MissionSite top unreached locations

Oak Ridge Bostic Wilkesboro Minnesott Beach arpsbu Multiply Averv Creek Lake Santeetlah In partnership with the: Asheboro Wanchese Falcon Macon ille North Topsail Beach Reidsville Carolina Shores Intercultural Institute Intsboro Atlantic Beach St Spe for Contextual Ministry Ten Mile Brices Creek Pineblum Calypso

Keener Southern Shores Fairview

Seaboard Stailings Ocracoke nd©Copyright 2011, InterculturaldnStitute for Contextual Ministry leman

GREENSBORO, NC

CENSUS TRACT: 37081010403 Ochville REGION: Region 5: Piedmont Triad COUNTY: Guilford SITESCAPE: Suburbscapeount Airy **DENSITY PATTERN: M** Fairviev Chapel **Oriental** North Carolina Baptists Caring. Sharing. Daring. Mebane Sylva

MissionSite (TM) Table of Contents

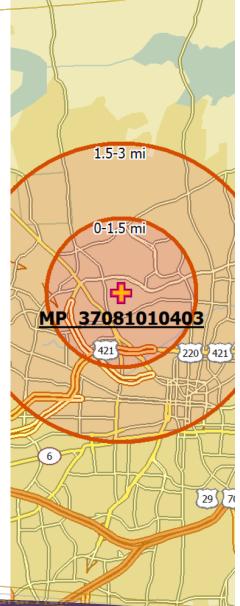
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Pikeville Cleveland Waynesville Carolina Beach Lansing Cove City Mineral Springs Newport Harrisburg Windsor Casar Bald Head Island Hamilton Stonewall Mount Pleasar Intercultural Institute eville New London Gastonia Holly Springs Marietta Pink Hill Montreat for Contextual Ministry of Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary

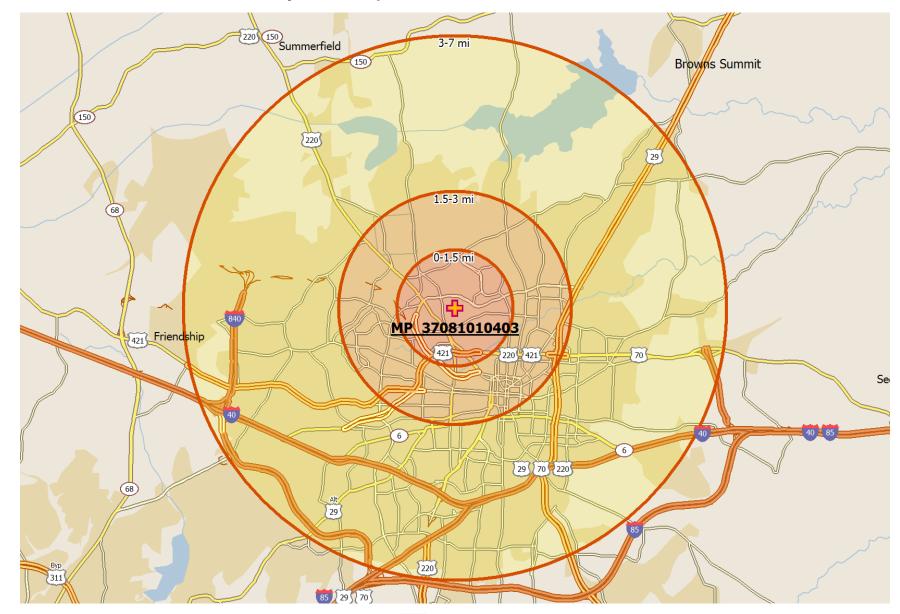
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	37081	Guilford
4	Zipcode	27408	Guilford
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	М	100000-250000-100000



eron Grantsboro St. Stephens Cary Wake Forest Bunn Weaverville Cleveland Mebane Charlotte Pink E East Spencer Granite Quarry Mount Airy Casar Glen Raven Vass Intercultural Institute Gamewell Mount Olive Jonesville Robbins Stem Rosman Jamestov Intercultural Institute for Confectual Ministry er Copyright 2011, Intercultural Institute for Contextual Ministry Mountain Home Seven Springs Youngsville Winston-Sale

Site Location Summary - Map of the Site Location



Davidson Autryville Fayetteville East Arcadia Southern Shores Enfield Boonville Burnsville Cooleemee Cedar Point Durham Tar Heel Holly Ridge Salisbury Selma Royal Pines intercultural Institute Wanchese Flat Rock Elizabeth City Grantsboro Bald Head Island Monart Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	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

son Alliance Durham Eden Rural Hall Connelly Springs James City Newton Eastover Rex Navassa Hays Wake Forest Columbus Beech Mountain Kannapolis Stantonsburg Intercultural Institute inson Williamston Saratoga Albemarle Pumpkin Center King Newport for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Trenton Mooresboro Jackson Marshall Taylorsville

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	16,013	60,619	194,017
2010 Households	7,190	25,729	77,740
2010 Group Quarters Population	22	5,286	8,024

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	58	58	40
Language Diversity National Index	44	54	32
Foreign Born Diversity National Index	81	58	78
Ancestry Diversity National Index	71	20	65
Racial Diversity National Index	55	79	45

Westey Chapel Welcome Angler Swepsonville Norman Kelford Navassa Wingate White Lake Hope Will Fayetteville Cleveland Windsor Hudson Enfield Seaboard Yanceyville Intercultural Institute A Norman of Catawba Topsail Beach Red Cross Thomasville Bessemer Cive For Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

Sherrills Ford Connelly Springs Hildebran Bolivia Long View Randleman Calabash Roxobel Morgante Archdale Norman Fairfield Harbour Webster Monroe Summerfield Harbour Intercultural Institute Ellerbe Ansonville Sims Faison Belhaven Holly Ridge Belville Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-1.5 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	4,121	57.32%
Mainstay Communities	Established, Diverse Households	1,026	14.27%
Working Communities	Blue-collar, Working Families	1,234	17.16%
Country Communities	Rural, Agri. & Mining Families	134	1.86%
Aspiring Communities	Young Singles / Aspiring-Multihousing	640	8.9%
Urban Communities	High Density, Inner-city Neighborhoods	36	0.5%

Pinebluff Mills River Silver Lake Navassa Highlands Gibson Bunn South Rosemary Spiveys Corner G Sector Cerro Gordo Elk Park Colerain Mount Gilead Buies Creek Lansing Intercultural Institute terson Springs Seven Springs Kinston Randleman Macclesfield Fletcher For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual 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.

Mayodan Rosebero Pikeville Canton Jacksonville Spindale Clemmons Carolina Beach Monroe Siler Gil Stem Waco Harrells Conover Bent Creek Walstonburg Sunset Beach Intercultural Institute W Jamestown Butters West Canton Cleveland Pink Hill Cashiers Hob Got Confectual Ministry Verville Grifton Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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

on Cajah's Mountain Tar Heel Pineville Ocracoke Burnsville Swansboro Asheville Thomasville Shannor File Chocowinity Wilson Sneads Ferry Morehead City Faison Dobbins Midland Holly Springs Millers Creek Castle Hayne Mount Olive Fearrington Alamance Star Confectual Ministry Moravian Fall 10 Confectual Ministry Newton Mooresboro Clayton Biscoe Moravian Fall 10

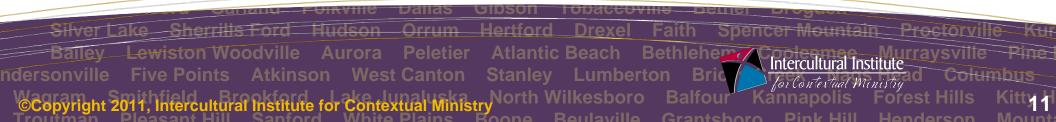
Spirituality Indicators Overview - Evangelscape

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	136,556	5,064	3.71%
Unreached %	70.16%	70.43%	100.39
Religious But NOT Evangelical HH	39,383	1,260	3.2%
Religious But NOT Evangelical %	20.23%	17.53%	86.64
Spiritual But NOT Relig or Evang HH	18,879	827	4.38%
Spiritual But NOT Relig or Evang %	9.7%	11.5%	118.55
Not Evangelical, Not Interested HH	78,865	2,977	3.77%
Not Evangelical, Not Interested %	40.52%	41.4%	102.18





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	116	16	13.79%
Active BCNC Attenders	14,613	2,175	14.88%
Active Evangelical Households	25,491	4,105	16.11%
Active Evangelical Percent	13.10%	12.47%	95.23
Inactive Evangelical Households	32,590	5,248	16.1%
Inactive Evangelical Percent	16.74%	15.94%	95.22
# New Churches Needed	0	0	0%





Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Lawndale - Greensboro	0.58 mi	1,162	Growing	16	Lankford Memorial - Greensboro	2.77 mi	66	Declining
2	Word Fellowship Reformed Baptist	0.92 mi	0	Insufficient Data	17	New Hope - Greensboro	3.03 mi	11	Declining
3	Parkway - Greensboro	1.00 mi	140	Declining	18	Friendly Avenue Karen Church	3.12 mi	0	Insufficient Data
4	Hillcrest - Greensboro	1.74 mi	58	Plateauing	19	Friendly Avenue - Greensboro	3.12 mi	485	Plateauing
5	Encounter	1.82 mi	30	Insufficient Data	20	First Montagnard Baptist Church	3.13 mi	89	Insufficient Data
6	Stevens Memorial - Greensboro	1.99 mi	77	Plateauing	21	Rankin - Greensboro	3.13 mi	120	Declining
7	Triad Community Fellowship	2.09 mi	0	Insufficient Data	22	New Bethel Christian Center	3.15 mi	0	Insufficient Data
8	Magnolia Street - Greensboro	2.09 mi	53	Declining	23	Lindley Park - Greensboro	3.15 mi	0	Insufficient Data
9	24/7 Christian	2.16 mi	0	Insufficient Data	24	Brandt Oaks - Greensboro	3.17 mi	0	Insufficient Data
10	Northside - Greensboro	2.27 mi	143	Declining	25	Congecors International	3.58 mi	0	Insufficient Data
11	Central Community - Greensboro	2.38 mi	40	Insufficient Data	26	Laotian Baptist Mission	3.69 mi	0	Insufficient Data
12	Korean Mission - Greensboro	2.40 mi	48	Declining	27	Ethiopian Mission - Greensboro	3.69 mi	15	Insufficient Data
13	Greensboro First - Greensboro	2.40 mi	300	Plateauing	28	Immanuel - Greensboro	3.69 mi	118	Growing
14	Eller Memorial - Greensboro	2.69 mi	58	Declining	29	Awaken	3.72 mi	21	Insufficient Data
15	College Park - Greensboro	2.72 mi	0	Insufficient Data	30	Florida Street - Greensboro	3.82 mi	39	Plateauing

te Lake Alamance Powellsville Falcon Laurel Park Ayden Maggie Valley Rosman Everetts Fallston Be Lake Norman of Catawba Lenoir Vander Oak City Momeyer Rhodhiss <u>Intercultural Institute</u> Debsor Elon Statesville Polkville Durham Pinehurst Teachey Bear Grass Copyright 2011, Intercultural Institute for Contextual Ministry vitle Grove Harrellsville Faison Boardman Vandemer 13

