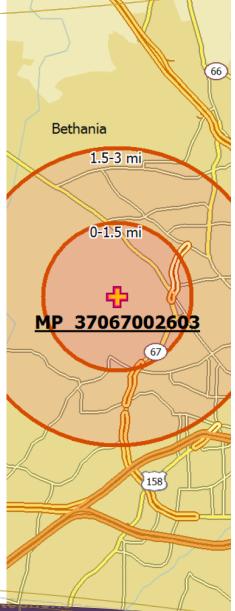
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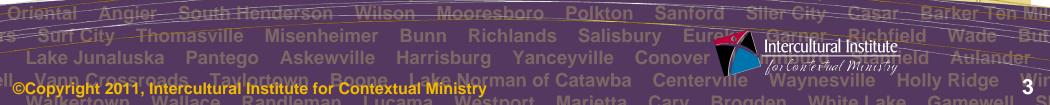


Site Location Summary

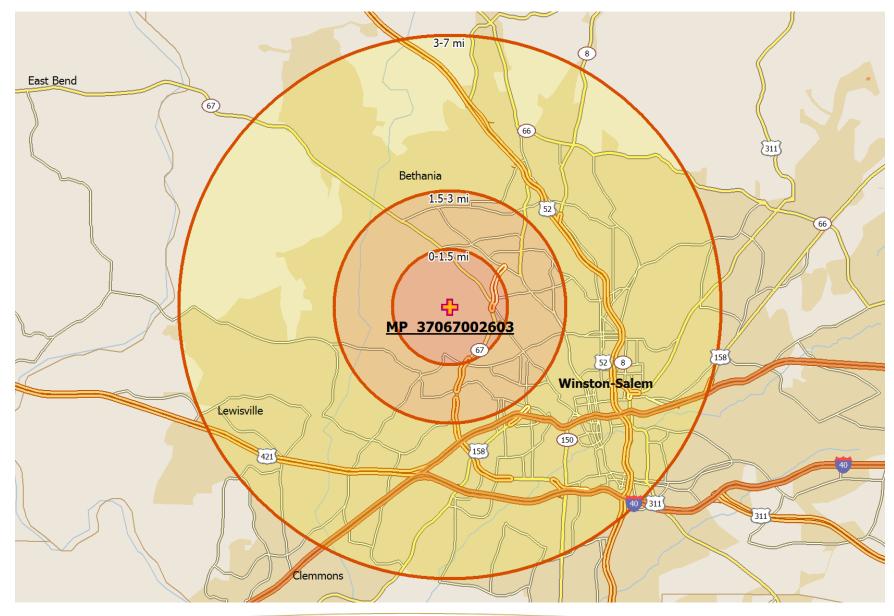
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	3705	Region 5: Piedmont Triad
3	County Location	37067	Forsyth
4	Zipcode	27106	Forsyth
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
8	Sitescape Density Pattern	Μ	100000-250000-100000





Site Location Summary - Map of the Site Location



Tings Grant Conover Franklinton Atlantic Beach White Lake Pollocksville Bryson City Havesville Maxton Hisenheimer Gamewell Beulaville St. Pauls Asheville North Wilkesborg Intercultural Institute III Marshall Four Oaks Bowmore Lincolnton Bogue Cedar Point Carol Intercultural Institute To Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Black Creek East Rockingham Hace Fairview Santore Pilot Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric	12	City: Midsize: Territory inside an urbanized area and inside a principal city with population
	Locale Codes		less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

rsville Black Creek Harrisburg Mulberry Hendersonville Mineral Springs Wilkesboro Cary Lowell Snow Arapahoe Spindale Greenevers Gastonia Gibson Pinebluff Bolton Pine Intercultural Institute berdeen Bayshore Carrboro Myrtle Grove Vass Belhaven Princeton Intercultural Institute Hamilton Bos for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	15,098	42,923	165,998
2010 Households	6,446	15,916	65,160
2010 Group Quarters Population	398	3,974	5,432

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	50	53	42
Language Diversity National Index	45	47	41
Foreign Born Diversity National Index	32	14	15
Ancestry Diversity National Index	58	23	36
Racial Diversity National Index	58	79	58

Bridge Bladenboro Salem Newton Harrellsville Atlantic Beach Holly Ridge North Wikesboro Buther Beach Baybord Beulaville Connelly Springs Vandemere Landis Clyde McAdenville Star Beulaville Hertford Royal Pines Valdese South Rosemary Alliance Copyright 2011, Intercultural Institute for Contextual Ministry Colorain Jefferson Archdale Ossinge Lengir Kings G

Site Location Summary - County Environment

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

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

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

Wentworth Stokesdale Seaboard Mount Gilead Fayetteville Scotland Neck Micro Hertford Ruth Fe Centerville Hudson Rockfish Waxhaw Flat Rock Morehead City Sperific Intercultural Institute Icard Thomasville King Taylortown Liberty Fair Bluff Harmony Jon Confectual 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 0-1.5 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	2,615	40.57%
Mainstay Communities	Established, Diverse Households	907	14.07%
Working Communities	Blue-collar, Working Families	404	6.27%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,833	28.44%
Urban Communities	High Density, Inner-city Neighborhoods	688	10.67%

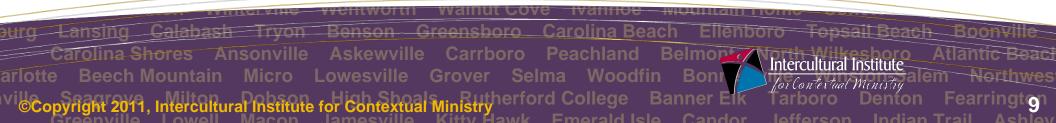
Navassa Murphy Star Mount Olive Princeville Erwin Stallings Casar Sedalia Burnsville Durham Las Spring Hope Goldston Morehead City Mars Hill Seagrove Sherrills Ford Intercultural Institute Fairview Bridgeton Kelly Magnolia Pleasant Hill Fairmont Hillsboroug for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

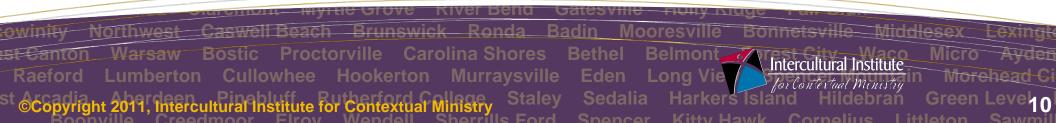
- 1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for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



Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-1.5 mile band that are in each category. The index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	98,516	4,628	4.7%
Unreached %	69.9%	71.8%	102.72
Religious But NOT Evangelical HH	27,887	1,090	3.91%
Religious But NOT Evangelical %	19.79%	16.9%	85.43
Spiritual But NOT Relig or Evang HH	13,445	772	5.75%
Spiritual But NOT Relig or Evang %	9.54%	11.98%	125.62
Not Evangelical, Not Interested HH	57,646	2,771	4.81%
Not Evangelical, Not Interested %	40.9%	42.98%	105.08



Northlakes Flat Rock Fremont Franklinton Ossipee Norlina Kill Devil Hills Castle Havne Havelock Mick Parmele Columbia Gamewell Spiveys Corner Grantsboro Proctorville For Bend Fairfield Harbour Ahos bane Laurel Park Hayesville St. Stephens Lumber Bridge Linden Hamle For Contextual Institute Belville Chape ©Copyright 2011, Intercultural Institute for Contextual Ministry Belville Rov11

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	66	8	12.12%
Active BCNC Attenders	12,083	1,741	14.41%
Active Evangelical Households	22,607	3,305	14.62%
Active Evangelical Percent	16.04%	14.78%	92.14
Inactive Evangelical Households	19,812	2,897	14.62%
Inactive Evangelical Percent	14.06%	12.95%	92.14
# New Churches Needed	4	3	71.2%





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.

IICM CGR Plateauing Plateauing Insufficient Data Plateauing

Declining Growing Declining Insufficient Data Insufficient Data Growing Plateauing Declining Insufficient Data

Plateauing Insufficient Data

	CHURCHES	DIST.	WRSHP AVG	IICM CGR			CHURCHES	DIST.	WRSHP AVG
1	Northwest - Winston Salem	0.57 mi	125	Insufficient Data	16	6	Calvary - Win	3.97 mi	3,794
2	College Park - Winston Salem	0.97 mi	352	Plateauing	17	7	Mineral Springs - Winston Salem	4.14 mi	90
3	Old Town - Winston Salem	1.80 mi	517	Plateauing	18	8	Vietnamese Mission	4.17 mi	0
4	New Church	1.82 mi	0	Insufficient Data	19	9	North Winston - Winston Salem	4.39 mi	37
5	Forest Hill - Winston	2.80 mi	48	Declining	20	0	Pfafftown - Pfafftown	4.41 mi	180
6	Knollwood - Winston Salem	2.94 mi	371	Plateauing	21	1	United - Winston	4.55 mi	94
7	Beck's - Winston Salem	2.96 mi	328	Plateauing	22	2	Stanleyville First - Winston Salem	4.74 mi	332
8	Hispanic - Winston Salem	2.96 mi	0	Insufficient Data	23	3	Resurrection Biker Church	4.79 mi	0
9	South Fork - Win	3.19 mi	61	Declining	24	4	International City of Praise Christian C	5.16 mi	0
10	Robinhood Road - Winston Salem	3.60 mi	157	Plateauing	25	5	Greater Saint Matthews - Winston Salem	5.20 mi	50
11	121 Church	3.81 mi	0	Insufficient Data	26	6	Bethany - Winston Salem	5.26 mi	258
12	Winston-Salem Chinese Christian - Winston	3.83 mi	0	Insufficient Data	27	7	Macedonia - Tobaccoville	5.45 mi	71
13	Ardmore - Winston Salem	3.83 mi	628	Plateauing	28	8	North Davidson Community - Winston	5.57 mi	0
14	Crestwood - Winston Salem	3.84 mi	118	Declining	29	0	Salem Southside - Wins	5.62 mi	38
15	Forsyth Park - Winston	3.96 mi	37	Plateauing				5.02 111	50
	Salem				30	0	Winston-Salem Baptist Church Inc - Lewisv	5.94 mi	40

