# MissionSite top unreached locations

Hamlet Murfreesboro Butner Boiling Spring Lakes Middlebur

uska Bath Selma Prospect Yanceyville Albema CENSUS TRACT: 37157040800 Love Multiply Weldon Sneads Ferry Pumpkin Centeregion: Region 5: Piedmont Triad Bet Conservational Country Creek Chimney Rock Village Carolina COUNTY: Rockingham Kelford Angier Weaverville Polkville Hudson In partnership with the: astie Hayne Statitonsburg Banner Elk Siler City SITESCAPE: Townscape Sunset Beach DENSITY PATTERN: 13 abash Denton Intercultural Institute Falkland ake Santeetlah Prince for Contextual Ministry Eastover Sandvfield North Carolina Baptists Caring. Sharing. Daring. Duck Godwin ©Copyright/2011 eIntercultural Institute for Contextual Ministry ksville

#### MissionSite (TM) Table of Contents

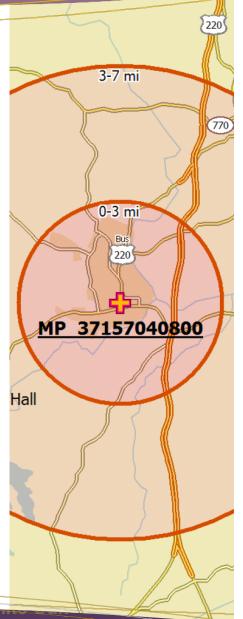
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#### Site Location Summary

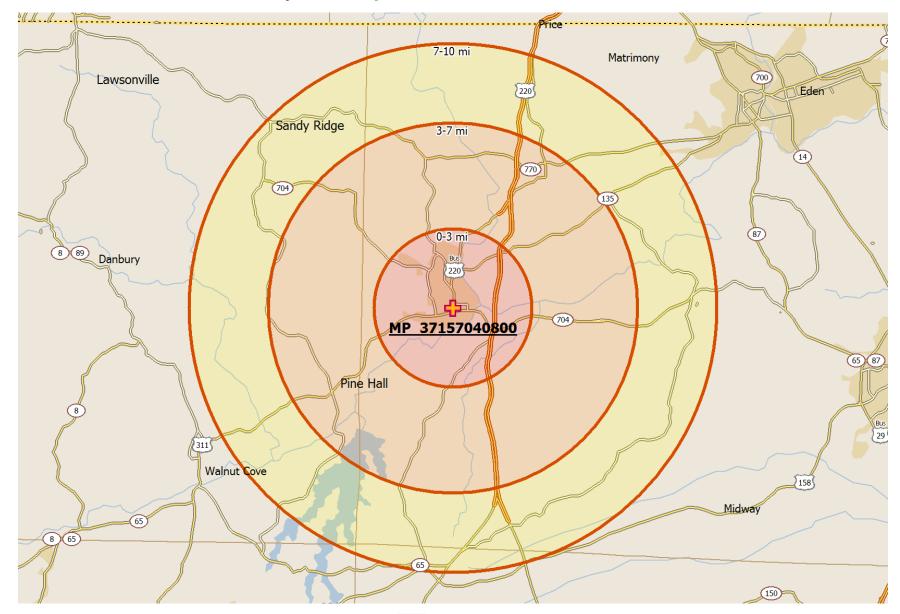
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	3705	Region 5: Piedmont Triad
3	County Location	37157	Rockingham
4	Zipcode	27025	Rockingham
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
8	Sitescape Density Pattern	13	10000-50000-50000



stport Murphy <u>Bowmere</u> Sea Breeze Creedmoor Sparta Carolina Beach Franklinton Caswell Beach Rol Shannon Bethel Edenton Wanchese Clayton Castle Hayne Greensbord Intercultural Institute an Bogue Pineville Louisburg Cooleemee Brogden Bryson City Fuque for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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



even Springs Wrightsville Beach Randleman Charlotte Winton Weldon Hookerton Whitakers Harmony Great Oaks Taylortown Sylva Laurel Park Glen Alpine Hightsville Lawner <u>Intercultural Institute</u> Marvin Summerfield Bath Oak Ridge Mount Gilead Four Oaks Bel Gor Contextual Ministry Maclesfield Satatoga Sandyfield Stallings Bessemer City Parkton McFarlan Piney Green Indian Beach Davidson Hudson Herberg Calvoso Sea Bree