Using the Spirituality Indicators

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

Issues for Your Consideration

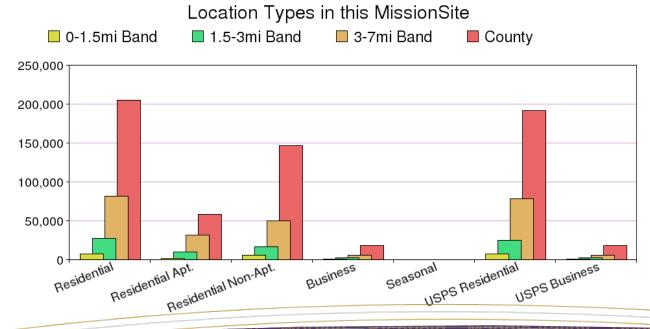
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

gar Mountain Morganton Bridgeton Salisbury Mocksville Locust Biltmore Forest Turkey Ingold Brunswith Horman of Catawba Gorman Hertford Lucama Leggett Brices Creek Super Konansville Vandemere Meldon Ellerbe Pilot Mountain Eureka Kings Grant Myrtle Grove Chim Forest Turkey wells ile Roo Confectual Ministry Confectual Ministry Minis

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
1990 Population	347,465	16,572	4.77%
2000 Population	421,048	16,290	3.87%
2010 Population	488,074	16,013	3.28%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	137,725	6,955	5.05%
2000 Households	168,667	7,286	4.32%
2010 Households	194,637	7,190	3.69%

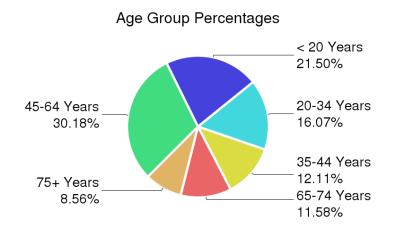


Location Type	0-1.5mi Band
Residential	7,692
Residential Apt.	1,486
Residential Non-Apt.	6,206
Business	596
Seasonal	0
USPS Residential	7,742
USPS Business	874

Midland James City Stokesdale Nashville Bath Maxton Waynesville Granite Quarry Marvin Beiville Grantsboro Castalia Shelby New Bern Holly Springs McAdenville Reference For Contextual Ministry a Copyright 2011, Intercultural Institute for Contextual Ministry Ministry Stallings Mint Hill Bessemer City Macon Salisbury 15

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.

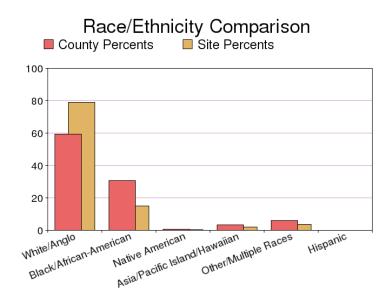


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.16%	4.86%	94.19
4-5 Years	2.64%	1.97%	74.62
6-8 Years	3.99%	2.99%	74.94
9-11 Years	3.92%	3.2%	81.63
12-13 Years	2.58%	2.19%	84.88
14-17 Years	5.44%	4.22%	77.57
18-19 Years	2.74%	2.07%	75.55
0-5 Years	7.8%	6.83%	87.56
6-12 Years	9.2%	7.28%	79.13
13-19 Years	9.48%	7.39%	77.95
< 20 Years	26.48%	21.5%	81.19
20-34 Years	21.2%	16.07%	75.8
35-44 Years	13.66%	12.11%	88.65
45-64 Years	25.5%	30.18%	118.35
65-74 Years	7.07%	11.58%	163.79
75+ Years	6.08%	8.56%	140.79
Median Age	37	46	125.53
Median Age (Male)	35	44	123.66
Median Age (Female)	38	47	125.25

iff Lincolnton Keener Dunn Franklinton Laurel Park Roxobel Halifax Kitty Hawk Monroe Troutman B retteville Morganton Rosman Ogden Davidson Old Fort Moravian Falls Intercultural Institute x Matthews Ahoskie Bethlehem Mayodan St. James Atkinson Centerv for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-1.5 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	59.49%	79%	132.79
Black, African-American	30.59%	14.93%	48.82
Native American	0.53%	0.27%	50.33
Asian	3.38%	2.11%	62.48
Pacific Island, Hawaiian	0.06%	0.04%	78.44
Other/Multiple Races	5.95%	3.64%	61.15
Hispanic	0%	3.28%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	323,464	11,879	
Less than 9th Grade	4.74%	2.05%	230.57

Total Adults over age 25 years.	323,464	11,879	
Less than 9th Grade	4.74%	2.05%	230.57
No High School Diploma	8.3%	3.38%	245.19
High School Graduate	27.38%	18.65%	146.78
Some College, no degree	20.4%	20.29%	100.53
Associate Degree	6.84%	5.24%	130.63
College Degree	21.94%	32.52%	67.46
Graduate/Prof. degree	10.41%	17.86%	58.27

ed Springs Earl Sedalia Seven Lakes Claremont Gastonia Pleasant Hill Waco Cullewhee Mint Hill Fee Balfour Sea Breeze Lumberton Maxton Hildebran Ramseur Ogo Intercultural Institute Foxfire Brogden Rural Hall Morganton Rosman Greenville McDonal Fox Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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	7.95%	5.19%	73.26
\$10,000 to \$19,999	11.29%	7.76%	68.72
\$20,000 to \$29,999	12.36%	9.72%	78.65
\$30,000 to \$49,999	20.62%	19.6%	95.04
\$50,000 to \$59,999	8.18%	8.3%	101.48
\$60,000 to \$69,999	8.13%	6.95%	85.55
\$70,000 to \$79,999	6.29%	5.8%	92.14
\$80,000 to \$89,999	4.77%	4.48%	93.97
\$90,000 to \$99,999	3.42%	3.52%	102.84
\$100,000 to \$124,999	6.63%	7.47%	112.71
\$125,000 to \$149,999	3.6%	5.56%	154.71
\$150,000 to \$199,999	3.63%	6.24%	171.87
\$200,000 to \$249,999	1.21%	2.61%	215.92
\$250,000 or more	1.91%	6.79%	354.45
Median Household	47,418	66,035	139.26
Average Household	65,789	105,225	159.94
Per Capita Household	27,040	47,249	174.74
Family/Non-Family Household			
Income			
Median Family Income	61,265	87,895	143.47
Average Family Income	80,986	126,519	156.22
Median Non-Family Income	30,830	40,474	131.28
Average Non-Family Income	40,524	63,942	157.79

Aurora Gastonia Bethel Hightsville Rose Hill Bladenboro Harkers Island West Canton Barker Heights Aurora Gastonia Bethel Hightsville Coats Mooresboro Stokesdale Intercultural Institute Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Description Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Description Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-1.5 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	62.44%	61.38%	98.3
Families with Children	32.03%	25.33%	79.08
Families without Children	30.42%	36.05%	118.52
Non-Family Households			
% Non-Family Households	37.56%	38.62%	102.83
Non-Families with Children	0.17	0.1	57.95
Non-Families without Children	37.39	38.53	103.04
Housing Units			Index
Total Housing Units	218,939	7,821	
Vacant percent	11.1%	8.07%	72.69
Owned percent	55.99%	69.84%	124.74%
Rented Percent	32.91%	22.09%	67.13
Households by Size			Index
Avg household size	2.42	2.22	91.74
Avg family hh size	3.14	2.90	92.36
Avg non-family hh size	1.24	1.15	92.74
Households By Count of Persons			Percent
One	61,054	2,408	3.94%
Two	59,779	2,572	4.3%
Three or Four	57,603	1,778	3.09%
Five+	16,201	432	2.67%

Speed Half Moon Long View Benson China Grove Erwin Askewville Littleton Vandemere Wade Was Driental Knightdale Sea Breeze Oak Ridge Manteo Taylorsville New Berner Intercultural Institute Spencer Plymouth Franklinville Gatesville Glen Raven Biltmore Forest of Confectual Ministry Grove Cove Cove Cove Copyright 2011, Intercultural Institute for Contextual Ministry Oakboro Lenoir Bladenboro Warrenton Colerain Be19

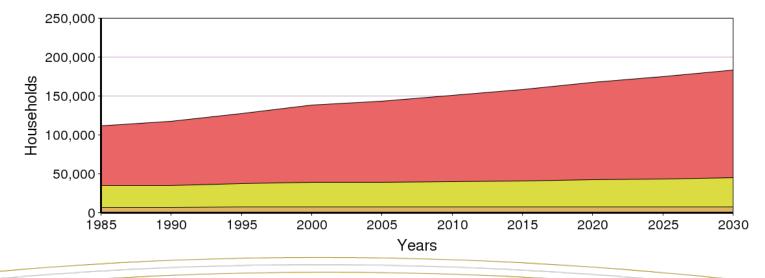
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 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	DEMOSCAPE COUNTY	DEMOSCAPE COUNTY RING
1990 Households	1990 Households 137,725	1990 Households 137,725 6,955
2000 Households	2000 Households 168,667	2000 Households 168,667 7,286
2010 Households	2010 Households 194,637	2010 Households 194,637 7,190
2015 Households	2015 Households 207,125	2015 Households 207,125 7,232
1990 Households 2000 Households 2010 Households	1990 Households137,7252000 Households168,6672010 Households194,637	1990 Households137,7256,9552000 Households168,6677,2862010 Households194,6377,190