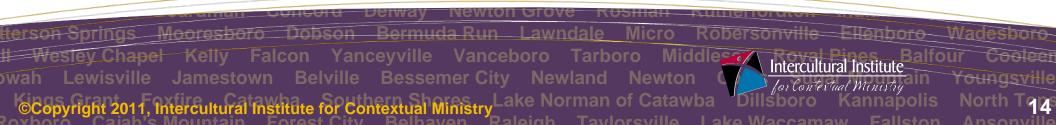
Calypso Brevard Belwood Barker Ten Mile Belville Bonnetsville Middlesex Pollocksville Zebulon Balk Here Sunset Beach New London Beulaville Davidson Conover Lilling Andread Intercultural Institute e Seven Devils Mount Holly James City Ramseur Monroe Alamance Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Weldon Newton Kenansville Fairview Kernersville H13

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.

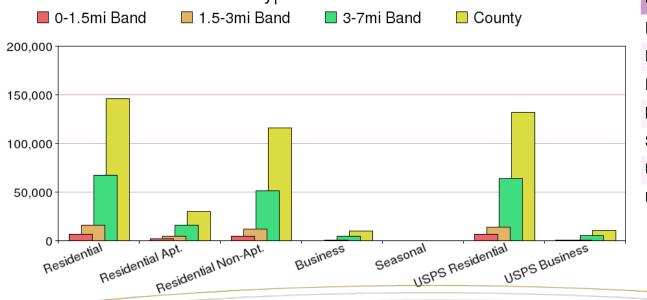
Issues for Your Consideration

- 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 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	BAND
990 Population	265,815	10,658	4.01%	1990 Households	107,393	4,915
00 Population	306,067	12,613	4.12%	2000 Households	123,851	5,727
010 Population	365,471	15,098	4.13%	2010 Households	140,935	6,446
	Locati	on Types i	n this MissionSi	te	Location Ty	/pe

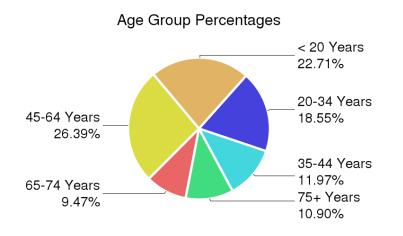


Location Type	0-1.5mi Band
Residential	6,880
Residential Apt.	2,279
Residential Non-Apt.	4,601
Business	301
Seasonal	0
USPS Residential	6,946
USPS Business	404

pier Unionville <u>Connelly Springs</u> <u>Havelock</u> <u>Lenoir</u> <u>Granite Quarry</u> Calypso <u>Colerain</u> <u>Jamestown</u> <u>Rosebon</u> Lest Canton <u>Leard</u> Mount Gilead Cedar Rock Rose Hill Como Silver City <u>Intercultural Institute</u> Ramseur Middlesex Trenton Hillsborough Falcon McLeansville B for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry</u> Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry</u>

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

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

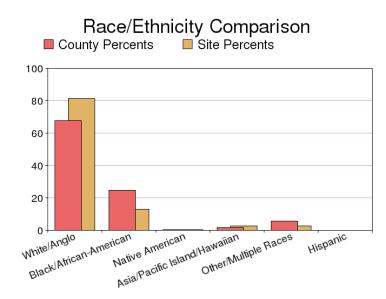


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.33%	4.23%	79.36
4-5 Years	2.77%	2.19%	79.06
6-8 Years	4.2%	3.54%	84.29
9-11 Years	4.06%	3.61%	88.92
12-13 Years	2.63%	2.48%	94.3
14-17 Years	5.36%	4.46%	83.21
18-19 Years	2.67%	2.2%	82.4
0-5 Years	8.1%	6.42%	79.26
6-12 Years	9.57%	8.38%	87.57
13-19 Years	9.35%	7.91%	84.6
< 20 Years	27.02%	22.71%	84.05
20-34 Years	19.5%	18.55%	95.13
35-44 Years	13.38%	11.97%	89.46
45-64 Years	26.29%	26.38%	100.34
65-74 Years	7.36%	9.47%	128.67
75+ Years	6.44%	10.9%	169.25
Median Age	38	43	115.47
Median Age (Male)	36	42	116.12
Median Age (Female)	39	45	115.16

earrington Duck Hays Clinton Claremont Lake Norman of Catawba Ellerbe Yadkinville Fairview Burgay Salem JAARS Warrenton Marietta Hertford Wilson Tarboro Haw River Intercultural Institute Dallas Rutherfordton West Jefferson Indian Beach Kings Mountain Fairview Confertual Ministry Crossnore Shallotte Columbus 16 Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	67.67%	81.17%	119.94
Black, African-American	24.76%	13.16%	53.15
Native American	0.38%	0.36%	96.9
Asian	1.6%	2.65%	165.4
Pacific Island, Hawaiian	0.08%	0.05%	56.86
Other/Multiple Races	5.51%	2.62%	47.51
Hispanic	0%	7.32%	0
Education of Adults (25 yrs+)			

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	242,033	10,479	
Less than 9th Grade	4.75%	2.12%	224.42
No High School Diploma	8.18%	3.74%	218.73
High School Graduate	29.04%	17.43%	166.64
Some College, no degree	19.3%	17.71%	108.94
Associate Degree	7.38%	6.63%	111.35
College Degree	21.23%	32.32%	65.68
Graduate/Prof. degree	10.12%	20.05%	50.46

Lake Junatuska <u>Clinton Lowesville White Lake Rex Farmville</u> Kings Grant Monroe Cedar Point Mount Foodin Cramerton Clayton Sylva Wanchese Burgaw Murraysville <u>Intercultural Institute</u> Wake Forest Windsor Toast Hickory Creswell Orrum Hillsborough Spring Lake Forest Jon Confectual Ministry Recopyright 2011, Intercultural Institute for Contextual Ministry Product Section Claremont Mooresville Mount Pleasant Powell

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	7.78%	5.55%	84.24
\$10,000 to \$19,999	10.99%	7.99%	72.7
\$20,000 to \$29,999	12.16%	9.4%	77.34
\$30,000 to \$49,999	21.27%	20.79%	97.72
\$50,000 to \$59,999	9.05%	6.83%	75.43
\$60,000 to \$69,999	7.09%	6.14%	86.69
\$70,000 to \$79,999	6%	5.38%	89.68
\$80,000 to \$89,999	4.81%	4.75%	98.66
\$90,000 to \$99,999	3.42%	3.92%	114.86
\$100,000 to \$124,999	6.73%	8.73%	129.78
\$125,000 to \$149,999	4.18%	7.06%	168.84
\$150,000 to \$199,999	3.5%	6.16%	176.21
\$200,000 to \$249,999	1.14%	2.73%	240.5
\$250,000 or more	1.89%	4.53%	239.47
Median Household	47,448	63,360	133.54
Average Household	66,377	99,516	149.93
Per Capita Household	26,339	42,518	161.43
Family/Non-Family Household			
Income			
Median Family Income	60,192	86,673	143.99
Average Family Income	79,908	119,254	149.24
Median Non-Family Income	31,512	38,936	123.56
Average Non-Family Income	42,468	59,694	140.56

They Green Welden Windsor Harrisburg Brogden Fuquay-Varina Laurel Park Gastonia Danbury Bald tarion Cape Carteret Wilmington Saxapahaw Vanceboro Aberdeen Neuso Intercultural Institute Statesville Snow Hill Garner Ayden Carthage Columbus Wedding for Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Hot Springs Hays Mebane South Rosemary Midway New London Emerald Isle Mount Olive Como Ma

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	63.86%	56.42%	88.35
Families with Children	32.62%	25.99%	79.65
Families without Children	31.24%	30.44%	97.44
Non-Family Households			
% Non-Family Households	36.14%	43.58%	120.58
Non-Families with Children	0.29	0.09	31.69
Non-Families without Children	35.85	43.48	121.31
Housing Units			Index
Total Housing Units	159,547	7,368	
Vacant percent	11.67%	12.51%	107.27
Owned percent	57.86%	56.31%	97.33%
Rented Percent	30.48%	31.18%	102.29
Households by Size			Index
Avg household size	2.51	2.28	90.84
Avg family hh size	3.24	3.09	95.37
Avg non-family hh size	1.23	1.23	100
Households By Count of Persons			Percent
One	44,145	2,414	5.47%
Two	40,015	1,935	4.84%
Three or Four	43,184	1,676	3.88%
Five+	13,591	421	3.1%

Chimney Rock Village Fairplains White Oak Carthage Beech Mountain Lumberton Raeford Apex McAs Duck Andrews Saluda Stallings Marvin Oxford Harrells Blowing Morven Gibson Newland vlortown Aberdeen Pumpkin Center Pinehurst Bent Creek Ayden Hayes Confectual Ministry Confectual Ministry Carolina Beach Hildebran Ocracole Charlotte Harrellsville Lexington Light Oak Gorman Calabash Sa