## 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	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999
	Codes		population
5	NCES Urban Centric	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or
	Locale Codes		equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	52	Small town core commuting: Secondary flow 10% to 30% to an Urban Area
7	ERS RUCA Commuting	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small urban
	Value		cluster)
8	Percent Commuting to	0	Percent commuting from non metro to metro areas
	Metro		

Archingstown Fair Bluff Rotesville Rex Drexel Lawndale Bayboro Polkton Old Fort Wadesboro Archine From Salisbury Kirkland Spring Lake Stony Point Monroe Grifton Monroe Grifton Intercultural Institute Kittrell Weaverville Piney Green Maysville Fairmont Salemburg Charles Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	7,310	12,729	13,772
2010 Households	3,260	5,022	5,533
2010 Group Quarters Population	56	140	28

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	18	19	22
Language Diversity National Index	18	33	13
Foreign Born Diversity National Index	13	4	15
Ancestry Diversity National Index	37	49	48
Racial Diversity National Index	47	37	30

Linton Kelford <u>Wilson's Mills Laurel Park Liberty Pantego Balfour</u> Severn Elizabethtown Cramerton H Henderson Myrtle Grove Falkland Columbia Grantsboro Beulaville Mountain Home Durham Whis Simpson Lewiston Woodville Sandy Creek Whiteville Proctorville Castle for Contextual Ministry <sup>h</sup>Copyright 2011, Intercultural Institute for Contextual Ministry

## Site Location Summary - County Environment

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

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

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

polis Mooresville Fayetteville Long View Hudson Faison Raleigh Westport Eden Etizabeth City Gibse Shannon Rutherford College East Spencer Roseboro Buies Creek Dillshow Autonoor Bolton Red Cak Randleman Lake Junaluska Winston-Salem Valdese Rose Hill Mountain for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	135	4.14%
Mainstay Communities	Established, Diverse Households	353	10.83%
Working Communities	Blue-collar, Working Families	1,347	41.32%
Country Communities	Rural, Agri. & Mining Families	236	7.24%
Aspiring Communities	Young Singles / Aspiring-Multihousing	704	21.6%
Urban Communities	High Density, Inner-city Neighborhoods	486	14.91%

China Grove East Laturinburg Falcon Bath Speed Harmony Raleign Leland Eastover Hoffman Su Grower Rural Hall Wilmington Rex Red Oak Hillsborough Lake Park Maxim Intercultural Institute ar Heel Ayden Plain View Clarkton Neuse Forest Franklinton Bethleher for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

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

#### Issues for Your Consideration

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

S Corner Weldon Piney Green Hightsville Grifton Winfall Burlington Centerville Asheville Stanley Sile City Brevard Pumpkin Center Crossnore Dallas Newton Elizabethtown Intercultural Institute Indian Trail Bolton Claremont Wallace Ahoskie Rockingham Walnut Cov Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual

# 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?

ountain Wilmington Northlakes East Flat Rock Walnut Creek Vander Love Valley Forest Oaks Weldon G Kingstown Rolesville Franklinville Ranlo Vandemere Youngsville Intercultural Institute Mount Airy Go ochville Sneads Ferry Stallings Lake Park Aurora Spring Lake Zebulon Faith Dallas Stoneville Monroe 10 ©Copyright 2011, Intercultural Institute for Contextual Ministry

# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	25,171	2,209	8.78%
Unreached %	65.7%	67.76%	103.13
Religious But NOT Evangelical HH	6,387	647	10.12%
Religious But NOT Evangelical %	16.67%	19.83%	118.98
Spiritual But NOT Relig or Evang HH	3,632	281	7.74%
Spiritual But NOT Relig or Evang %	9.48%	8.62%	90.92
Not Evangelical, Not Interested HH	15,304	1,293	8.45%
Not Evangelical, Not Interested %	39.95%	39.66%	99.27