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 👘 🔲 0-3mi Ring

📕 0-7mi Ring



Intain Home Lake Santeetlah Westport Vass Reidsville Aulander Raeford Marion Waco Macon Center Wrightsville Beach Charlotte Andrews Taylortown Wanchese Ashebert Intercultural Institute Atkinson Lake Junaluska Cullowhee Goldston Gaston Bayshore Saver Contextual Ministry Contextual Ministry of Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

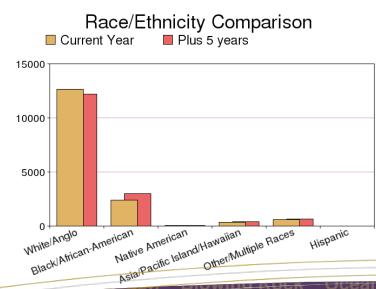
Projected Age Group Percentages 45-64 Years 29.87%
75+ Years 8.91%
65-74 Years 13.67% 35-44 Years 11.57%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.86%	4.39%	90.33
4-5 Years	1.97%	1.83%	92.89
6-8 Years	2.99%	2.86%	95.65
9-11 Years	3.2%	3.1%	96.88
12-13 Years	2.19%	2.3%	105.02
14-17 Years	4.22%	3.93%	93.13
18-19 Years	2.07%	1.84%	88.89
0-5 Years	6.83%	6.23%	91.22
6-12 Years	7.28%	7.08%	97.25
13-19 Years	7.39%	6.96%	94.18
< 20 Years	21.5%	20.27%	94.28
20-34 Years	16.07%	15.72%	97.82
35-44 Years	12.11%	11.57%	95.54
45-64 Years	30.18%	29.87%	98.97
65-74 Years	11.58%	13.67%	118.05
75+ Years	8.56%	8.91%	104.09
Median Age	37	48	130.33
Median Age (Male)	35	46	129.05
Median Age (Female)	38	49	129.55

Enfield East Laurinburg Mayodan Northlakes Fletcher Staley Boardman King Peletier Harrisburg Seaboard Danbury Winton Vander Ogden Dunn Tarboro Vandemer Sandy Creek Angier Wilson City Pleasant Garden Elizabeth City Blowing Rock Whispering Pines Boo for Contextual Ministry Secopyright 2011, Intercultural Institute for Contextual Ministry Bob Copyright 2011, Intercultural Institute for Contextual Ministry Bob Copyright 2011, Intercultural Institute for Contextual Ministry Bob Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	79%	74.77%	94.65
Black, African-American	14.93%	18.37%	123.02
Native American	0.27%	0.33%	123.25
Asian	2.11%	2.49%	118.18
Pacific Island, Hawaiian	0.04%	0.04%	98.14
Other/Multiple Races	3.64%	4%	109.76
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	11,879	12,351	
Less than 9th Grade	2.05%	1.95%	95
No High School Diploma	3.38%	2.94%	86.85
High School Graduate	18.65%	19.46%	104.29
Some College, no degree	20.29%	19.49%	96.06
Associate Degree	5.24%	5.51%	105.3
College Degree	32.52%	32.32%	99.39
Graduate/Prof. degree	17.86%	18.33%	102.61

Bear Grass Pittsboro Royal Pines Harrisburg Wingate Topsail Beach Green Level Snow Hill Kelly B Hakes Goldston Conway Aurora Westport Mooresville Hudson Waxer Intercultural Institute Sandyfield Stokesdale Clemmons Barker Heights Wadesboro Lake Por Intercultural Institute errordton Boliv Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Apex Raeford Chimpey Rock Village Keeper Bayboro

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	5.19%	4.84%	93.29
\$10,000 to \$19,999	7.76%	7.67%	98.88
\$20,000 to \$29,999	9.72%	9.36%	96.29
\$30,000 to \$49,999	19.6%	18.32%	93.49
\$50,000 to \$59,999	8.3%	7.78%	93.76
\$60,000 to \$69,999	6.95%	7.12%	102.4
\$70,000 to \$79,999	5.8%	5.96%	100.37
\$80,000 to \$89,999	4.48%	4.85%	103.12
\$90,000 to \$99,999	3.52%	3.54%	100.6
\$100,000 to \$249,999	7.47%	7.9%	105.71
\$125,000 to \$149,999	5.56%	6.1%	109.61
\$150,000 to \$199,999	6.24%	6.93%	110.93
\$200,000 to \$249,999	2.61%	2.79%	106.82
\$250,000 or more	6.79%	6.86%	101.05
Median Household	66,035	69,064	104.59
Average Household	105,225	109,380	103.95
Per Capita Household	47,249	48,485	102.62
Family/Non-Family Household			
Income			
Median Family Income	87,895	93,922	106.86
Average Family Income	126,519	132,557	104.77
Median Non-Family Income	40,474	42,511	105.03
Average Non-Family Income	63,942	67,462	105.5

amtown Sneads Ferry Holly Ridge Calypso Elk Park Midland Rich Square Stedman Eden Carolina Beach the Hildebran Pinetops Unionville Kelford Indian Trail Navassa Siler Contextual Institute ite Quarry Chimney Rock Village Surf City Oakboro Seven Devils Souther Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry 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	61.38%	59.96%	97.68
Families with Children	25.33	25.03	98.82
Families without Children	36.05	34.78	96.47
Non-Family Households			
% Non-Family Households	38.62%	40.04%	103.68
Non-Families with Children	0.1	0.04	103.68
Non-Families without	38.53	40	103.83
Children			
Housing Units			
Total Housing Units	7,821	7,878	100.73%
Vacant percent	8.07%	8.2%	101.64
Owned percent	69.84%	69.47%	99.48
Rented Percent	22.09%	22.33%	101.06
Households by Size			
Avg household size	2.22	2.25	101.35%
Avg family hh size	2.90	3.00	103.45%
Avg non-family hh size	1.15	1.13	98.26%
Households By Count of			
Persons			
One	2,408	2,547	105.77%
Тwo	2,572	2,366	91.99%
Three or Four	1,778	1,832	103.04%
Five+	432	486	112.5%

Waxhaw Mulberry Godwin Calypso Red Oak Burgaw Norwood Edenton Belwood Bethania Pinehur Dobbins Heights Kings Mountain Salem Boiling Spring Lakes Lillington Kill Dovil Hills Elroy Cove City New London Kinston Franklin Sea Breeze Wentwood Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-1.5	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	423	4,364	13,383	Eastern Africa	Eastern Africa 0	Eastern Africa 0 53
Northern Europe	63	276	403	Middle Africa	Middle Africa 0	Middle Africa 0 29
Western Europe	45	177	426	Northern Africa	Northern Africa 5	Northern Africa 5 106
Southern Europe	0	83	162	Southern Africa	Southern Africa 20	Southern Africa 20 42
Eastern Europe	5	294	450	Western Africa	Western Africa 0	Western Africa 0 306
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 14
Eastern Asia	32	270	624	Oceania	Oceania 9	Oceania 9 29
So. Central Asia	120	314	680	Caribbean	Caribbean 27	Caribbean 27 147
SE Asia	0	668	2,111	Central Amer.	Central Amer. 85	Central Amer. 85 1,057
Western Asia	0	44	204	South America	South America 0	South America 0 209
Other Asia	0	0	58	North America	North America 12	North America 12 246
				Born at sea	Born at sea 0	Born at sea 0 0

Angier Rewland Cullowhee Pembroke High Point Mount Gilead Turkey Brookferd Forest Hills Hug Sugar Mountain Bogue Morrisville Cramerton Conover East Rockingham independent Fairview Eureka B Welcome Belmont Boiling Springs Belhaven Keener Stanfield Gibsor for Confectual Ministry the Bonnetsville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Spencer Mountain Colerain Old Fort Rex Youngsville

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
	MILES	MILES	MILES
English only	13,078	53,265	132,749
Spanish	338	2,462	8,726
Other Indo-Euro	293	1,752	3,081
anguage			
French (incl. Patois,	96	567	1,295
Cajun)			
French Creole	0	19	13
talian	8	90	196
Portuguese	9	35	60
German	43	276	441
riddish	0	17	15
Other West Germanic	27	35	58
A Scandinavian	0	25	73
anguage			
Greek	6	110	20
Russian	0	81	34
Polish	0	47	31
Serbo-Croatian	0	88	182
Other Slavic Language	0	17	108
Armenian	0	0	0
Persian	0	109	23
Gujarathi	0	61	103
Hindi	0	14	88
Urdu	11	28	102