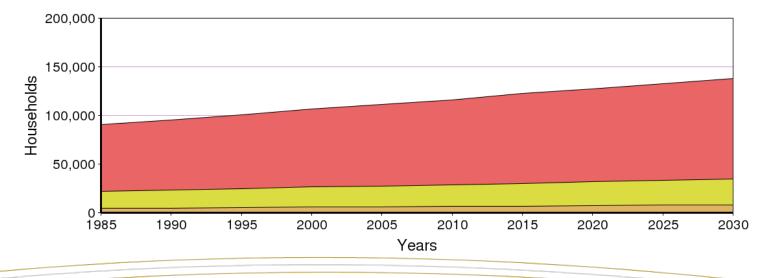
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	265,815	10,658	4.01%
2000 Population	306,067	12,613	4.12%
2010 Population	365,471	15,098	4.13%
2015 Population	394,620	16,504	4.18%

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 👘 🔲 0-3mi Ring

📕 0-7mi Ring

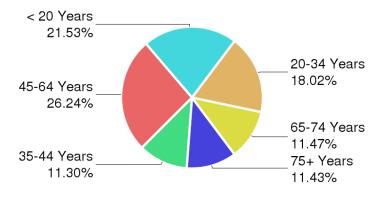


New London Middleburg Lasker Brunswick Concord Seven Devils East Bend Geldston Wilkesboro Pleasant Garden Mountain Home Graham Creedmoor Oriental Unionville Intercultural Institute accamaw Macclesfield Half Moon Angier Webster Rosman Catawba Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

Projected Age Group Percentages

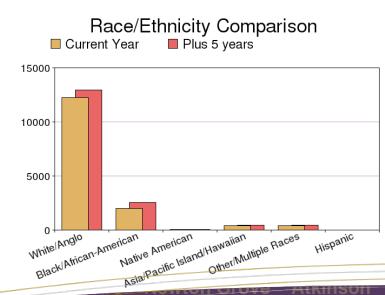


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.23%	3.6%	85.11
4-5 Years	2.19%	2.02%	92.24
6-8 Years	3.54%	3.39%	95.76
9-11 Years	3.61%	3.61%	100
12-13 Years	2.48%	2.61%	105.24
14-17 Years	4.46%	4.33%	97.09
18-19 Years	2.2%	1.98%	90
0-5 Years	6.42%	5.62%	87.54
6-12 Years	8.38%	8.26%	98.57
13-19 Years	7.91%	7.65%	96.71
< 20 Years	22.71%	21.53%	94.8
20-34 Years	18.55%	18.02%	97.14
35-44 Years	11.97%	11.3%	94.4
45-64 Years	26.38%	26.24%	99.47
65-74 Years	9.47%	11.47%	121.12
75+ Years	10.9%	11.43%	104.86
Median Age	38	45	119.77
Median Age (Male)	36	43	120.49
Median Age (Female)	39	47	118.99

Delway High Shoals Seven Springs North Topsail Beach Roseboro Pink Hill Leland Butner Belwood Foxfire Greensboro Bethel King Bald Head Island Wingate Hamlet And Butner Halifax Elizabeth Wing Oak Ridge McAdenville Conetoe Rural Hall Spruce Pine Mesic Durh for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bakersville Bakersville Ministry Polycon South Weldon St. Stephens Wilson's Mills 21

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	81.17%	78.58%	96.81
Black, African-American	13.16%	15.59%	118.46
Native American	0.36%	0.38%	104.79
Asian	2.65%	2.69%	101.54
Pacific Island, Hawaiian	0.05%	0.08%	182.96
Other/Multiple Races	2.62%	2.67%	102.13
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	10,479	11,710	
Less than 9th Grade	2.12%	1.88%	88.68
No High School Diploma	3.74%	3.07%	81.95
High School Graduate	17.43%	18.04%	103.55
Some College, no degree	17.71%	17.07%	96.38
Associate Degree	6.63%	7.22%	108.93
College Degree	32.32%	32.78%	101.4
Graduate/Prof. degree	20.05%	19.94%	99.45

Checowinity Ranto Havesville Ramseur Forest City Hightsville Norman Teachey Cary Haw River R Lewiston Woodville Scotland Neck Aulander Lake Park Stovall Cerron Intercultural Institute Parkton Spencer Mountain Myrtle Grove Hays Southern Pines Belmon for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	5.55%	4.97%	89.47
\$10,000 to \$19,999	7.99%	7.73%	96.73
\$20,000 to \$29,999	9.4%	9.03%	96.03
\$30,000 to \$49,999	20.79%	19.93%	95.89
\$50,000 to \$59,999	6.83%	6.66%	97.55
\$60,000 to \$69,999	6.14%	5.91%	96.17
\$70,000 to \$79,999	5.38%	5.33%	92.57
\$80,000 to \$89,999	4.75%	4.9%	97.37
\$90,000 to \$99,999	3.92%	3.89%	99
\$100,000 to \$249,999	8.73%	9.32%	106.67
\$125,000 to \$149,999	7.06%	8.1%	114.8
\$150,000 to \$199,999	6.16%	6.72%	109.06
\$200,000 to \$249,999	2.73%	2.9%	106.34
\$250,000 or more	4.53%	4.46%	98.53
Median Household	63,360	66,516	104.98
Average Household	99,516	104,122	104.63
Per Capita Household	42,518	43,710	102.8
Family/Non-Family Household			
Income			
Median Family Income	86,673	92,600	106.84
Average Family Income	119,254	125,452	105.2
Median Non-Family Income	38,936	41,386	106.29
Average Non-Family Income	59,694	63,350	106.12

Richfield Davidson Newport Beech Mountain Vass Winfall Rocky Mount Proctorville Patterson Spin Stallings East Bend Mar-Mac Forest Oaks Autryville Tryon Elroy Intercultural Institute Wingate Star Sea Breeze Chimney Rock Village Bonnetsville Canton Ingold Wedding for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	56.42%	56.35%	99.87
Families with Children	25.99	26.06	100.28
Families without Children	30.44	32.15	105.64
Non-Family Households			
% Non-Family Households	43.58%	43.65%	100.17
Non-Families with Children	0.09	0.1	100.17
Non-Families without	43.48	43.55	100.15
Children			
Housing Units			
Total Housing Units	7,368	7,905	107.29%
Vacant percent	12.51%	12.41%	99.17
Owned percent	56.31%	57.08%	101.36
Rented Percent	31.18%	30.51%	97.87
Households by Size			
Avg household size	2.28	2.32	101.75%
Avg family hh size	3.09	3.19	103.24%
Avg non-family hh size	1.23	1.20	97.56%
Households By Count of			
Persons			
One	2,414	2,624	108.7%
Тwo	1,935	1,947	100.62%
Three or Four	1,676	1,849	110.32%
Five+	421	503	119.48%

Archdale <u>Kittrell</u> Chocowinity Spring Hope Butters <u>Madison</u> Laurel Park Charlotte Patterson Spring Harvin Tobaccoville Rolesville Columbia Oak Ridge Greenville Tryon debran Salem Dover Momeyer Hudson Bolivia Stedman West Marion Jor Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-1.5	1.5-3	3-7	BORN IN:	BORN IN: 0-1.5	BORN IN: 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	591	2,769	10,934	Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	62	61	247	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	24	87	300	Northern Africa	Northern Africa 0	Northern Africa 0 8
Southern Europe	15	52	274	Southern Africa	Southern Africa 10	Southern Africa 10 6
Eastern Europe	42	46	347	Western Africa	Western Africa 41	Western Africa 41 51
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	54	256	493	Oceania	Oceania 0	Oceania 0 0
So. Central Asia	68	121	245	Caribbean	Caribbean 23	Caribbean 23 100
SE Asia	16	97	439	Central Amer.	Central Amer. 125	Central Amer. 125 1,614
Western Asia	35	0	68	South America	South America 37	South America 37 137
Other Asia	0	0	0	North America	North America 39	North America 39 133
				Born at sea	Born at sea 0	Born at sea 0 0



Language Summary

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

SPOKEN AT HOME	0-1.5	1.5-3	3-7	SPOKEN AT HOME	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MIL
English only	12,995	31,154	120,894	Other Indo-Euro	0	0	25
Spanish	410	2,487	10,868	Asian/PI languages	0	0	0
Other Indo-Euro	341	505	1,830	Chinese	67	188	352
language				Japanese	5	22	66
French (incl. Patois,	86	189	554	Korean	6	52	72
Cajun)				Mon-Khmer,	0	10	93
French Creole	23	7	1	Cambodian			
Italian	34	58	133	Miao, Hmong	0	0	0
Portuguese	15	12	42	Thai	0	0	7
German	52	43	311	Laotian	0	0	36
Yiddish	0	0	3	Vietnamese	15	24	263
Other West Germanic	10	19	4	Other Asian	25	27	101
A Scandinavian	0	5	19	Tagalog	17	28	108
Language				Other Pacific Is	0	0	38
Greek	44	51	317	Other languages	69	59	247
Russian	12	11	45	Navajo	0	0	0
Polish	28	22	136	Other Native N.	0	0	4
Serbo-Croatian	1	10	62	American			
Other Slavic Language	5	2	76	Hungarian	0	6	35
Armenian	0	0	0	Arabic	19	8	131
Persian	0	11	8	Hebrew	5	0	15
Gujarathi	1	5	11	African languages	45	45	42
Hindi	22	7	42	Other unspecified	0	0	20
Urdu	0	36	23	·			