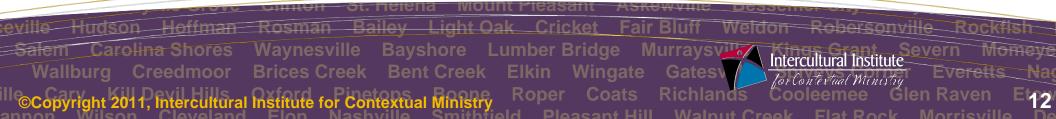
Pittsboro Mineral Springs Bunn Caswell Beach Wallburg Davidson Forest Caks Elkin Waxhaw Per Elon Tarboro Laurel Park Norwood Varnamtown Seven Devils Rose intercultural Institute Maysville Stedman Chocowinity Kelford Burlington New London Rive Confectual Ministry Jamesville E Copyright 2011, Intercultural Institute for Contextual Ministry Wingate Haw River Lumber Bridge Ellerbe Bolton Wadesboro Hope Mills Colerain Indian Beach

## **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	41	7	17.07%
Active BCNC Attenders	5,135	1,024	19.94%
Active Evangelical Households	5,767	462	8.01%
Active Evangelical Percent	15.05%	14.16%	94.09
Inactive Evangelical Households	7,373	590	8%
Inactive Evangelical Percent	19.25%	18.10%	94.07
# 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		CHUF
1	Madison First - Madison	0.15 mi	97	Declining	 16	Stone Stone
2	Lake View - Madison	0.87 mi	0	Insufficient Data	17	Berea
3	Oak Grove - Madison	0.87 mi	182	Declining	18	Dan ∖
4	New Vision Fellowship - Madison	1.15 mi	113	Declining	19	Cross - Stok
5	Mayodan First - Mayodan	1.57 mi	360	Declining	20	Provid
6	Ellisboro - Madison	2.67 mi	231	Declining	21	Sharo
7	New Life Baptist Church	2.91 mi	41	Declining	22	Oak F Ridge
8	Grace - Madison	3.68 mi	121	Declining	23	Floyd
9	Comers Chapel - Madison	4.09 mi	78	Plateauing	24	Shady Reids
10	Woodbine - Mayodan	4.14 mi	232	Declining	25	Growi
11	Community - Mayodan	4.14 mi	41	Declining	26	Willov
12	Ayersville - Mayodan	4.14 mi	70	Growing	27	Walnu Walnu
13	Cornerstone Baptist Church	4.23 mi	0	Insufficient Data	28	Hamp Eden
14	Beaver Island - Mayodan	4.62 mi	129	Plateauing	29	Sumn
15	Deep Springs - Stoneville	5.16 mi	37	Plateauing	30	Moun

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
16	Stoneville First - Stoneville	6.34 mi	85	Growing
17	Berean Baptist Church	6.48 mi	27	Insufficient Data
18	Dan Valley - Stoneville	6.60 mi	62	Declining
19	Crossroads Community - Stokesdale	8.53 mi	16	Plateauing
20	Providence - Stoneville	9.51 mi	65	Declining
21	Sharon - Reidsville	9.90 mi	131	Growing
22	Oak Ridge - Sandy Ridge	10.21 mi	219	Growing
23	Floyd - Eden	10.47 mi	89	Plateauing
24	Shady Grove - Reidsville	10.85 mi	40	Growing
25	Growing Oaks - Eden	11.04 mi	175	Insufficient Data
26	Willow Oak	11.58 mi	234	Declining
27	Walnut Cove First - Walnut Cove	11.71 mi	182	Declining
28	Hampton Heights - Eden	12.00 mi	92	Declining
29	Summerfield First - Summerfield	12.68 mi	531	Declining
30	Mount Calvary - Walke	12.76 mi	98	Growing

Siler City Carolina Beach East Laurinburg Hemby Bridge Sparta Lake Santeetlah Bath Lasker Sedal Hoogood Elm City Rutherford College Wallace McAdenville Walkertown Intercultural Institute Fletcher Hookerton Pembroke Harkers Island White Lake South We for Contestual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Spirituality Indicators