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Ancestry Summary

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

ANCESTRY	0-1.5	1.5-3	3-7	ANCESTRY	ANCESTRY 0-1.5	ANCESTRY 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	11,796	49,959	128,748	Irish	Irish 901	Irish 901 3,655
Arab	31	263	658	Italian	Italian 472	Italian 472 2,158
Armenian	5	0	14	Lithuanian	Lithuanian 21	Lithuanian 21 28
Austrian	13	144	114	Norwegian	Norwegian 58	Norwegian 58 423
British	53	525	578	Polish	Polish 113	Polish 113 955
Canadian	10	124	210	Portuguese	Portuguese 11	Portuguese 11 46
Croatian	0	50	12	Romanian	Romanian 3	Romanian 3 34
Czech	6	98	145	Russian	Russian 74	Russian 74 339
Czechoslovak	6	24	28	Scandinavian	Scandinavian 6	Scandinavian 6 51
Danish	8	76	101	Scotch-Irish	Scotch-Irish 984	Scotch-Irish 984 2,820
Dutch	253	517	785	Scottish	Scottish 376	Scottish 376 1,510
English	2,571	6,553	9,364	Slovak	Slovak 25	Slovak 25 79
European	209	954	1,264	Subsaharan African	Subsaharan African 81	Subsaharan African 81 821
Finnish	0	0	82	Swedish	Swedish 183	Swedish 183 308
French (not Basque)	205	898	1,278	Swiss	Swiss 21	Swiss 21 112
French Canadian	41	194	313	Ukrainian	Ukrainian 13	Ukrainian 13 92
German	1,375	5,062	7,787	US/American	US/American 1,559	US/American 1,559 5,183
Greek	69	299	240	Welsh	Welsh 67	Welsh 67 259
Hungarian	27	141	206	West Indian	West Indian 44	West Indian 44 115
Iranian	0	110	39	Yugoslavian	Yugoslavian 0	Yugoslavian 0 112
				Other	Other 1,903	Other 1,903 14,826

ark Dobson Maysville Surf City Blowing Rock Ellerbe Mountain View Satuda White Plains Grandfather gatown Sneads Ferry Red Cross Stem Kelford Newton Plain View River Intercultural Institute outh Mount Gilead Huntersville Welcome Stovall Mount Airy Indian Bear of Confectual Ministry for Confectual Ministry Socopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry Trinity Franklin Sunset Beach Taylortown Manteo B27

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Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

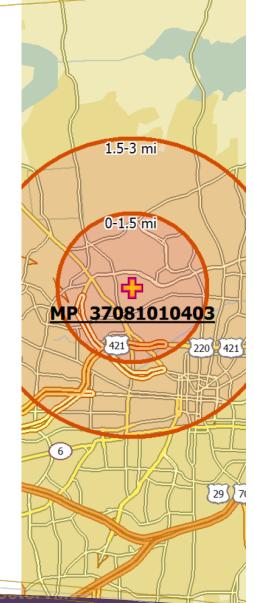
Issues for Your Consideration - continued

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

Ly Carthage Fearrington Hickory Fairview Fletcher Mount Pleasant Roseboro Scotland Neck Beulaville a Jah's Mountain Yadkinville Saluda Asheboro Cashiers Peletier Sharps And Biscon Stem Reidsville Ranlo Cofield Spindale Wrightsville Beach Hays Pinehurst Stedman for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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.

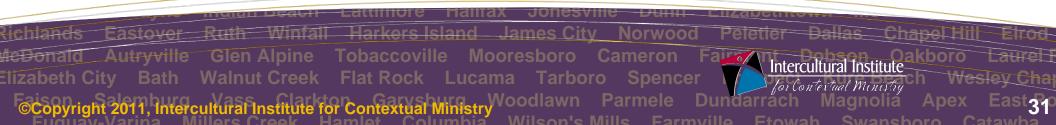
This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangelscape report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.



Davidson McDenald Edenton Morganton Stem River Road Dallas Murphy Furkey Stantonsburg in Pantego Gorman Kittrell Spring Lake Mayodan Icard Wilson's Mills <u>Intercultural Institute</u> Green Level ardeen Rowland Swansboro Carthage Severn Moravian Falls Hickory for Contextual Ministry Jonesville Fa

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,190	100%	5,324	100%
AFFLUENT SUBURBIA	1,987	27.64%	1,439	27.03%
America's Wealthiest	399	5.55%	320	6.01%
Dream Weavers	610	8.48%	436	8.19%
White Collar Suburbia	41	0.57%	33	0.62%
Upscale Suburbia	15	0.21%	12	0.23%
Enterprising Couples	0	0%	0	0%
Small Town Success	922	12.82%	638	11.98%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	2,134	29.68%	1,475	27.7%
Status Conscious Consumers	202	2.81%	142	2.67%
Affluent Urban Professionals	56	0.78%	45	0.85%
Urban Commuter Fam.	1,516	21.08%	1,018	19.12%
Solid Suburban Mix	16	0.22%	12	0.23%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	344	4.78%	258	4.85%
SM TWN SUCCESS	102	1.42%	328	6.16%
Successful Urban Sprawl	47	0.65%	258	4.85%
2nd City Homebodies	12	0.17%	33	0.62%
Prime Middle America	0	0%	8	0.15%
Urban Optimists	26	0.36%	0	0%
Family Convenience	17	0.24%	17	0.32%
Mid-Market Enterprise	0	0%	12	0.23%



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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,190	100%	5,324	100%
BLUE COLLAR BACKBONE	84	1.17%	51	0.96%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	84	1.17%	51	0.96%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	924	12.85%	653	12.27%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	596	8.29%	431	8.1%
Urban Advancement	318	4.42%	214	4.02%
Amer. Great Outdoors	0	0%	0	0%
Mature America	10	0.14%	8	0.15%
METRO FRINGE	1,150	15.99%	788	14.8%
Steadfast Conservative	1,086	15.1%	744	13.97%
Moderate Conventionalists	30	0.42%	20	0.38%
Southern Blues	34	0.47%	24	0.45%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

1 Oak Fairfield Harbour Wade Oak Ridge Columbia Sherrills Ford Danbury Maxton Conver North Wilks Friend Lowell Cajah's Mountain Elon Jamesville Bermuda Run Bostic Algerian Intercultural Institute Navassa Kenansville Woodfin Banner Elk Lexington King Lumber Convertual Ministry Convertual Ministry Contextual Ministry Contex

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,190	100%	5,324	100%
REMOTE AMERICA	100	1.39%	59	1.11%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	100	1.39%	59	1.11%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	640	8.9%	481	9.03%
Young Cosmopolitans	188	2.61%	147	2.76%
Minority Metro Communities	442	6.15%	327	6.14%
Stable Careers	4	0.06%	3	0.06%
Aspiring Hispania	6	0.08%	4	0.08%
RURAL VILLAGES & FARMS	34	0.47%	25	0.47%
Aspiring Hispania	0	0%	4	0.08%
Industrious Country Living	0	0%	0	0%
America's Farmland	34	0.47%	0	0%
Comfy Country Living	0	0%	21	0.39%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

enly Charlotte Rennert Highlands Farmville Dillsboro Brookford Cashlers River Road Walnut Cove Brookford Mountain Home Moravian Falls Lansing Salem Trent Woods Haver Intercultural Institute Carolina Beach Davidson Rutherford College Lucama Wrightsville Beach Ayden Spruce Pine Cove City Landis Ell 33 Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,190	100%	5,324	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	36	0.5%	25	0.47%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	34	0.47%	24	0.45%
Urban Diversity	0	0%	0	0%
New Generation Activists	2	0.03%	1	0.02%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Ile Youngsville Jefferson Havelock Patterson Springs Hays Madison Staley James City Cove City Black Mountain Kenansville Scotland Neck Flat Rock Wade Pleasant Hill Fuquay-Varina Insville Ossipee Stanley Stedman Holly Springs Half Moon Swepsonvil Confertual 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?

Westport Montreat Maysville Wrightsboro Selma Kelly Fairview Monroe McAdenville Zebulon Atkinsor Hooresbore Washington Park Old Fort Clayton Morven Red Cross Intercultural Institute ont Raleigh Louisburg Harkers Island Barker Heights Grifton Lilesville for Confectual Ministry Geopyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry Mallburg Hemby Bridge Carthage Walnut Creek 35

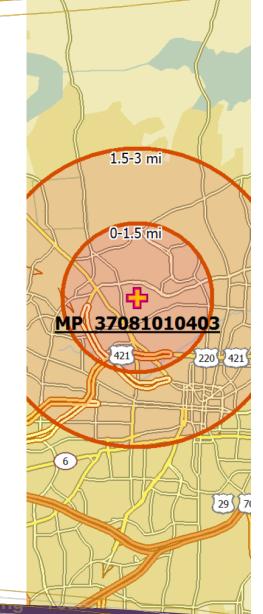
Potential Cultural Bridges

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).



Grandfather Lumberton Holden Beach East Spencer Topsail Beach Cove City Castle Havne Boiling S Tospect High Shoals Cleveland Misenheimer Canton Godwin Summerties Intercultural Institute Spiveys Corner Marietta Connelly Springs Robbins Varnamtown Mou Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-1.5	1.5-3	3-7		BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES			MILES	MILES	MILES
PC-HH Own	83%	80%	75%	-	HH Owns DVD Player	33%	32%	29%
Use Comp. for Internet/E-mail	69%	65%	57%		Use Comp. for News/Info./Data	30%	29%	24%
Internet Use: E-Mail	58%	56%	50%		Service			
Use Comp. for Word	50%	45%	38%		Internet Use: Banking	30%	30%	27%
Processing					PC-Network-HH Has One	25%	23%	20%
Use Comp. for Comp. Games	44%	40%	36%		Use Comp. for Personal Financial	20%	18%	15%
Use Comp. for Shopping	43%	40%	34%		Mngmnt			
Use Comp. for Digital Camera	39%	37%	31%		Use Comp. for Accounting	19%	17%	14%
Photo Editing					Internet Use: Shopping: Gathered	17%	17%	14%
Use Comp. for Banking	39%	37%	31%		Info. for Shopping			
Use Comp. for Education	36%	35%	32%		Internet Use: Shopping: Made A	16%	14%	12%
Internet Use: News/ Weather	34%	33%	29%		Purchase			
					Use Comp. for Filing/DB Mngmnt	16%	15%	13%

et Archdale Calabash Boiling Spring Lakes Fallston Mount Holly Gamewell Toast Stanfield Hoffman G tanteo Gibson Maiden St. Stephens Saxapahaw Rocky Mount Westport in Intercultural Institute ver Warrenton Sandy Creek Indian Trail Hertford Marshall Wallace Fixed Joi Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Internet Use: Travel Reservations 15%

13%

11%

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	70%	70%	69%
Dining Out (Not Fast	66%	63%	56%
Food)			
Reading Books	60%	59%	56%
Card Games	44%	43%	40%
Go To A Beach/Lake	43%	40%	35%
Cooking for Fun	39%	40%	38%
Gardening	39%	34%	30%
Board Games	34%	33%	31%
Visit Museum	27%	25%	22%
Photography	22%	22%	19%
Gardening Board Games Visit Museum	39% 34% 27%	34% 33% 25%	30% 31% 22%