King Sharpsburg Conway Colerain Dillsboro Pink Hill Richfield Spencer Mountain Skippers Corner Hickory Cherryville Sanford White Plains Wilson's Mills Red Cross Mine Intercultural Institute St. Pauls Granite Falls Ingold Harrisburg Bethel Sawmills Salisbury Jos Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Mount Airy Misonboimer Mooresville Savapabaw

Ancestry Summary

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

ANCESTRY	0-1.5	1.5-3	3-7		ANG	ANCESTRY	ANCESTRY 0-1.5	ANCESTRY 0-1.5 1.5-3
	MILES	MILES	MILES				MILES	MILES MILES
Reporting ancestry	11,750	30,170	112,994		Irish	Irish	Irish 1,081	Irish 1,081 1,771
Arab	95	112	227		Italia	Italian	Italian 499	Italian 499 821
Armenian	0	0	6		Lith	Lithuanian	Lithuanian 17	Lithuanian 17 31
Austrian	30	49	73		Nor	Norwegian	Norwegian 56	Norwegian 56 179
British	81	152	465		Poli	Polish	Polish 242	Polish 242 361
Canadian	28	88	197		Port	Portuguese	Portuguese 19	Portuguese 19 25
Croatian	2	14	50		Ron	Romanian	Romanian 7	Romanian 7 4
Czech	25	18	101		Rus	Russian	Russian 131	Russian 131 120
Czechoslovak	15	30	68		Sca	Scandinavian	Scandinavian 24	Scandinavian 24 33
Danish	22	49	113		Sco	Scotch-Irish	Scotch-Irish 569	Scotch-Irish 569 1,165
Dutch	74	240	858		Sco	Scottish	Scottish 368	Scottish 368 881
English	1,882	4,569	9,952		Slov	Slovak	Slovak 0	Slovak 0 12
European	259	488	1,354		Sub	Subsaharan African	Subsaharan African 105	Subsaharan African 105 320
Finnish	2	54	39		Swe	Swedish	Swedish 85	Swedish 85 110
French (not Basque)	256	417	1,274		Swi	Swiss	Swiss 15	Swiss 15 65
French Canadian	49	135	239		Ukra	Ukrainian	Ukrainian 29	Ukrainian 29 67
German	1,518	3,456	10,074		US/	US/American	US/American 1,297	US/American 1,297 3,236
Greek	131	122	545		Wel	Welsh	Welsh 98	Welsh 98 205
Hungarian	35	72	167		Wes	West Indian	West Indian 55	West Indian 55 70
Iranian	0	11	28		Yug	Yugoslavian	Yugoslavian 7	Yugoslavian 7 20
				_	Oth	Other	Other 2,541	Other 2,541 10,598

Yanceyville Tarboro New London Rockfish Lumber Bridge Haw River Monroe Casar Saluda F Ids Newland Saratoga Ellenboro Sanford Bladenboro Jamesville Kings Intercultural Institute thtown Flat Rock Fair Bluff Hildebran Mesic Bent Creek Warrenton Trop Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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Using the Demographic Indicators

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

Issues for Your Consideration

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

g Spring Lakes <u>Weaverville</u> Pittsboro Macclesfield Long View Sandyfield Lake Santeetlah Elroy Chimne Barker Ten Mile Morrisville Hertford Askewville Ivanhoe Taylortown Intercultural Institute Aurora Valley Hill Marvin Robbinsville Ansonville Franklinville Marshall (Soutextual Ministry) Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

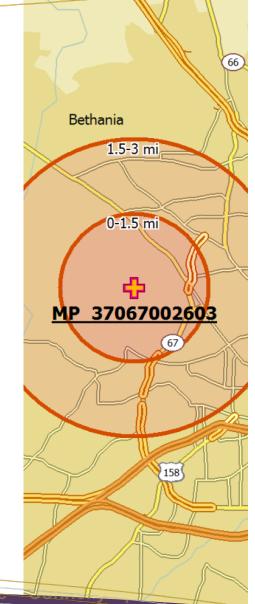
Issues for Your Consideration - continued

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

the Hayne Leggett Eureka Red Cross Hemby Bridge Brookford Sherrills Ford Robersonville Hayesville te Icard Norlina Statesville Maggie Valley Burlington Montreat Brevard Intercultural Institute Sandy Creek Topsail Beach St. Pauls Stedman Weddington East Bend Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Biltmore Forest Snow Hill Couries and Mulberry Silver 29

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.



gton Ingold Warrenton Newton Grove Carolina Shores Green Level Vanceboro Weddington Summerfield ed Oak Bayshore Robbinsville Sims Millers Creek Elroy Tabor City <u>Intercultural Institute</u> South Hen-Mountain Home Southern Pines Boiling Springs Lake Lure Butters Farn ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	6,446	100%	4,926	100%
AFFLUENT SUBURBIA	1,406	21.81%	1,003	20.36%
America's Wealthiest	225	3.49%	181	3.67%
Dream Weavers	202	3.13%	145	2.94%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	6	0.09%	5	0.1%
Enterprising Couples	104	1.61%	70	1.42%
Small Town Success	869	13.48%	602	12.22%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,209	18.76%	844	17.13%
Status Conscious Consumers	52	0.81%	36	0.73%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	763	11.84%	512	10.39%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	394	6.11%	296	6.01%
SM TWN SUCCESS	121	1.88%	380	7.71%
Successful Urban Sprawl	15	0.23%	296	6.01%
2nd City Homebodies	9	0.14%	11	0.22%
Prime Middle America	0	0%	6	0.12%
Urban Optimists	0	0%	0	0%
Family Convenience	97	1.5%	0	0%
Mid-Market Enterprise	0	0%	67	1.36%

Charlotte New London Ansonville Conctoe Morven Aurora Richlands Mebane Faliston Murraysville Gien Raven Asheville Tarboro Wallace Middleburg Beulaville Biltmore Intercultural Institute Hot Springs Not adesboro Rich Square Swepsonville Pine Knoll Shores Grantsboro Reo Los Confextual Ministry Elm City W 31

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	6,446	100%	4,926	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	786	12.19%	544	11.04%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	4	0.06%	3	0.06%
Professional Urbanites	295	4.58%	213	4.32%
Urban Advancement	487	7.56%	328	6.66%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	404	6.27%	277	5.62%
Steadfast Conservative	382	5.93%	262	5.32%
Moderate Conventionalists	22	0.34%	15	0.3%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Aurora High Point Pinebluff Seagrove Rowland White Oak Northlakes Forest Oaks Bunn Salemburg ton Five Points Dundarrach Faith Kinston Rex Vander Mountain View Intercultural Institute mpkin Center Selma Castle Hayne Hoffman Elm City Vanceboro Stem Forest Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Deep Plain View Winston-Salem Newton Fast Rockingham Varnamtown Fast Bend Dallas Belville Hark

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

			Unreached HH & Percent	
otal	6,446	100%	4,926	100%
EMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
SPIRING CONTEMP'S	1,615	25.05%	1,213	24.62%
Young Cosmopolitans	582	9.03%	456	9.26%
Minority Metro Communities	610	9.46%	452	9.18%
Stable Careers	423	6.56%	305	6.19%
Aspiring Hispania	0	0%	0	0%
URAL VILLAGES & FARMS	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Urham Weddington Falkland Linden Woodland Harkers Island Gorman Wilson's Mills Peletier Smithfiel Renda Jackson Greenevers Winfall McDonald Woodfin Saxapahaw Oriental Rocky Mount Cramerton Cornelius White Lake Hightsville Love Intercultural Institute Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Carv. Northwest Red Oak Badin Granite Quarry River

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Pe	ercent
Total	6,446	100%	4,926	100%
STRUGGLING SOCIETIES	80	1.24%	54	1.1%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	80	1.24%	54	1.1%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	608	9.43%	434	8.81%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	190	2.95%	133	2.7%
Urban Diversity	418	6.48%	301	6.11%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	218	3.38%	177	3.59%
Military Family Life	0	0%	0	0%
Major University Towns	218	3.38%	177	3.59%
Gray Perspectives	0	0%	0	0%

McDenald Hamilton China Grove Granite Falls Taylortown Winfall Bolivia Catawba Pine Level Swepse Harmony Columbus Winston-Salem Silver City Troutman Lowell Intercultural Institute dsville Atkinson Bonnetsville Enochville Hildebran Mount Airy James For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

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

Consider Franklin Delway Bolton Murraysville Raynham Gatesville South Weldon Lake Santeetlah Love Frisville Jackson Black Mountain Hendersonville Richlands Marion Hick Intercultural Institute Grove Harmony Vass Millers Creek Newton Grove Wendell Elizabetht for Confextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Concord Stem Eden Etowab Lake Waccamaw

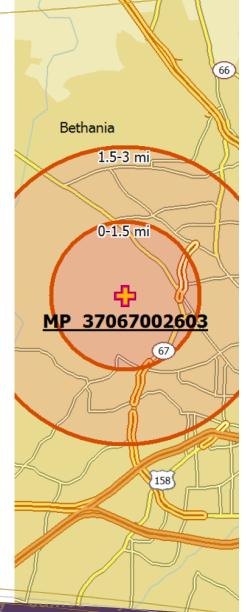
Potential Cultural Bridges

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).