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

#### Issues for Your Consideration

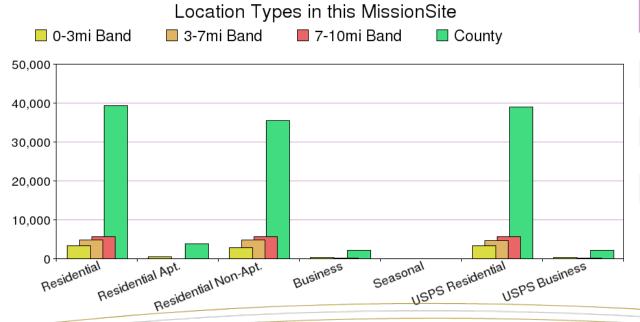
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	86,064	7,550	8.77%
2000 Population	91,928	7,433	8.09%
2010 Population	92,355	7,310	7.92%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	33,446	3,075	9.19%
2000 Households	36,989	3,217	8.7%
2010 Households	38,312	3,260	8.51%

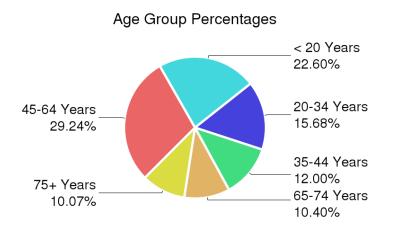


Location Type	0-3mi Band
Residential	3,363
Residential Apt.	555
Residential Non-Apt.	2,808
Business	342
Seasonal	0
USPS Residential	3,350
USPS Business	367

Southern Shores Ogden Jonesville Spindale Jamestown Waynesville Star Eden River Road Harrells den Whitsett Green Level Franklin Hoffman Magnolia Harrellsville And Intercultural Institute pe Mills White Oak Hemby Bridge Whitakers Candor Garner Oak Island for Contextual Ministry (or Contextual Ministry Jeffe 15 Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

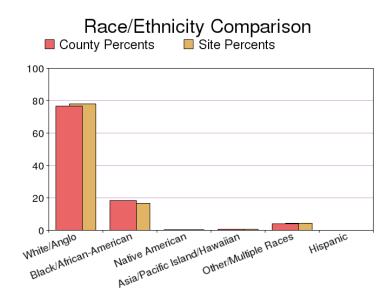


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.79%	4.35%	90.81
4-5 Years	2.45%	2.04%	83.27
6-8 Years	3.68%	3.57%	97.01
9-11 Years	3.74%	3.54%	94.65
12-13 Years	2.52%	2.23%	88.49
14-17 Years	5.04%	4.45%	88.29
18-19 Years	2.52%	2.42%	96.03
0-5 Years	7.24%	6.39%	88.26
6-12 Years	8.68%	8.21%	94.59
13-19 Years	8.82%	8%	90.7
< 20 Years	24.74%	22.6%	91.35
20-34 Years	16.4%	15.68%	95.61
35-44 Years	12.93%	12%	92.81
45-64 Years	29.03%	29.23%	100.69
65-74 Years	9.05%	10.4%	114.92
75+ Years	7.84%	10.07%	128.44
Median Age	42	43	102.64
Median Age (Male)	40	40	100.07
Median Age (Female)	44	45	102.84

Boone Dover Gamewell Southport Kings Grant Lasker Vanceboro Pinetops Gakboro Toast Pure Geost Sedalia Drexel Pink Hill Smithfield JAARS Duck Carthage Intercultural Institute Manchese Windsor Stedman Winfall Cove City Etowah Snow How Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	76.7%	78.14%	101.88
Black, African-American	18.47%	16.79%	90.89
Native American	0.37%	0.33%	88.92
Asian	0.51%	0.38%	75.11
Pacific Island, Hawaiian	0.06%	0.16%	286.05
Other/Multiple Races	3.9%	4.2%	107.74
Hispanic	0%	5.47%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	64,319	5,231	
Less than 9th Grade	9.65%	11.22%	85.96
No High School Diploma	13.91%	14.82%	93.9
High School Graduate	36.94%	36.61%	100.9
Some College, no degree	20.22%	19.1%	105.87

7.68%

8.81%

2.79%

7.19%

8.66%

2.41%

106.9

101.72

115.86

Graham Morrisville Faith Pinebluff Boardman Benson Mount Olive Stoval Wison's Mills Goldsberg Second Butner Plymouth Durham Shannon Wesley Chapel Fairplains Intercultural Institute Spiveys Corner Greensboro Knightdale Smithfield Clemmons Fairfield Have for Contextual Ministry ©Copyright 2017, Intercultural Institute for Contextual Ministry Copyright 2017, Intercultural Institute for Contextual Ministry Copyright 2017, Intercultural Institute for Contextual Ministry Copyright 2017, Intercultural Institute for Contextual Ministry