0-1.5	1.5-3	3-7
MILES	MILES	MILES
69%	67%	66%
42%	40%	37%
35%	32%	28%
24%	22%	21%
21%	21%	21%
20%	21%	20%
20%	18%	18%
19%	18%	19%
15%	14%	14%
15%	14%	14%
	MILES 69% 42% 35% 24% 21% 20% 20% 19%	MILES69%67%42%40%35%32%24%22%21%21%20%18%19%18%15%14%

Stedman Murraysville North Topsail Beach Newport Gibson Biltmore Forest Asheville Walstonburg New Repsonville Five Points Newton Grove Clayton Mint Hill Cameron Vary For Englishing Lucama Sperice Red Cross Flat Rock Wilson Pinehurst Warsaw West Jefferson Mount For Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-1.5	1.5-3	3-7	BRIDGES
	MILES	MILES	MILES	
Concert	34.88%	34.31%	30.9%	Movies: Romantic
Live Theater	28.48%	26.79%	23.39%	Movies: Fam.
Live Theater Most Often	23.72%	21.87%	18.67%	Movies: Mystery
Rock/Pop Concerts Most	18.59%	19.4%	17.47%	MLB Baseball Reg
Often				Season
Dance Performance	10.54%	10.61%	10.7%	College Football R
Classical Concerts Most	9.57%	8.42%	7.31%	Season
Often				NFL Football Reg.
Movies: Comedy	41.17%	40.78%	41.12%	College Basketbal
Movies: Action/Adventure	40.51%	40.32%	39.84%	Season
Movies: Drama	23.35%	23.6%	23.6%	NBA Basketball Re
				Casaan

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Romantic Comedy	23.27%	22.74%	22.01%
Movies: Fam.	19.89%	20.05%	20.72%
Movies: Mystery	17.95%	18.85%	18.86%
MLB Baseball Reg.	10.54%	10.21%	8.52%
Season			
College Football Reg.	8.84%	8.2%	6.84%
Season			
NFL Football Reg. Season	8.74%	7.97%	7.02%
College Basketball Reg.	5.78%	5.95%	4.96%
Season			
NBA Basketball Reg.	5.22%	4.97%	4.33%
Season			
NHL Hockey Reg. Season	4.04%	3.95%	3.36%



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
	MILES	MILES	MILES
Walking for Exercise	46.61%	43.91%	41.16%
Swimming	37.58%	35.97%	31.25%
Bowling	22.16%	22.57%	21.62%
Weight Training	20.03%	19.05%	16.86%
Billiards/Pool	18.7%	20.26%	18.92%
Golf	18.57%	16.84%	13.39%
Using Cardio Machine	17.78%	16.94%	14.71%
Jogging/Running	17.1%	18.1%	17.54%
Mountain/Road Biking	15.9%	15.62%	12.72%
Freshwater Fishing	15.59%	15.09%	14.17%
Camping Trips	15.16%	13.46%	11.26%
Stationary Cycling	14.95%	13.94%	12.6%
Basketball	13.75%	15.79%	16.44%
Aerobics	12.19%	11.7%	11.63%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Backpacking/Hiking	11.7%	11.36%	9.45%
Power Boating	10.49%	8.6%	6.77%
Baseball	9.99%	10.83%	11.32%
Tennis	8.81%	9%	7.99%
Yoga	8.58%	8.93%	8.08%
Football	8.44%	10.44%	11.18%
Volleyball	8.07%	8.36%	8.47%
Canoeing/Kayaking	8.07%	6.95%	5.95%
Target Shooting	7.99%	7.48%	6.7%
Saltwater Fishing	7.5%	7.07%	6.74%
Hunting	7.36%	6.76%	6.08%
Soccer	7.36%	8.25%	7.94%
Softball	7.26%	7.71%	7.82%
Downhill & X-Country Skiing	6.47%	5.95%	4.97%

Cove City Simpson Winfall Marion Brevard Como Roper East Bend Bethel Lawndale Seaboard The South Henderson Marvin Rutherford College Belhaven West Marion City Anex Jamesville A Cleveland Midway Royal Pines Richlands Jacksonville Bayshore Di Contextual Ministry Sedalia Copyright 2011, Intercultural Institute for Contextual Ministry Oak Island Boiling Springs Sawmills Burlington Shanno40

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

BRIDGES	0-1.5	1.5-3	3-7	BRID
	MILES	MILES	MILES	
Motorcycling	6.05%	5.39%	4.96%	Racqu
Snorkeling	5.81%	5.61%	4.91%	Hocke
Ice Skating	5.81%	6.03%	5.62%	Rock
Jet Skiing	5.53%	5.3%	4.61%	Snow
Roller Skating	5.38%	6.03%	6.2%	Martia
Horseback Riding	5.09%	5.15%	4.72%	Snow
Water Skiing	4.98%	4.69%	4.07%	Rowin
Fly Fishing	4.53%	4.1%	3.93%	Auto F
Sailing	4.25%	3.86%	3.29%	Skatel
Archery	3.96%	3.48%	3.23%	Surfin

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Racquetball	3.96%	3.98%	4.12%
Hockey	3.77%	3.6%	3.69%
Rock Climbing	3.72%	3.8%	3.51%
Snowboarding	3.7%	3.7%	3.47%
Martial Arts	3.63%	3.65%	3.48%
Snowmobiling	3.52%	3.17%	3.03%
Rowing	3.13%	2.69%	2.51%
Auto Racing	2.95%	2.93%	2.68%
Skateboarding	2.89%	2.93%	3.18%
Surfing & Windsurfing	2.74%	2.84%	2.78%

Marietta Cramerten Love Valley Fair Bluff Farmville Roseboro Jefferson Oriental Colorain Cedar Rock Etowan Mebane Lawndale Statesville Graham Altamahaw Bolivia Creek Intercultural Institute pe Mills Proctorville Macclesfield Pinehurst Biscoe Granite Quarry Mills for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential 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.



Cofield Rockfish Kinston North Wilkesboro Boiling Spring Lakes Elk Park Hars Hill Taylortown West ton Elrod Indian Trail Sparta Dobbins Heights East Bend James City Intercultural Institute Reidsville Autryville Falkland Cleveland Hamlet Spring Lake Brookf Intercultural Institute for Confectual Ministry Youngsville Murphy Gaston Walkertown Mount Holl 42 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.

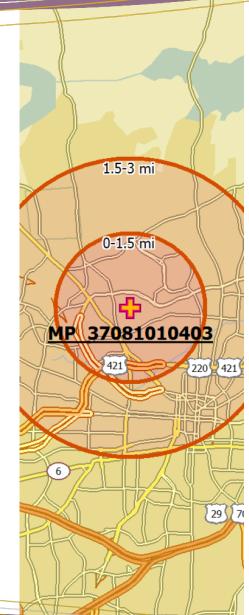
CULTURAL BARRIERS OF ACCEPTANCE

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.



Grover Staley River Road Bogue Mount Holly Bunn Washington Fallston Weaverville Harrells Middle Contextual Contextual Ministry Landis Cape Carteret Carty Ocracole Aboskie Wrights 43

Potential Cultural Barriers:

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

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES	BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 Mil
Important Continue Learning New Things	49%	49%	51%	Like to Stand Out In A Crowd Too Much Sponsorship In	19% 19%	20% 20%	20% 24%
Prefer To Have Few Possessions As Possible	43%	41%	36%	Arts/Sports Like To Pursue	18%	18%	19%
Find It Difficult To Say No To My Kids	38%	39%	38%	Challenge/Novelty/Change Rarely Sit Down to a Meal	16%	16%	16%
Speak My Mind Even If It	34%	34%	36%	Together At Home			
Upsets People If Won Lottery Would Never	34%	31%	28%	I Am A Workaholic	15% 14%	18% 16%	219 159
Work Again	3470	3170	2070	Happy With My Standard Of Living	1470	1070	157
Woman's Place Is In The Home Like Control Over People And	33% 30%	32% 32%	33% 35%	Only Work Current Job for The Money	13%	13%	14%
Resources				We Should Strive for Equality	12%	14%	15%
Friends More Important Than My Fam.	30%	28%	26%	for All On Whole People Get What	10%	11%	11%
Like To Do Unconventional	29%	27%	26%	They Deserve			
Things Don't Judge People/Way They	28%	29%	30%	Indulge My Kids With The Little Extras	8%	9%	9%
Live Life				Little I Can Do To Change My	7%	7%	8%
Money Is Best Measure Of Success	26%	26%	25%	Life I Am A Perfectionist	6%	8%	9%
Marijuana Should Be Legalized	22%	21%	21%		- / -		2,0

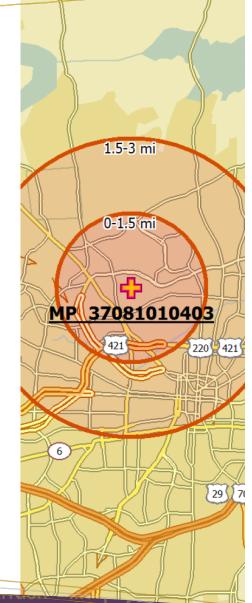
ne knoll Shores Hunter

Wilmington Robbinsville Hendersonville Sims Midland Dunn Manteo Gibson Clarkton Toast Ab ake Lure Morven Foxfire Wake Forest Beaufort Leggett St. James Intercultural Institute Telly Springs Long View Mountain Home Pollocksville Drexel McLeansville (or Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



Graham Beech Mountain Forest Oaks Sanford Mount Pleasant Boone Ronda Holly Ridge Bear Grass H Woodfin Crossnore Elizabeth City Gibson Saratoga Roseboro Rocking Intercultural Institute merton Gastonia Drexel Surf City Watha Pinehurst Franklinton Cedar For Contextual Ministry © Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