Acuntain View Faith Brevard Blowing Rock Richfield Kelly Hudson Manteo St. Stephens Bowmore Ma St. Helena Apex Stokesdale Forest City Alamance Belwood Polky in Intercultural Institute Cadia Wilkesboro Eureka Ranlo Liberty Glen Raven Oak Ridge Ashle for Confextual Ministry for Confextual Ministry Bethel Gatesville Stallings Carolina Shores Wilson 36

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5	1.5-3	3-7		BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES			MILES	MILES	MILES
PC-HH Own	78%	77%	74%	-	Internet Use: News/ Weather	30%	30%	27%
Use Comp. for Internet/E-mail	63%	61%	57%		Internet Use: Banking	29%	28%	26%
Internet Use: E-Mail	54%	53%	49%		Use Comp. for News/Info./Data	27%	28%	24%
Use Comp. for Word	44%	44%	38%		Service			
Processing					PC-Network-HH Has One	23%	23%	19%
Use Comp. for Comp. Games	39%	39%	37%		Use Comp. for Personal Financial	17%	18%	15%
Use Comp. for Shopping	38%	38%	34%		Mngmnt			
Use Comp. for Banking	35%	34%	31%		Internet Use: Shopping: Gathered	16%	16%	14%
Use Comp. for Digital Camera	34%	34%	31%		Info. for Shopping			
Photo Editing					Use Comp. for Accounting	15%	17%	14%
HH Owns DVD Player	32%	32%	29%		Internet Use: Shopping: Made A	14%	14%	11%
Use Comp. for Education	32%	33%	32%		Purchase			
					Internet Use: Research/ Education	14%	15%	13%

Macen Carolina Shores Love Valley Cricket Franklinton Lowesville Dundarrach Reseboro Falcon Tayle Hette Duck Rolesville Grifton Boonville Chocowinity Bostic Kittrell Intercultural Institute Knightdale Princeville Mount Airy Burlington Sylva Pembroke North Intercultural Institute Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Seven Devils Beech Mountain Midway Wallburg 37

Use Comp. for Filing/DB Mngmnt

14%

13%

16%

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Listening To Music	68%	69%	68%
Dining Out (Not Fast Food)	63%	60%	56%
Reading Books	60%	59%	55%
Card Games	41%	43%	41%
Go To A Beach/Lake	40%	39%	36%
Cooking for Fun	38%	38%	36%
Gardening	32%	32%	30%
Board Games	32%	31%	30%
Visit Museum	25%	26%	22%
Going To	21%	20%	20%
Bars/Nightclubs/Dancing			

5 MILES 67%	67%
67%	67%
	01 /0
37%	38%
31%	28%
23%	21%
21%	21%
19%	19%
19%	18%
20%	20%
15%	14%
14%	14%
	31% 23% 21% 19% 20% 15%

ons Warsaw Bessemer City St. Stephens Nags Head Bonnetsville Carthage Black Creek Spruce Pine H Himington Raeford Jefferson Elizabeth City Castle Hayne Atlantic Bergen Intercultural Institute Matthews East Flat Rock Banner Elk Seven Springs Bogue Garland Fine Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Rutherfordton Roxboro Mount Gilead Lake Waccamav 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 - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Concert	34.27%	33.16%	30.01%
Live Theater	26.62%	27.47%	23.06%
Live Theater Most Often	21.52%	22.05%	18.39%
Rock/Pop Concerts Most	18.47%	17.21%	16.3%
Often			
Dance Performance	10.74%	11.5%	10.69%
Comedy Club	9.85%	10.89%	10.64%
Movies: Comedy	40.17%	40.72%	41.12%
Movies: Action/Adventure	38.92%	40.72%	39.93%
Movies: Drama	22.95%	24.84%	23.52%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Romantic Comedy	22.62%	23.41%	21.73%
Movies: Fam.	19.51%	20.61%	20.47%
Movies: Mystery	17.13%	19.82%	19.3%
MLB Baseball Reg.	9.84%	9.33%	8.2%
Season			
NFL Football Reg. Season	8.1%	7.94%	7.07%
College Football Reg.	7.79%	8.08%	6.54%
Season			
College Basketball Reg.	5.38%	5.31%	4.41%
Season			
NBA Basketball Reg.	4.95%	5.12%	4.22%
Season			
NHL Hockey Reg. Season	4%	3.55%	3.17%



The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5	1.5-3	3-7		BRIDGES	BRIDGES 0-1.5	BRIDGES 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	43.88%	43.07%	40.79%		Baseball	Baseball 10.46%	Baseball 10.46% 10.75%
Swimming	34.36%	33.09%	30.55%		Backpacking/Hiking	Backpacking/Hiking 10.11%	Backpacking/Hiking 10.11% 10.14%
Bowling	20.05%	21.05%	20.59%		Football	Football 8.94%	Football 8.94% 10.19%
Weight Training	18.76%	19.09%	16.84%		Power Boating	Power Boating 8.59%	Power Boating 8.59% 8.65%
Billiards/Pool	18.01%	17.26%	18.23%		Tennis	Tennis 8.33%	Tennis 8.33% 8.59%
Jogging/Running	16.15%	17.68%	16.7%		Yoga	Yoga 8.28%	Yoga 8.28% 8.22%
Using Cardio Machine	16.14%	16.25%	14.38%		Soccer	Soccer 7.53%	Soccer 7.53% 7.75%
Golf	14.91%	15.74%	13.29%		Canoeing/Kayaking	Canoeing/Kayaking 7.1%	Canoeing/Kayaking 7.1% 6.77%
Mountain/Road Biking	14.11%	14%	12.13%		Volleyball	Volleyball 6.99%	Volleyball 6.99% 7.87%
Basketball	13.99%	15.61%	15.55%		Softball	Softball 6.96%	Softball 6.96% 7.35%
Stationary Cycling	13.94%	13.88%	12.53%		Saltwater Fishing	Saltwater Fishing 6.91%	Saltwater Fishing 6.91% 7.06%
Freshwater Fishing	13.33%	13.27%	14.12%		Target Shooting	Target Shooting 6.9%	Target Shooting6.9%6.58%
Camping Trips	12.68%	11.19%	11.77%		Hunting	Hunting 6.28%	Hunting 6.28% 5.78%
Aerobics	11.7%	12.58%	11.39%		Snorkeling	Snorkeling 5.75%	Snorkeling 5.75% 5.85%

Pietcher Spencer Fearrington Vann Crossroads Bethania Goldston Sever Beech Mountain Ansonville Cajah's H Signature Spencer Fearrington Vann Crossroads Bethania Goldston Sever Intercultural Institute Sosnore Liberty St. Helena Turkey Godwin Kitty Hawk Dillsboro Harre Contextual Ministry Decopyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Bald Head

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

3-7

MILES

3.5%

4.04%

3.69%

3.56%

3.6%

3.38%

2.95%

2.72%

2.91%

3.26%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Downhill & X-Country	5.49%	6.2%	4.85%
Skiing			
Roller Skating	5.4%	5.76%	5.86%
Motorcycling	5.34%	5.24%	5.29%
Ice Skating	5.01%	6.06%	5.48%
Jet Skiing	4.8%	5%	4.64%
Horseback Riding	4.68%	4.6%	4.72%
Sailing	4.31%	4.29%	3.4%
Water Skiing	4.2%	4.46%	4.08%
Rock Climbing	3.95%	3.75%	3.65%
Fly Fishing	3.9%	4.2%	4.12%

ean Isle Beach Beech Hountain Salem Clayton Franklinton Polkton Williamston Cedar Rock Stedman Rockwell Ronda Harrisburg Vass Wrightsboro Beulaville Zebulon <u>Intercultural Institute</u> Spindale Ingold Pikeville East Flat Rock Garland Grandfather Moravian <u>for Contextual Ministry</u> d 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.



nelly Springs Autryville Patterson Springs Roxobel Norman Blowing Rock Walnut Cove Kelly Raynham akin Franklinville Vann Crossroads Orrum Maxton Kenly Ansonville <u>Intercultural Institute</u> Nenville Vass Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Duck Jefferson Rutherfordton Woodland Bolivia Sedalia St. Helena Beihaven Grantsboro Cullewhee Burlington Flat Rock Spring Hope Gatesville Snow Hill Moravian Falls in Head Island Shannon Falls on Alpine High Point Waxhaw Oakboro Parmele Grifton Franklinton R for Contextual Institute Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES	BARRIERS	0-1.5 MILES	1.5-3 MILES	3 N
Important Continue Learning New Things	49%	51%	51%	Too Much Sponsorship In Arts/Sports	19%	22%	24
Prefer To Have Few Possessions As Possible	40%	39%	36%	Like To Pursue Challenge/Novelty/Change	18%	18%	1
Find It Difficult To Say No To My Kids	36%	36%	36%	Like to Stand Out In A Crowd I Am A Workaholic	18% 16%	20% 19%	2 [.] 2(
Speak My Mind Even If It Upsets People	35%	36%	37%	Rarely Sit Down to a Meal Together At Home	16%	16%	1
Woman's Place Is In The Home Like Control Over People And	33% 31%	32% 33%	32% 34%	Happy With My Standard Of Living	15%	15%	14
Resources If Won Lottery Would Never	31%	31%	28%	Only Work Current Job for The Money	14%	14%	14
Work Again Friends More Important Than	29%	28%	26%	We Should Strive for Equality for All	13%	15%	15
My Fam.				On Whole People Get What	10%	11%	11
Don't Judge People/Way They Live Life	28%	29%	30%	They Deserve Indulge My Kids With The Little	8%	8%	99
Like To Do Unconventional Things	28%	28%	27%	Extras Little I Can Do To Change My	7%	8%	89
Money Is Best Measure Of Success	26%	25%	25%	Life I Am A Perfectionist	7%	9%	99
Marijuana Should Be Legalized	21%	22%	21%				