Associate Degree

Graduate/Prof. degree

**College Degree** 

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	8.99%	11.13%	183.88
\$10,000 to \$19,999	15.02%	15.28%	101.71
\$20,000 to \$29,999	14.07%	16.99%	120.75
\$30,000 to \$49,999	23.39%	22.82%	97.57
\$50,000 to \$59,999	9.28%	8.9%	95.84
\$60,000 to \$69,999	7.08%	5.52%	77.94
\$70,000 to \$79,999	6.12%	5.71%	93.29
\$80,000 to \$89,999	4.52%	4.2%	93.07
\$90,000 to \$99,999	2.72%	2.09%	76.69
\$100,000 to \$124,999	5.31%	4.36%	81.96
\$125,000 to \$149,999	2.18%	2.12%	97.11
\$150,000 to \$199,999	0.8%	0.58%	72.5
\$200,000 to \$249,999	0.17%	0%	0
\$250,000 or more	0.34%	0.18%	54.24
Median Household	39,758	35,338	88.88
Average Household	49,222	46,748	94.97
Per Capita Household	20,678	20,857	100.87
Family/Non-Family Household			
Income			
Median Family Income	48,797	48,762	99.93
Average Family Income	57,699	54,615	94.66
Median Non-Family Income	23,556	20,981	89.07
Average Non-Family Income	30,760	27,872	90.61

r Kelford Durham New London Waco Jefferson Conway Carolina Shores Mayedan Polkton Mars Hill Fletcher Salem Northwest Maggie Valley Ellerbe White Lake Roseborg Intercultural Institute er Ten Mile Newport Indian Beach Middleburg Oxford Zebulon Five Poi for Contextual Ministry Copyright 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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	68.53%	62.67%	91.44
Families with Children	33.93%	29.45%	86.79
Families without Children	34.6%	33.22%	96.01
Non-Family Households			
% Non-Family Households	31.47%	37.33%	118.63
Non-Families with Children	0.19	0.09	48.3
Non-Families without Children	31.28	37.24	119.06
Housing Units			Index
Total Housing Units	43,435	3,671	
Vacant percent	11.79%	11.2%	94.92
Owned percent	62.99%	58.51%	92.89%
Rented Percent	25.21%	30.29%	120.13
Households by Size			Index
Avg household size	2.38	2.23	93.7
Avg family hh size	2.96	2.90	97.97
Avg non-family hh size	1.09	1.09	100
Households By Count of Persons			Percent
One	10,872	1,108	10.19%
Two	13,222	1,091	8.25%
Three or Four	11,694	885	7.57%
Five+	2,524	176	6.97%

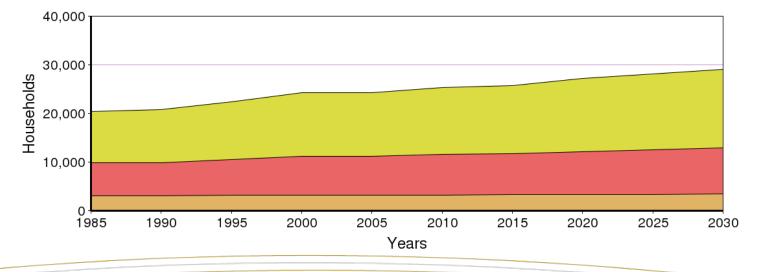
Catawba Piney Green Morehead City Spencer Saratoga Falkland Washington Park Stantonsburg H Helena Taylortown Pantego Harrells Youngsville Henderson Pine Leve Intercultural Institute oodland Badin Franklinton Wilkesboro Keener Carrboro Mint Hill Milto for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 📕 0-7mi Ring