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

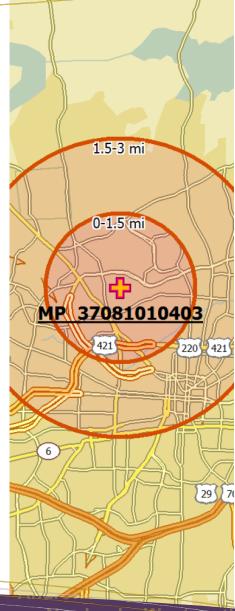
THEMES	0-1.5	1.5-3	3-7	THEMES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	68%	66%	62%	Consider Myself Interested In The Arts	17%	18%	20%
You Should Seize Opportunities	58%	57%	57%	Real Men Don't Cry	16%	16%	17%
In Life				Looking for New Ideas To Improve	15%	14%	16%
Prefer To Have Few	43%	41%	36%	Home			
Possessions As Possible				Try Not To Worry About The	15%	14%	16%
Like To Understand About	39%	39%	39%	Future			
Nature				Is An Important Part Of Who I Am	15%	14%	15%
Important Feel Respected By My Peers	33%	33%	34%	Enjoy Spending Time With My Fam.	11%	12%	12%
Prefer Work Part Of Team Than Alone	32%	34%	35%	Provide My Kids With The Little Extras	8%	12%	15%
Have Keen Sense Of Adventure	28%	28%	28%	Children Should Be Allowed To	5%	6%	7%
Important To Juggle Various	28%	29%	31%	Express Themselves			
Tasks				Feel Very Alone In The World	5%	5%	6%
People Have To Take Me As	25%	24%	24%	Like Spending Most Time With	4%	5%	5%
They Find Me				Fam.			
Good At Fixing Things	25%	27%	29%	Would Like To Set Up Own	3%	3%	4%
Like To Just Enjoy Life	25%	23%	22%	Business			
Worried About Pollution Caused	20%	23%	21%	Decor Particular Interest To Me	3%	4%	4%
By Cars							

a Kun Barker Len Iville Gajah Siviou

Brunswick Hickory Rockwell Chimney Rock Village Hillsborough Fair Predistille Cherryville K Mountain Salisbury Cramerton Yadkinville Aurora Beulaville Roxobel for Contextual Ministry Contextual Ministry West Mario 46 Copyright 2011, Intercultural Institute for Contextual Ministry Wanchese Harmony Mount Olive Rural Hall Mountain

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.



Reidsville Mountain Home Hope Mills Oak City Cerro Gordo Boiling Spring Lakes Newland Wentworth Green Madison Lasker Yanceyville Trent Woods Grover Lilesville Intercultural Institute Ily Ridge St. Stephens Waxhaw Greenevers Southern Pines Fearrington Geopyright 2011, Intercultural Institute for Contextual Ministry Cont

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	85.1%	82.24%	79.53%
Houses-Visit Any			
Fast Food/Drive-In	83.43%	83.33%	84.07%
Restaurant-Visit Any			
McDonald's	54.69%	54.75%	54.73%
Burger King	34.35%	34.8%	37.14%
Applebee's	31.13%	30.81%	28.49%
Wendy's	30.82%	29.69%	30.44%
Subway	30.2%	30.24%	29.67%
Taco Bell	27.42%	26.11%	26.1%
Kentucky Fried Chicken (KFC)	24.66%	26.34%	29.62%
Olive Garden	23.55%	21.82%	20.53%
Arby's	21.94%	21.09%	20.6%
Pizza Hut	19.6%	19.69%	21.35%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Outback Steakhouse	17.35%	16.32%	15.38%
Dairy Queen	16.52%	15.73%	15.37%
Red Lobster	16.47%	16.61%	17.52%
Starbucks	16.02%	16.49%	14.93%
Cracker Barrel	15.61%	14.83%	13.18%
Chili's Grill and Bar	15.53%	15.41%	14.06%
IHOP (International House Of	14.28%	15.15%	15.72%
Pancakes)			
Chick-Fil-A	13.87%	14.51%	14.8%
TGI Friday's	13.77%	14.58%	14.78%
Quiznos Sub	12.64%	12.47%	11.7%
Panera Bread	12.36%	11.64%	10.02%
Dunkin' Donuts	12.26%	12.17%	12.83%

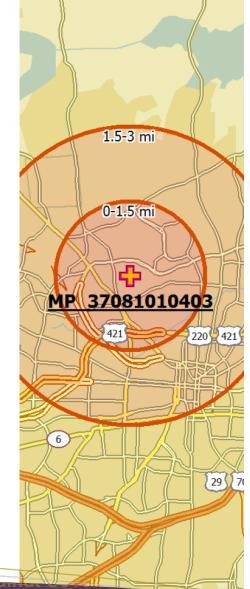


Potential Shared Projects

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!



Clemmons Salisbury Raemon Taylortown Sugar Mountain Midland Brunswick Winston-Salem Spence Carrboro Mocksville Southern Shores Sea Breeze Lenoir Bakersville Intercultural Institute Robbinsville Elizabethtown Kirkland Indian Trail Hertford Jacksonville for Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 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	54.95%	49.79%	46.4%
Recycled products	44.24%	38.99%	33.61%
Worked as volunteer (non political)	21.54%	19.21%	16.33%
Engaged in fund raising	13.57%	12.73%	11.99%
Religious club member	8.24%	8%	8.02%
Wrote to elected offcl about publ bus	7.8%	6.88%	5.99%

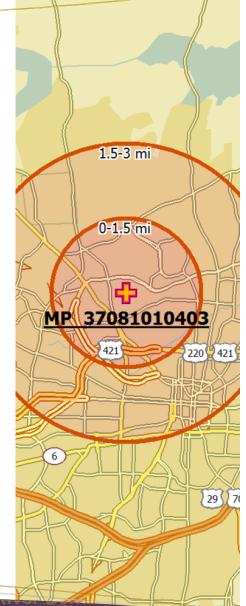
PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Charitable Organization	6.85%	6.31%	5.5%
Wrote to editor of mag or	6.81%	6.52%	5.76%
newspaper			
Took active part in local civic	6.26%	5.83%	5.41%
issue			
Union member	6.11%	5.52%	5.23%
Addressed a public meeting	6.04%	5.58%	4.87%
Fraternal order member	5.21%	4.66%	4.5%

Graham Wilson Tebaccoville JAARS Boone Ivanhoe White Lake Franklinton Tar Heel Brices Creek unberton East Arcadia Kirkland Bethel Ocracoke Newton Grove Garner Intercultural Institute onville Roper Swepsonville Teachey Oak City Pikeville Holden Beach C^t Copyright 2011, Intercultural Institute for Contextual Ministry Decemperations and City Harrellsville Mooresville Hendersonville

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.



St. Stephens Marietta South Rosemary Tabor City Roxboro Lexington Raleigh Mesic Maxton Whiteville Raynham Catawba Conetoe Plain View Cullowhee Faith Alamance Intercultural Institute Sea Breeze Fr Collesfield Newton Mars Hill Clinton Hertford Ivanhoe Stantonsburg In Confectual Ministry Southern Pine Copyright 2011, Intercultural Institute for Confextual Ministry Copyright 2011, Intercultural Institute for Confextual 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	21.56%	20.12%	17.76%
Children's Books	15.17%	14.44%	13.74%
Mystery	14.32%	13.35%	11.47%
Cookbooks	12.31%	11.47%	10.32%
Religious (not Bibles)	8.9%	9.09%	9.51%
History	8.74%	7.92%	6.99%
Personal/Business	8.72%	8.28%	7.56%
Self-help			
Biography	8.57%	7.86%	7.2%
Romance	7.18%	7.09%	7.03%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	74.87%	71.6%	69.46%
Gen. Editorial	50.02%	50.05%	50.79%
Womens	42.86%	44.1%	45.06%
Service	39.03%	36.37%	33.19%
Business/Finance	23.87%	22.59%	21.53%
Mens	18.96%	19.69%	19.79%
Sports	17.72%	17.5%	16.17%
Mature Market	14.91%	12.96%	12.05%
Health	13.3%	13.38%	13.56%

off Greensboro Balfour Plymouth Cherryville Hays Fairmont Mount Pleasant Granite Quarry Pikeville a Grass Cedar Rock Jonesville Norlina Kelford Snow Hill Robbins St <u>Intercultural Institute</u> Albemarte Holl nover Hobgood Hamilton Saluda Wagram Northlakes Silver City Aber (or Contextual Ministry be Copyright 2011, Intercultural Institute for Contextual Ministry Science Plans Deptor Reading Bayers File Lake Wagram

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	60.12%	56.49%	53.09%
Business/Finance	36.77%	33.26%	29.54%
Sport	35.39%	33.72%	31.96%
Editorial Page	34.14%	31.23%	28.43%
Classified	30.02%	31.37%	31.5%
Movie Listings & Reviews	29.56%	28.41%	26.59%
Comics	28.9%	27.31%	25.14%
Food/Cooking	28.89%	26.63%	24.61%
TV/Radio Listings	26.21%	24.09%	22.97%
Home/Gardening	25.51%	22.81%	20.83%
Travel	24.83%	22.7%	20.37%
Science/Technology	22.32%	20.24%	17.79%
Fashion	16.39%	16.05%	16.33%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Adult Contemporary	20.19%	18.12%	15.24%
News/Talk	17.72%	14.88%	11.68%
CHR Contemp Hit Radio	17.5%	18.56%	18.7%
Country	17.28%	16.04%	13.37%
Rock	13.61%	12.37%	10.09%
Oldies	13.05%	11.52%	10.56%
Alternative	12.65%	10.97%	8.84%
Classic Rock	12.03%	10.63%	8.14%
Urban Contemporary	10.64%	17.19%	26.34%
Variety	9%	9.33%	10.23%
All News	8.98%	7.68%	7.58%
Soft Contemporary	7.95%	7.42%	6.61%
Religious	6.93%	6.38%	6.14%
All Talk	6.14%	5.29%	4.67%
Sports	6.03%	5.23%	4.48%
Jazz	5.99%	6.77%	8.7%
Classical	5.62%	4.86%	4.07%
Classic Hits	4.6%	4.09%	3.25%