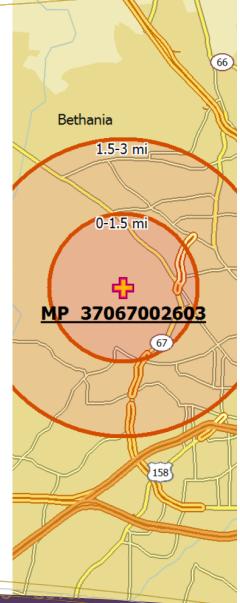
ingola Stem Norman Polkville night

CKet Cantrage Gatesville Saysourg Spencer Cartnage Gatesville Saysourg Lumperton The Shores Bogue Belmont Wanchese Pleasant Hill Pantego Saluda Intercultural Institute rsville Dallas Brogden Pollocksville Elk Park Morganton Walstonburg Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



Orrum Surf City Lumber Bridge Midland Hays La Grange Newton Enochville Jefferson Magnolia Peletier Chocowinity Louisburg Cashiers Kings Grant Lake Norman Intercultural Institute Winton Mount Pleasant Mineral Springs Kittrell Boiling Spring Lakes Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

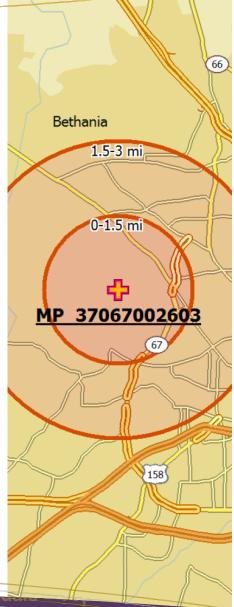
THEMES	0-1.5	1.5-3	3-7	THEMES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	64%	63%	60%	Consider Myself Interested In The Arts	18%	19%	20%
You Should Seize Opportunities	57%	58%	57%	Real Men Don't Cry	17%	17%	17%
In Life				Is An Important Part Of Who I Am	15%	15%	15%
Prefer To Have Few Possessions As Possible	40%	39%	36%	Try Not To Worry About The Future	14%	16%	16%
Like To Understand About Nature	39%	39%	39%	Looking for New Ideas To Improve Home	14%	16%	17%
Important Feel Respected By My Peers	34%	35%	34%	Enjoy Spending Time With My Fam.	12%	12%	12%
Prefer Work Part Of Team Than Alone	32%	35%	34%	Provide My Kids With The Little Extras	10%	13%	15%
Important To Juggle Various Tasks	29%	30%	32%	Children Should Be Allowed To Express Themselves	6%	6%	7%
Have Keen Sense Of Adventure	27%	28%	28%	Feel Very Alone In The World	5%	6%	6%
Good At Fixing Things	26%	27%	28%	Like Spending Most Time With	4%	5%	5%
Like To Just Enjoy Life	24%	23%	23%	Fam.			
People Have To Take Me As They Find Me	23%	25%	24%	Would Like To Set Up Own Business	3%	4%	4%
Worried About Pollution Caused By Cars	21%	21%	20%	Decor Particular Interest To Me	3%	4%	4%

y winasor Leggett D

Burnington Flat Rock Fletcher Bogue Wadesboro Haw River Severn Winnington Sprice Fine Webster Bethel Silver City West Marion Madison Morganton Everetts Lowesvic Intercultural Institute ong View Glen Alpine Carrboro Drexel Boonville Pollocksville Forest Fine Webster for Contextual Ministry Walkertewn Fi 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.



Newton Grove Ventworth Hertford Sedalia Catawba Pine Knoll Shores Eureka Montreat Southern Pines Siver City Mebane Bolton Durham Buies Creek Pinetops Beech Mouper Intercultural Institute Bostic Dallas Winton Denton East Spencer Weddington Casar Pin Jou Confertual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fam. Restaurants/Steak	81.88%	79.7%	79.05%
Houses-Visit Any			
Fast Food/Drive-In	81.64%	82.4%	84.06%
Restaurant-Visit Any			
McDonald's	52.67%	53.4%	54.7%
Burger King	33.43%	34.52%	37.4%
Wendy's	29.69%	29.19%	30.06%
Applebee's	29.2%	27.87%	27.92%
Subway	28.95%	28.96%	29.34%
Taco Bell	25.97%	24.82%	27.03%
Kentucky Fried Chicken (KFC)	25.57%	27.45%	29.31%
Olive Garden	21.82%	21.25%	20.55%
Arby's	20.19%	19.7%	20.7%
Pizza Hut	19.45%	19.66%	21.28%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Outback Steakhouse	16.04%	16.16%	15.43%
Red Lobster	15.37%	16.74%	17.26%
Starbucks	15.35%	15.65%	13.72%
Chili's Grill and Bar	15.14%	15.26%	13.73%
Dairy Queen	14.59%	14.91%	15.84%
IHOP (International House Of	14.47%	15.5%	15.13%
Pancakes)			
Cracker Barrel	13.97%	13.46%	12.83%
TGI Friday's	13.43%	15.08%	14.31%
Chick-Fil-A	12.94%	14.66%	13.86%
Domino's Pizza	12.83%	13.56%	14.75%
Quiznos Sub	12.5%	12.17%	11.26%
Dunkin' Donuts	11.53%	13.43%	13.07%

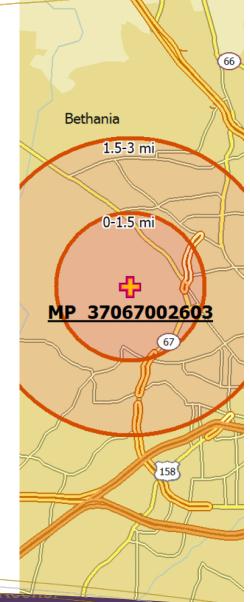


Potential Shared Projects

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!



Fuquay-Varina Jacksonville St. James Salisbury Gibson Mooresville Knight ale Stony Point Bessel Ocean Isle Beach Catawba Stovall Forest Hills Belwood Rocky Mount Intercultural Institute Intercultural Institute Governing Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Burnsville Aboskie Kirkland

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	50.81%	49.4%	46.5%
Recycled products	41.01%	37.67%	33.65%
Worked as volunteer (non political)	19.25%	18.35%	16.42%
Engaged in fund raising	12.6%	12.51%	11.39%
Religious club member	8.17%	8.35%	7.8%
Wrote to elected offcl about publ bus	7.05%	6.84%	6.12%

PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Wrote to editor of mag or	6.65%	6.05%	5.66%
newspaper			
Charitable Organization	6.13%	6.24%	5.38%
Took active part in local civic issue	5.86%	6%	5.5%
Union member	5.66%	5.31%	5.02%
Addressed a public meeting	5.59%	5.63%	4.79%
Church Board	5.25%	5.62%	5.38%

amerten Colerain Warrenton Middlesex Proctorville Severn Carolina Beach Hot Springs Bonnetsville Li Bunn Thomasville Laurinburg Wilson's Mills Highlands Harrellsville <u>Intercultural Institute</u> Springs Stanfield Lilesville Morven Rocky Mount Oakboro Godwin A for Contextual Ministry Cale Copyright 2011, Intercultural Institute for Contextual Ministry

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.



Winterville Hobgood Hally Ridge Wanchese Fairview Castle Hayne Aurora Five Points Madison Haw River Stemate Calypso Silver Lake Mills River Barker Heights Lake Waccama Intercultural Institute River Bend Smithfield Sherrills Ford Lillington River Road JAARS Pollo For Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Novel	20.98%	20.03%	17.5%
Children's Books	14.71%	14.51%	13.46%
Mystery	13.57%	12.75%	11.65%
Cookbooks	11.9%	11.08%	10.51%
Religious (not Bibles)	8.89%	9.22%	9.2%
Personal/Business	8.56%	8.07%	7.23%
Self-help			
History	8.3%	8%	7.1%
Biography	7.99%	8.08%	7.18%
Romance	7.18%	7.23%	7.01%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	71.99%	71.58%	69.44%
Gen. Editorial	49.82%	51.87%	49.83%
Womens	43.58%	45.19%	43.92%
Service	36.01%	35.81%	33.9%
Business/Finance	22.97%	24.2%	20.53%
Mens	20.03%	18.92%	19.06%
Sports	17.47%	17.07%	15.9%
Mature Market	13.73%	13.49%	12.16%
Health	13.36%	13.39%	13.32%

Bald Head Island Winterville Belhaven Eastover Catawba Pine Level Pikeville Valdese Princeville Kinste Salemburg Halifax Shallotte Newton Belville Monroe Rural Hall Bether Intercultural Institute baccoville Cramerton Burlington Barker Heights Conover Newport Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Castoria Flat Rock Dunn Robers 52

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	57.72%	55.31%	53.34%
Business/Finance	34.01%	33.02%	29.48%
Sport	33.66%	32.88%	31.77%
Editorial Page	31.86%	30.47%	28.85%
Classified	30.36%	29.85%	31.75%
Movie Listings & Reviews	28.49%	27.63%	26.2%
Comics	27.61%	26.03%	25.82%
Food/Cooking	27.23%	26.72%	24.98%
TV/Radio Listings	24.65%	24.48%	23.51%
Travel	23.3%	22.64%	19.97%
Home/Gardening	23.14%	22.68%	20.84%
Science/Technology	20.91%	19.5%	17.47%
Fashion	15.89%	16.78%	15.69%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
CHR Contemp Hit Radio	18.79%	17.85%	18.23%
Adult Contemporary	18.78%	16.86%	16.08%
News/Talk	15.62%	14.04%	11.88%
Urban Contemporary	15.3%	22.53%	24.06%
Country	15.21%	12.82%	14.58%
Rock	12.44%	9.89%	10.36%
Oldies	11.84%	11.38%	11.09%
Alternative	11.79%	9.83%	9.29%
Classic Rock	11.18%	9.21%	8.49%
Variety	10.27%	9.86%	9.69%
All News	8.01%	9.36%	7.1%
Soft Contemporary	7.36%	7.29%	6.54%
Jazz	6.62%	8.33%	7.47%
Religious	6.43%	6.12%	5.94%
Sports	5.61%	5.41%	4.34%
All Talk	5.43%	5.37%	4.56%
Classical	5.42%	5.16%	4.04%
Public	4.27%	4%	2.97%



Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fox News Channel	65.17%	64.04%	62.45%
Soapnet	53.24%	51.98%	50.76%
Satellite Dish	50.67%	51.6%	50.63%
Comedy Central	39.48%	39.01%	34.04%
Other Video-On-Demand	37.23%	41.12%	42.22%
Sci-Fi Channel	36.37%	35.5%	34.97%
MSNBC	33.4%	32.94%	32.59%
Adult Pay Per View TV	30.83%	31.77%	31.71%
TV Info From Sunday TV	29.8%	29.87%	28.48%
Magazine			
ABC Fam.	28.77%	28.21%	26.16%
Subscribe Digital Cable	28.2%	32.46%	31.2%
TCM (Turner Classic	27.64%	26.34%	25.14%
Movies)			

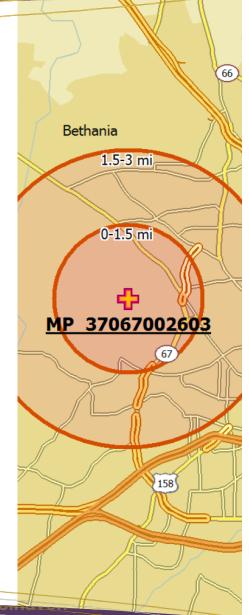
Swannanoa Brunswick Wingate East Laurinburg Millers Creek Burnsville Eureka Morehead City Morgani Hamlet Grantsboro Bethlehem Indian Trail James City Pleasant Hill New Cander Liberty Creswell Prospect Pinehurst Fairview Banner Elk Concord Connelly Springs Bonetsville Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Communication Media Usage

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

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

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



Alsenheimer Taylorsville Southport Everetts Yanceyville Pumpkin Center Spiveys Corner Minnesott Beach Herryville Saxapahaw Troy Norwood Madison Pinetops Stoneville Clark Mondall Greenevers Wath Kirkland Staley Moravian Falls Farmville Fremont Trinity Navassa In Factor Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

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

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	23.65%	22.3%	19.9%
Medium Users (4-6)	11.71%	11.29%	10.41%
Light Users (1-3)	20.93%	20.34%	20.25%
Quintiles (20%)			
Newspaper I (Heavy)	1.13%	0.93%	1.28%
Newspaper II	1.48%	1.63%	1.68%
Newspaper III	2.02%	1.99%	2.12%
Newspaper IV	0.27%	0.18%	0.41%
Newspaper V (Light)	0.79%	0.84%	0.94%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	17.22%	18.51%	19.89%
Magazines II	7.57%	8.23%	9.22%
Magazines III	8.19%	9.12%	9.82%
Magazines IV	10.31%	10.99%	11.99%
Magazines V (Light)	0.68%	0.75%	0.76%
Outdoor I (Heavy)	7.36%	7.72%	8.15%
Outdoor II	2.51%	3.34%	3.6%
Outdoor III	3.36%	4%	4.35%
Outdoor IV	14.93%	15.38%	15.91%
Outdoor V (Light)	24.82%	25.6%	24.68%
Yellow Pages I	14.16%	14.23%	15.05%
(Heavy)			
Yellow Pages II	7.18%	7.53%	7.35%
Yellow Pages III	5.48%	6.54%	7.37%
Yellow Pages IV	20.76%	20.15%	21.99%
Yellow Pages V	3.48%	3.67%	4.16%
(Light)			

Mooresboro Roxobel Green Level Bakersville Sherrills Ford Norlina Navassa Varnamtown Mountain Hon Keener Lasker Turkey White Oak Neuse Forest Gibson Plymouth Walshing Intercultural Institute d Raeford Dobbins Heights Stokesdale McFarlan Chocowinity Garner for Confectual Ministry Confectual Ministry Dallas 56 Coopyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry Contextual Ministry Confectual Ministry Confectual

Potential Multimedia Usage

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

IUM 0-1.5 1.5-3 3-7 MEDI	IUM	IUM 0-1.5				
MILES MILES MILES		MILES				
o Drive Time Quntiles TV Prime Time	e Quntiles (fifthe	e Quntiles (fifths				
s / 20%) / 20%)						
e Time I & II (Heavy) 2.52% 2.76% 3.09% Prime Time I & II (He	eavy)	eavy) 3.5%				
e Time III (Medium) 0.75% 0.71% 0.81% Prime Time III (Mediur	n)	m) 1.75%				
o IV & V (Light) 2.27% 2.48% 2.84% Prime Time IV & V (Lig	ht)	ht) 6.78%				
Radio Media Quntiles (fifths / TV Early/Late Fringe Quntiles						
) (fifths / 20%)						
o I & II (Heavy) 7.98% 9.18% 9.76% Fringe I & II (Heavy)		40.59%				
o III (Medium) 4.23% 4.01% 4.33% Fringe III (Medium)		50.74%				
o IV & V (Light) 3.11% 3.47% 3.8% Fringe IV (Light)		52.79%				
e TV Quntiles (fifths / TV All Day Quntiles (fifths	s /	s /				
) 20%)						
e I & II (Heavy) 15.04% 14.82% 13.9% All Day I & II (Heavy)		12.48%				
e III (Medium) 4.01% 4.57% 4.73% All Day III (Medium)		22.39%				
e IV & V (Light) 32.81% 34.16% 34.93% All Day IV (Light)		14.13%				



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	12.86%	12.51%	12.41%
6:00am - 10:00am	20.54%	20.76%	18.33%
10:00am - 3:00pm	7.66%	11.06%	11.18%
3:00pm - 7:00pm	13.9%	14.56%	15.54%
7:00pm - Midnight	14.51%	14.57%	14.07%
Midnight - 6:00am	6.82%	8.03%	7.86%
Weekend Radio			
Listeners			
Dayparts [summary]	13.66%	14.43%	15.1%
6:00am - 10:00am	5.03%	4.82%	4.4%
10:00am-3:00pm	7.46%	8.2%	6.88%
3:00pm - 7:00pm	6.67%	8.57%	8.49%
7:00pm - Midnight	9.65%	10.28%	10.22%
Midnight - 6:00am	13.27%	14.82%	14.07%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	9.03%	9.14%	8.17%
Saturday:	8.82%	8.75%	8.49%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.32%	10.17%	9.98%
9:00am-1:00pm	23.43%	23.75%	24.01%
9:00am-4:00pm	27.44%	27.98%	28.05%
4:00pm-7:00pm	33.04%	32.32%	30.79%
11:00pm-1:00am	41.64%	41.38%	41.16%
AVG Prime time	2.99%	4.19%	4.24%
Mon-Sun			

Crifton Frement Enochville Ruth Mineral Springs Five Points Kernersville Butner White Plains High Saxapahaw Long View Garysburg Selma Andrews Wendell Fletcher Morven Southport Stovall Duck Plymouth Fountain Barker Ten Mile Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-1.5	1.5-3	3-7	TV VIEW	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	19.19%	19.04%	18.48%	Sat: 7-10	Sat: 7-10am 21.33%	Sat: 7-10am 21.33% 20.81%
7-9am	26.31%	27.31%	25.65%	Sat: 10ar	Sat: 10am-1pm 8.17%	Sat: 10am-1pm 8.17% 9.39%
9am-12noon	19.77%	18.64%	18.55%	Sat: 1-4p	Sat: 1-4pm 25.96%	Sat: 1-4pm 25.96% 25.05%
12noon-4pm	7.67%	9.34%	9.5%	Sat: 4-6p	Sat: 4-6pm 7.83%	Sat: 4-6pm 7.83% 7.7%
4-6pm	54.15%	54.84%	50.7%	Sat: 6-7p	Sat: 6-7pm 2.46%	Sat: 6-7pm 2.46% 2.18%
6-7pm	17.94%	17.56%	17.87%	Sat: 7-8p	Sat: 7-8pm 1.33%	Sat: 7-8pm 1.33% 1.4%
7-7:30pm	1.83%	1.76%	1.86%	Sat: 8-11	Sat: 8-11pm 8.82%	Sat: 8-11pm 8.82% 8.75%
7:30-8pm	9.75%	10.12%	10.55%	Sat: 11pr	Sat: 11pm-1am 5.49%	Sat: 11pm-1am 5.49% 6.12%
8-11pm	9.03%	9.14%	8.17%	Sat: 1am	Sat: 1am-7pm 26.56%	Sat: 1am-7pm 26.56% 25.95%
11pm-12am	33.4%	32.94%	32.59%	Sun: 7-10	Sun: 7-10am 2.32%	Sun: 7-10am 2.32% 2.21%
11pm-1am	41.64%	41.38%	41.16%	Sun: 10a	Sun: 10am-1pm 6.18%	Sun: 10am-1pm 6.18% 5.94%
1-6am	35.3%	36.2%	33.74%	Sun: 1-4	Sun: 1-4pm 7.27%	Sun: 1-4pm 7.27% 6.42%
				Sun: 4-7	Sun: 4-7pm 12.46%	Sun: 4-7pm 12.46% 12.75%
				Sun: 7-1	Sun: 7-11pm 10.32%	Sun: 7-11pm 10.32% 10.17%
				Sun: 11p	Sun: 11pm-1am 4.37%	Sun: 11pm-1am 4.37% 4.95%
				Sun: 1-7a	Sun: 1-7am 21.58%	Sun: 1-7am 21.58% 21.55%