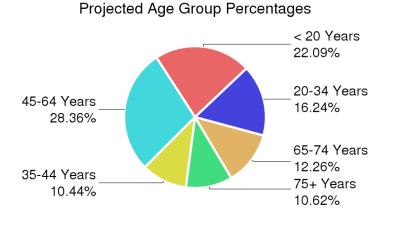




St. Helena Lasker Drexel Spruce Pine Saxapahaw Rural Hall Columbia Bermuda Run East Rockingha General Stokesdale Sedalia Spring Hope Bonnetsville High Shoals Kaper Intercultural Institute Harrisburg Taylortown Ingold Conway Lucama Pembroke Macon for Contextual Ministry Copyright 2011, Intercultural Institute 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 0-3 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

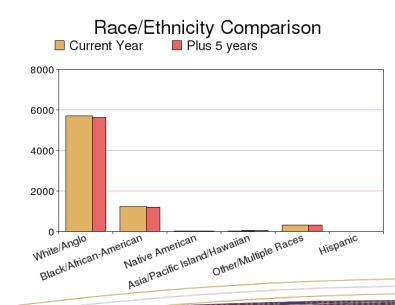


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.35%	4.4%	101.15
4-5 Years	2.04%	2%	98.04
6-8 Years	3.57%	3.41%	95.52
9-11 Years	3.54%	3.47%	98.02
12-13 Years	2.23%	2.1%	94.17
14-17 Years	4.45%	4.35%	97.75
18-19 Years	2.42%	2.35%	97.11
0-5 Years	6.39%	6.4%	100.16
6-12 Years	8.21%	7.95%	96.83
13-19 Years	8%	7.74%	96.75
< 20 Years	22.6%	22.09%	97.74
20-34 Years	15.68%	16.24%	103.57
35-44 Years	12%	10.44%	87
45-64 Years	29.23%	28.36%	97.02
65-74 Years	10.4%	12.26%	117.88
75+ Years	10.07%	10.62%	105.46
Median Age	42	44	104.95
Median Age (Male)	40	41	101.71
Median Age (Female)	44	46	105.64

Norman Bald Head Island Bakersville Mineral Springs Welcome Pembroke Ingold Stoneville Raynham acclesticid Clyde Gamewell Enfield Winterville Robbins Orrum Sneader High Shoals Sims Cove Rowland Roseboro Woodlawn King Jamesville Marshall Black Mour Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Rowland Roseboro Back Red Cross

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	78.14%	77.62%	99.34
Black, African-American	16.79%	16.77%	99.88
Native American	0.33%	0.36%	109.46
Asian	0.38%	0.53%	137.12
Pacific Island, Hawaiian	0.16%	0.17%	101.04
Other/Multiple Races	4.2%	4.57%	108.94
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	5,231	5,175	
Less than 9th Grade	11.22%	10.24%	91.27
No High School Diploma	14.82%	12.25%	82.69
High School Graduate	36.61%	38.36%	104.78
Some College, no degree	19.1%	19.61%	102.7
Associate Degree	7.19%	8.15%	113.45
College Degree	8.66%	9.24%	106.66
Graduate/Prof. degree	2.41%	2.14%	89.05
Graduate/Prof. degree	2.41%	2.14%	89.05

ville Bolton Belwood Rocky Mount Fairplains Randleman Snow Hill Clayton Bethania Ansonville Ban Gesipee Kings Grant Kill Devil Hills Macclesfield Kirkland Polkton Wellow Intercultural Institute Jundarrach Wilson Brogden South Rosemary Graham Gibsonville Balfor Intercultural Institute Newton Grove Jos Contextual Ministry Newton Grove Whitakers Saxapahaw Ro22

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	11.13%	9.93%	89.18
\$10,000 to \$19,999	15.28%	15.09%	98.8
\$20,000 to \$29,999	16.99%	16.44%	96.73
\$30,000 to \$49,999	22.82%	21.72%	95.18
\$50,000 to \$59,999	8.9%	8.8%	98.92
\$60,000 to \$69,999	5.52%	5.96%	107.9
\$70,000 to \$79,999	5.71%	6.26%	98.53
\$80,000 to \$89,999	4.2%	4.71%	104.69
\$90,000 to \$99,999	2.09%	2.17%	104
\$100,000 to \$249,999	4.36%	5.16%	118.54
\$125,000 to \$149,999	2.12%	2.63%	124.14
\$150,000 to \$199,999	0.58%	0.55%	94.36
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	0.18%	0.15%	83
Median Household	35,338	37,630	106.49
Average Household	46,748	49,767	106.46
Per Capita Household	20,857	22,523	107.99
Family/Nan Family Hausshold			
Family/Non-Family Household Income			
Median Family Income	48,762	52,073	106.79
Average Family Income	54,615	58,936	107.91
Median Non-Family Income	20,981	22,390	106.72
Average Non-Family Income	27,872	29,223	104.85