Adale Indian Trail Yadkinville North Wilkesboro Pleasant Hill Albemarle Bailey Lake Park Weddington Rural Hall Gastonia Clinton Vanceboro Momeyer Altamahaw River Intercultural Institute Sims Etowah Lasker Ogden Brookford Trenton Blowing Rock Sur Copyright 2011, Intercultural Institute for Contextual Ministry Bermuda Run Bostic Leggett Washington Park Angi 53 Bandyeman Rowland Broadway Webster Saratoga Burgaw Granite Quarry Mooresville Woodlawn Half

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	67.62%	65.43%	62.76%
Satellite Dish	55.76%	52.85%	50.77%
Soapnet	53.63%	51.83%	50.97%
Comedy Central	42.23%	39.65%	34.13%
Other Video-On-Demand	40.3%	40.09%	40.86%
Sci-Fi Channel	37.94%	36.28%	35.11%
Adult Pay Per View TV	36.28%	32.19%	30.67%
MSNBC	34.92%	34.31%	32.95%
TV Info From Sunday TV	31.43%	29.33%	28.47%
Magazine			
Subscribe Digital Cable	30.71%	29.96%	31.22%
ESPN Classic	30.07%	28.36%	23.73%
Adult Swim	30.05%	28.66%	24.62%

Video-On-Demand 24.77% 23.52% Movies

21.34%

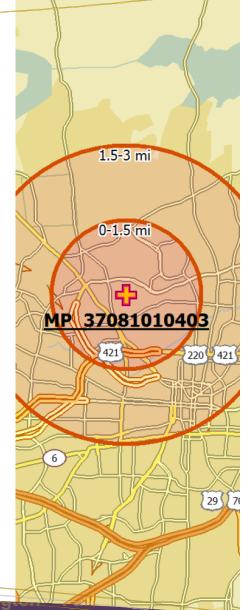
odland Creswell Nags Head Princeville ntercultura Institute Lake Norman of Catawba Fearrington Ministe Cleveland 54 Intercultural Institute

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.



t Pleasant Winfall Eden Taylorsville Broadway Avery Creek Rolesville Hamlet Angier Castle Havne Ki etch Atkinson East Laurinburg Northwest Ingold St. Pauls Wrightsboro Intercultural Institute ittsboro Lillington Kelford Yanceyville Hightsville Elk Park Oakboro For Confertial Ministry ocopyright 2011, Intercultural Institute for Contextual Ministry bia Catawha Critton Coats Wendell Black Wountain Brunswick Holly Springs Linden Cramerton Chir

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+)	24.2%	23.05%	20.27%
Medium Users (4-6)	12.54%	11.37%	10.2%
Light Users (1-3)	21.27%	20.97%	20.49%
Quintiles (20%)			
Newspaper I (Heavy)	1%	0.98%	1.1%
Newspaper II	1.35%	1.48%	1.67%
Newspaper III	2.06%	2.28%	2.38%
Newspaper IV	0.3%	0.27%	0.31%
Newspaper V (Light)	0.96%	0.88%	0.86%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	17.12%	19.35%	20.72%
Magazines II	7.23%	8.04%	9.3%
Magazines III	8.21%	9.69%	10.3%
Magazines IV	10.17%	11.04%	12.43%
Magazines V (Light)	0.61%	0.75%	0.93%
Outdoor I (Heavy)	6.81%	7.01%	8.08%
Outdoor II	2.6%	2.93%	3.7%
Outdoor III	3.12%	3.46%	4.31%
Outdoor IV	14.99%	15.1%	15.93%
Outdoor V (Light)	26.54%	24.33%	23.89%
Yellow Pages I	13.84%	14.01%	15.04%
(Heavy)			
Yellow Pages II	6.5%	6.64%	7.61%
Yellow Pages III	4.68%	6.58%	7.74%
Yellow Pages IV	19.09%	20.7%	22.32%
Yellow Pages V	3.02%	3.31%	4.09%
(Light)			

aldese Grover Archdale Macon Jefferson Carthage Midland Pine Knoll Shores East Rockingham McDe Fure Beach Minnesott Beach Albemarle Falcon Tryon Franklinville Print Intercultural Institute Clemmons Stokesdale Hickory High Shoals Lake Lure Robbinsville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Relmont Toast New London Weaverville Falkland

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.

DIUM 0-1.5 1.5-3 3-7 MEE
MILES MILES MILES
lio Drive Time Quntiles TV Prime Tir
ns / 20%) / 20%)
re Time I & II (Heavy) 2.63% 3.78% 3.58% Prime Time I & II (Heavy)
re Time III (Medium) 0.48% 0.69% 0.91% Prime Time III (Mediu
lio IV & V (Light) 2.15% 2.45% 3% Prime Time IV & V (Light)
lio Media Quntiles (fifths / TV Early/Late Fringe Q
۵) (fifths / 20%)
lio I & II (Heavy) 7.82% 8.43% 9.71% Fringe I & II (Heavy)
lio III (Medium) 4.28% 4.42% 4.44% Fringe III (Medium)
lio IV & V (Light) 2.81% 3.4% 4.02% Fringe IV (Light)
le TV Quntiles (fifths / TV All Day Quntiles (fifths
b) 20%)
le I & II (Heavy) 15.77% 15.64% 14.43% All Day I & II (Heavy)
le III (Medium) 3.95% 4.81% 4.88% All Day III (Medium)
le IV & V (Light) 32.46% 33.02% 34.83% All Day IV (Light)



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	13.72%	12.95%	12.31%
6:00am - 10:00am	20.47%	20.56%	19.36%
10:00am - 3:00pm	6.85%	9.43%	11.09%
3:00pm - 7:00pm	12.75%	13.35%	14.86%
7:00pm - Midnight	16.15%	14.53%	13.82%
Midnight - 6:00am	6.4%	6.62%	7.38%
Weekend Radio			
Listeners			
Dayparts [summary]	14.13%	14.2%	14.59%
6:00am - 10:00am	5.31%	4.99%	4.27%
10:00am-3:00pm	7.38%	7.92%	7.36%
3:00pm - 7:00pm	7.11%	7.38%	7.74%
7:00pm - Midnight	9.88%	10%	10.07%
Midnight - 6:00am	12.6%	12.5%	13.31%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	10.23%	10.21%	8.37%
Saturday:	8.72%	8.54%	8.78%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.82%	11.18%	9.92%
9:00am-1:00pm	25.7%	25.22%	24.19%
9:00am-4:00pm	29.89%	29.3%	28.39%
4:00pm-7:00pm	33.62%	31.86%	31.2%
11:00pm-1:00am	42.37%	42.45%	41.63%
AVG Prime time	3.08%	3.39%	4.2%
Mon-Sun			

Woodlawn Cleveland Pantego Flat Rock Beech Mountain Vann Crossroads Roxebel Pineblutt Marietta Middleburg Charlotte Winston-Salem Pine Knoll Shores Fayetteville Gastry Intercultural Institute atterson Springs Danbury Dunn Faith Foxfire Nashville Highlands David 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	τν νι	TV VIEWERS	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Weekday				Week	Weekend	Weekend	Weekend
6-7am	19.82%	19.13%	17.94%	Sat: 7	Sat: 7-10am	Sat: 7-10am 22.18%	Sat: 7-10am 22.18% 21.3%
7-9am	27.62%	26.77%	24.98%	Sat: 1	Sat: 10am-1pm	Sat: 10am-1pm 8.75%	Sat: 10am-1pm 8.75% 9.08%
9am-12noon	21.69%	20.56%	19%	Sat: 1	Sat: 1-4pm	Sat: 1-4pm 26.83%	Sat: 1-4pm 26.83% 25.37%
12noon-4pm	8.2%	8.74%	9.39%	Sat: 4	Sat: 4-6pm	Sat: 4-6pm 7.54%	Sat: 4-6pm 7.54% 7.89%
4-6pm	57.16%	54.16%	51.37%	Sat: 6	Sat: 6-7pm	Sat: 6-7pm 2.82%	Sat: 6-7pm 2.82% 2.35%
6-7pm	19.23%	18.49%	17.79%	Sat: 7	Sat: 7-8pm	Sat: 7-8pm 1.36%	Sat: 7-8pm 1.36% 1.38%
7-7:30pm	1.81%	1.86%	2.06%	Sat: 8	Sat: 8-11pm	Sat: 8-11pm 8.72%	Sat: 8-11pm 8.72% 8.54%
7:30-8pm	9.95%	10.87%	11%	Sat: 1	Sat: 11pm-1am	Sat: 11pm-1am 5.58%	Sat: 11pm-1am 5.58% 5.88%
8-11pm	10.23%	10.21%	8.37%	Sat: 1	Sat: 1am-7pm	Sat: 1am-7pm 28.4%	Sat: 1am-7pm 28.4% 25.49%
11pm-12am	34.92%	34.31%	32.95%	Sun:	Sun: 7-10am	Sun: 7-10am 2.2%	Sun: 7-10am 2.2% 2.24%
11pm-1am	42.37%	42.45%	41.63%	Sun:	Sun: 10am-1pm	Sun: 10am-1pm 7.08%	Sun: 10am-1pm 7.08% 6.56%
1-6am	36.78%	34.72%	33.19%	Sun:	Sun: 1-4pm	Sun: 1-4pm 6.97%	Sun: 1-4pm 6.97% 6.77%
				Sun: 4	Sun: 4-7pm	Sun: 4-7pm 13.84%	Sun: 4-7pm 13.84% 14.38%
				Sun:	Sun: 7-11pm	Sun: 7-11pm 10.82%	Sun: 7-11pm 10.82% 11.18%
				Sun:	Sun: 11pm-1am	Sun: 11pm-1am 4.8%	Sun: 11pm-1am 4.8% 5.58%
				Sun:	Sun: 1-7am	Sun: 1-7am 22.98%	Sun: 1-7am 22.98% 23.21%

ell Beach Ahoskie Patterson Springs Trinity Elizabethtown Mills River Rhodhiss Asheboro Belwood H Bethania White Oak Sea Breeze Belmont Fletcher Balfour Eureka Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