Barker Heights Red Oak Sherrills Ford Ocean Isle Beach Hope Mills Myrtle Grove Godwin Biscoe Fair Richfield Etowah Reidsville Jamesville Mar-Mac Pittsboro Sandyfield Schoold Biltmore Forest Mut Chapel Hill Lilesville Jonesville Unionville Winston-Salem Cameron Lu Confertual Ministry Wadesboro Polkville Skippers Corner Burnsville L59 Magnolia McFarlan Woodland Caswell Beach Stantonsburg Halifax Stedman Keeper Orrum Oak Bidge

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

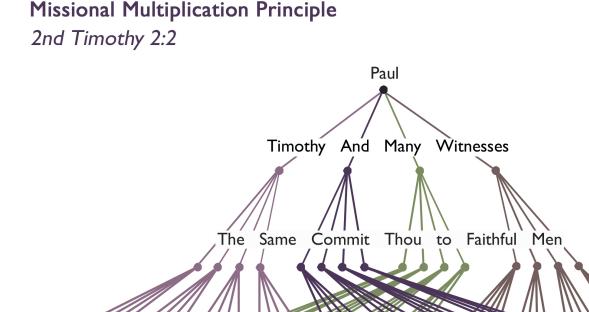
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Bakersville Lumber Bridge Star Randleman Leland Linden Candor Bladenboro Cedar Point Mariel Mount Pleasant Landis Sparta Spiveys Corner Southern Shores Hot Intercultural Institute Neuse Forest Goldston Clinton Manteo Fairview Wanchese Granite Fair Confectual Ministry Confectual

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.



Who Shall Be Able To Teach Others Also

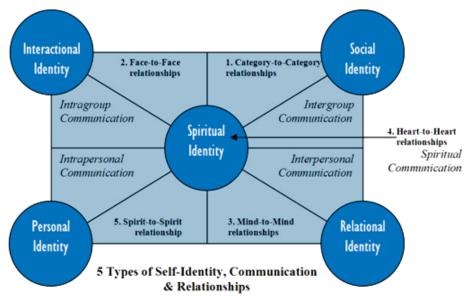
Ossipee Norman Wrightsboro Bermuda Run Clen Raven Butner Boone Hamlet Seven Springs Long Hamman River Bend Momeyer Hickory Milton Connelly Springs Mayor Intercultural Institute Toast Yadkinville Pilot Mountain Mulberry Lincolnton Earl Forest Oak for Contextual Ministry Copyright 2011, Intercultural Institute 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.



Staley Pinehurst Rich Square Vander Broadway Como Richlands Pineville West Jefferson Long View Honroe Richfield Newport Rolesville Winton Mint Hill Clyde St. Stepher Intercultural Institute City Cleveland Whitakers Troutman Stem Seven Springs Madison Spring Confectual Ministry Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Confectual Ministry Con

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.
- 3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through 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.



APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Northwest - Winston Salem	407 Petree Rd Winston Salem, NC 27106	0.57 mi	125	Insufficient Data
2	College Park - Winston Salem	1701 Polo Rd Winston Salem, NC 27106	0.97 mi	352	Plateauing
3	Old Town - Winston Salem	4386 Shattalon Dr Winston Salem, NC 27106	1.80 mi	517	Plateauing
4	New Church	1105 Long Dr Winston Salem, NC 27106	1.82 mi	0	Insufficient Data
5	Forest Hill - Winston	402 Polo Rd Winston Salem, NC 27105	2.80 mi	48	Declining
6	Knollwood - Winston Salem	330 Knollwood St Winston Salem, NC 27104	2.94 mi	371	Plateauing
7	Beck's - Winston Salem	5505 Becks Church Rd Winston Salem, NC 27106	2.96 mi	328	Plateauing
8	Hispanic - Winston Salem	5505 Becks Church Rd Winston Salem, NC 27106	2.96 mi	0	Insufficient Data
9	South Fork - Win	3830 Wayne St Winston Salem, NC 27104	3.19 mi	61	Declining
10	Robinhood Road - Winston Salem	5422 Robinhood Rd Winston Salem, NC 27106	3.60 mi	157	Plateauing
11	121 Church	903 N Cherry St Winston Salem, NC 27101	3.81 mi	0	Insufficient Data
12	Winston-Salem Chinese Christian - Winston	501 Miller St Winston Salem, NC 27103	3.83 mi	0	Insufficient Data
13	Ardmore - Winston Salem	501 Miller St Winston Salem, NC 27103	3.83 mi	628	Plateauing
14	Crestwood - Winston Salem	530 Motor Rd Winston Salem, NC 27105	3.84 mi	118	Declining
15	Forsyth Park - Winston Salem	1600 S Hawthorne Rd Winston Salem, NC 27103	3.96 mi	37	Plateauing

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APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANC E	WRSHP AVG	IICM CGR
16	Calvary - Win	5000 Country Club Rd Winston Salem, NC 27104	3.97 mi	3,794	Plateauing
17	Mineral Springs - Winston Salem	3733 Ogburn Ave Winston Salem, NC 27105	4.14 mi	90	Plateauing
18	Vietnamese Mission	5230 Lukon Ln Winston Salem, NC 27104	4.17 mi	0	Insufficient Data
19	North Winston - Winston Salem	4023 Tise Ave Winston Salem, NC 27105	4.39 mi	37	Plateauing
20	Pfafftown - Pfafftown	4336 Transou Rd Pfafftown, NC 27040	4.41 mi	180	Declining
21	United - Winston	5815 Murray Rd Winston Salem, NC 27106	4.55 mi	94	Growing
22	Stanleyville First - Winston Salem	851 Ziglar Rd Winston Salem, NC 27105	4.74 mi	332	Declining
23	Resurrection Biker Church	401 Magnolia Branch Dr Apt 7 Winston Salem, NC 27104	4.79 mi	0	Insufficient Data
24	International City of Praise Christian C	1001 S Marshall St Ste 75 Winston Salem, NC 27101	5.16 mi	0	Insufficient Data
25	Greater Saint Matthews - Winston Salem	149 Wheeler St Winston Salem, NC 27101	5.20 mi	50	Growing
26	Bethany - Winston Salem	600 Old Hollow Rd Winston Salem, NC 27105	5.26 mi	258	Plateauing
27	Macedonia - Tobaccoville	6186 Doral Drive Tobaccoville, NC 27050	5.45 mi	71	Declining
28	North Davidson Community - Winston Salem	1090 Chestnutview Dr Winston Salem, NC 27105	5.57 mi	0	Insufficient Data
29	Southside - Wins	401 E Sprague St Winston Salem, NC 27127	5.62 mi	38	Plateauing
30	Winston-Salem Baptist Church Inc - Lewisv	· ·	5.94 mi	40	Insufficient Data

Vass Stony Point Hookerton Reidsville Lake Norman of Catawba Brookford Goldston Hays Kirkland Cleveland Fairview Silver Lake Peletier Scotland Neck Hayesville Calver Intercultural Institute shington Park Askewville Elizabethtown Burgaw Severn Millers Creek Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Lewisville - Lewisville	125 Lewisville Clemmons Rd Lewisville, NC 27023	6.28 mi	190	Plateauing
32	The Triad Journey	125 Lewisville Clemmons Rd Lewisville, NC 27023	6.28 mi	0	Insufficient Data
33	Union - Winston	1200 N Trade St Winston Salem, NC 27101	6.46 mi	0	Insufficient Data
34	Konnoak - Winston Salem	400 McLean Ave Winston Salem, NC 27127	6.49 mi	100	Plateauing
35	Rural Hall First - Rural Hall	7105 Broad St Rural Hall, NC 27045	6.51 mi	52	Declining
36	Griffith - Winston Salem	1987 Old Salisbury Rd Winston Salem, NC 27127	6.55 mi	137	Declining
37	Friends - Clemmons	1840 Lewisville Clemmons Rd Clemmons, NC 27012	6.72 mi	63	Declining
38	Northridge - Rural Hall	7911 Ketner Farm Rd Rural Hall, NC 27045	6.91 mi	81	Declining
39	Parkway - Winston	1170 W Clemmonsville Rd Winston Salem, NC 27127	7.00 mi	33	Plateauing
40	Edgewood - Winst	4067 Reidsville Rd Winston Salem, NC 27101	7.06 mi	166	Plateauing
41	Waughtown - Winston Salem	1538 Waughtown St Winston Salem, NC 27107	7.34 mi	110	Declining
42	Antioch - Winston Salem	910 Palmer Ln Winston Salem, NC 27107	7.44 mi	76	Declining
43	Life Quest - Clemmons	1150 S Peace Haven Rd Clemmons, NC 27012	7.86 mi	55	Insufficient Data
44	New Bethel - Tobaccoville	6340 Ridge Rd Tobaccoville, NC 27050	8.13 mi	35	Plateauing
45	Center Grove - Clemmons	8200 Center Grove Church Rd Clemmons, NC 27012	8.39 mi	583	Plateauing

on Haw River <u>New London</u> Chocowinity Fair Bluff Caswell Beach Cajan's Mountain Watha Pantego Ser Hillers Creek Conway La Grange Elizabethtown Henderson Oak Ridge <u>Intercultural Institute</u> Pleasant Gart Holden Beach Sandy Creek Swepsonville Hightsville Butner Stanfield <u>Intercultural Ministry</u> Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry



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