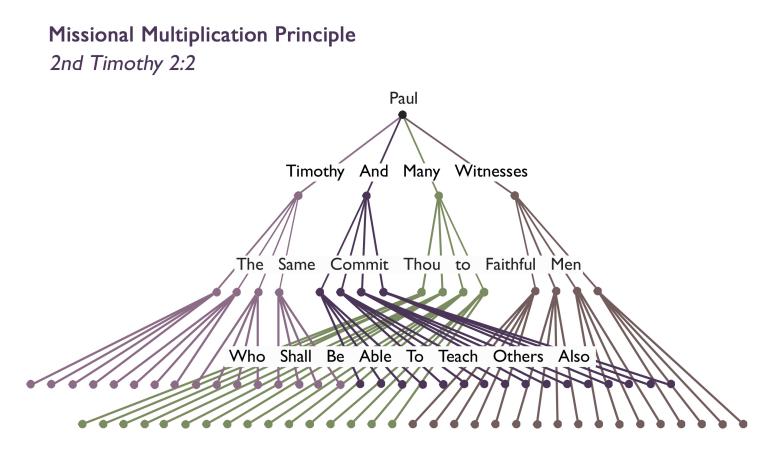
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Tar Heel Lewiston Woodville Bladenboro Stokesdale Lenoir Gaston Walstonburg Beulaville East Species Bethania Sedalia Havelock Greenevers Topsail Beach Dundarrach Intercultural Institute Fountain Grifton Granite Quarry Lake Waccamaw Chadbourn Oakbor Greenville Gortextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Magnolia Levington Elk Park Franklinville Unionville

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.



Barker Ten Mile Columbia Fairview River Bend Crossnore Mount Gilead Brogden Millers Creek Vans Service Welcome McDonald Surf City Waco Micro Lumberton Caroline Intercultural Institute Midway Fairmont Whispering Pines Cove City Ivanhoe White Lake for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Mars Hill Pinetons Arababoe Bolivia Whitekers

Establishing Redemptive Relationships

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

Communication Steps

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



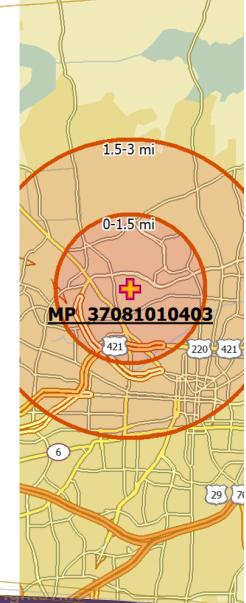


Your MissionSite and the Missional Suite

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

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

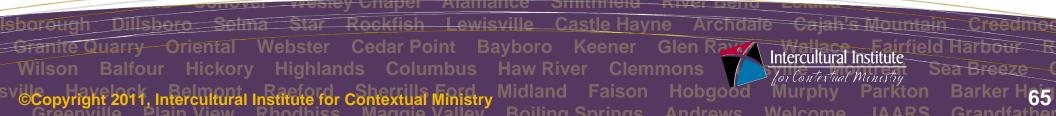
- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org





Notes and Sources

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



APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Lawndale - Greensboro	3505 Lawndale Dr	0.58 mi		
I	Lawridale - Greensbord	Greensboro, NC 27408		1,162	Growing
2	Word Fellowship Reformed Baptist	23 Oak Branch Greensboro, NC 27420	0.92 mi	0	Insufficient Data
3	Parkway - Greensboro	1411 Benjamin Pkwy Greensboro, NC 27408	1.00 mi	140	Declining
4	Hillcrest - Greensboro	3920 Baylor St Greensboro, NC 27405	1.74 mi	58	Plateauing
5	Encounter	3205 Northline Ave Greensboro, NC 27410	1.82 mi	30	Insufficient Data
6	Stevens Memorial - Greensboro	3001 N Church St Greensboro, NC 27405	1.99 mi	77	Plateauing
7	Triad Community Fellowship	1203 Magnolia St Greensboro, NC 27401	2.09 mi	0	Insufficient Data
8	Magnolia Street - Greensboro	1203 Magnolia St Greensboro, NC 27401	2.09 mi	53	Declining
9	24/7 Christian	409 Overlook St Greensboro, NC 27403	2.16 mi	0	Insufficient Data
10	Northside - Greensboro	1100 E Cornwallis Dr Greensboro, NC 27405	2.27 mi	143	Declining
11	Central Community - Greensboro	406 Prescott Greensboro, NC 27401	2.38 mi	40	Insufficient Data
12	Korean Mission - Greensboro	1000 W Friendly Ave Greensboro, NC 27401	2.40 mi	48	Declining
13	Greensboro First - Greensboro	1000 W Friendly Ave Greensboro, NC 27401	2.40 mi	300	Plateauing
14	Eller Memorial - Greensboro	1200 Fourth St. Greensboro, NC 27405	2.69 mi	58	Declining
15	College Park - Greensboro	1601 Walker Ave Greensboro, NC 27403	2.72 mi	0	Insufficient Data

ille Sherrilis Ford Jonesville Broadway Ranlo Black Mountain Danbury Locust Staley Sandy Creek H aratoga Raynham Burnsville St. Pauls Durham Norwood Skippers Corport Intercultural Institute obbins Heights Trent Woods Pinehurst Belmont Red Cross Stovall Gave Intercultural Ministry ecopyright 2011, Intercultural Institute for Contextual Ministry Corporting Version South States Southport Wentworth Duck Castle 66

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Lankford Memorial - Greensboro		2.77 mi	66	Declining
17	New Hope - Greensboro	1379 Lees Chapel Rd Greensboro, NC 27455	3.03 mi	11	Declining
18	Friendly Avenue Karen Church	4800 W Friendly Ave Greensboro, NC 27410	3.12 mi	0	Insufficient Data
19	Friendly Avenue - Greensboro	4800 W Friendly Ave Greensboro, NC 27410	3.12 mi	485	Plateauing
20	First Montagnard Baptist Church	3317 Summit Ave Greensboro, NC 27405	3.13 mi	89	Insufficient Data
21	Rankin - Greensboro	3317 Summit Ave Greensboro, NC 27405	3.13 mi	120	Declining
22	New Bethel Christian Center	4010 Walker Ave Greensboro, NC 27403	3.15 mi	0	Insufficient Data
23	Lindley Park - Greensboro	4010 Walker Avenue Greensboro, NC 27403	3.15 mi	0	Insufficient Data
24	Brandt Oaks - Greensboro	4600 Lake Brandt Rd Greensboro, NC 27455	3.17 mi	0	Insufficient Data
25	Congecors International	2200 E Wendover Ave Greensboro, NC 27405	3.58 mi	0	Insufficient Data
26	Laotian Baptist Mission	2432 High Point Rd Greensboro, NC 27403	3.69 mi	0	Insufficient Data
27	Ethiopian Mission - Greensboro	2432 High Point Rd Greensboro, NC 27403	3.69 mi	15	Insufficient Data
28	Immanuel - Greensboro	2432 High Point Rd Greensboro, NC 27403	3.69 mi	118	Growing
29	Awaken	4713 Kingswood Dr Greensboro, NC 27410	3.72 mi	21	Insufficient Data
30	Florida Street - Greensboro	1403 W Florida St Greensboro, NC 27403	3.82 mi	39	Plateauing



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	AVG	IICM CGR
31	121 Church	707 Broad Ave Greensboro, NC 27406	3.86 mi	0	Insufficient Data
32	Saint Paul Baptist Church - Inc.	1309 Larkin St Greensboro, NC 27406	4.09 mi	0	Insufficient Data
33	Asian American Outreach	4925 W Market St Greensboro, NC 27407	4.15 mi	0	Insufficient Data
34	Montagnard Bunong Christian	2400 Old Chapman St Greensboro, NC 27403	4.34 mi	0	Insufficient Data
35	Reedy Fork - Browns Summit	4709 Yanceyville Rd Browns Summit, NC 27214	4.42 mi	172	Declining
36	Iglesia Bautista Hispana - Greensboro	2119 S Elm Eugene St Greensboro, NC 27406	4.44 mi	150	Insufficient Data
37	Gethsemane Missionary Baptist Church	3701 Heath St Greensboro, NC 27401	4.54 mi	0	Insufficient Data
38	Good News - Greensboro	2400 McConnell Rd Greensboro, NC 27401	4.61 mi	52	Growing
39	Crosspoint Church of Greensboro	1806 Merritt Dr Greensboro, NC 27407	4.67 mi	605	Declining
40	Beautiful Gate	2427 New Orleans St Greensboro, NC 27406	4.74 mi	0	Insufficient Data
41	Daystar Christian Fellowship - Greensboro	4094 US Highway 220 N Greensboro, NC 27410	4.85 mi	271	Plateauing
42	The Grove - Greensboro	4530 Jessup Grove Rd Greensboro, NC 27410	4.98 mi	86	Plateauing
43	Guilford - Greensboro	5904 W Market St Greensboro, NC 27409	5.19 mi	212	Declining
44	Rolling Roads - Greensboro	2800 Vanstory St Greensboro, NC 27407	5.20 mi	71	Plateauing
45	Cornerstone - Southern	5736 Inman Rd Greensboro, NC 27410	5.28 mi	518	Growing

Hot Springs Como Valdese Honderson Wadesboro Fayetteville McFarlan Fairfield Halbour Stonewall Granite Quarry Momeyer Brices Creek Belwood La Grange Williamstor Intercultural Institute Is River Conover Trenton East Bend Connelly Springs Woodlawn Grah for Confectual Ministry Confectual Ministry Sandy Creek Rutherford College Kinston Garner Mi 68 Confectual Ministry Farmville Clen Raven Pembroke Varnamtown Leggett



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An evangelical mission agency supported by individuals, foundations, churches, denominations, mission agencies & para-church ministries. For more information about the mission and vision of IICM please visit www.iicm.net.

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