Salem Favetteville Conover Mount Airy Navassa Kenly Franklinville Hillsborough East Rockingham Middleburg Black Creek Lumberton Ronda Elon Lillington Rennert Intercultural Institute Pumpkin Center Spindale Bermuda Run Simpson Louisburg Hobgood for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	62.67%	61.56%	98.24
Families with Children	29.45	29.39	99.81
Families without Children	33.22	32.23	97.03
Non-Family Households			
% Non-Family Households	37.33%	38.44%	102.96
Non-Families with Children	0.09	0.09	102.96
Non-Families without	37.24	38.34	102.97
Children			
Housing Units			
Total Housing Units	3,671	3,692	100.57%
Vacant percent	11.2%	11.35%	101.37
Owned percent	58.51%	58.45%	99.89
Rented Percent	30.29%	30.2%	99.7
Households by Size			
Avg household size	2.23	2.19	98.21%
Avg family hh size	2.90	2.91	100.34%
Avg non-family hh size	1.09	1.05	96.33%
Households By Count of			
Persons			
One	1,108	1,153	104.06%
Two	1,091	1,081	99.08%
Three or Four	885	868	98.08%
Five+	176	170	96.59%

Denton Ellerbe Enechville Speed Dunn Oak City East Arcadia Salem Fairfield Harbour Pine Knoll S Senetoe Vandemere Mebane Red Springs Huntersville Boardman Butner Intercultural Institute Harrellsville Ansonville Candor Pink Hill Woodfin River Road Henders for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

# **Ethnographic Summary**

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

BORN IN:	0-3	3-7	7-10	BOF	RN IN:	RN IN: 0-3	RN IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	168	453	270	Eastern Afric	а	a 0	a 0 0
Northern Europe	10	15	7	Middle Africa		0	0 0
Western Europe	11	11	28	Northern Africa		0	0 0
Southern Europe	0	0	0	Southern Africa		0	0 0
Eastern Europe	9	0	9	Western Africa		0	0 0
Other Europe	0	0	0	Other Africa		0	0 0
Eastern Asia	0	3	3	Oceania		0	0 8
So. Central Asia	0	0	0	Caribbean		1	1 5
SE Asia	19	27	23	Central Amer.	1	17	17 377
Western Asia	0	0	0	South America	0		7
Other Asia	0	0	0	North America	1		0
				Born at sea	0		0

ville Winfall Saluda Saxapahaw Wilson's Mills Thomasville Sawmills Bent Creek Lincolnton Marietta boro Norlina Mountain View Montreat Arapahoe St. Pauls Pittsboro Bernia Grever Keener Northlak Wake Forest Ayden Rockingham Manteo Lilesville Jamesville East for Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

# Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10
	MILES	MILES	MILES
English only	6,420	10,829	13,575
Spanish	157	734	401
Other Indo-Euro	39	48	118
anguage			
French (incl. Patois,	11	20	54
Cajun)			
French Creole	0	4	5
talian	9	0	0
Portuguese	0	0	0
German	4	15	49
Yiddish	0	0	0
Other West Germanic	6	0	0
A Scandinavian	0	0	0
anguage			
Greek	0	0	0
Russian	9	0	0
Polish	0	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	0	0	0
Urdu	0	0	0

Walnut Cove Northwest Troutman Sherrills Ford Trent Woods Gibsonville Belmont Castle Hayne White Hudson East Laurinburg Rose Hill Indian Beach Creedmoor Princeviller, <u>Intercultural Institute</u> ca Columbia Wadesboro Lillington Gaston Milton North Wilkesboro Son Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	4,871	7,899	9,833	Irish	Irish 337	Irish 337 586
Arab	3	2	8	Italian	Italian 54	Italian 54 112
Armenian	0	0	0	Lithuanian	Lithuanian 2	Lithuanian 2 4
Austrian	0	0	1	Norwegian	Norwegian 5	Norwegian 5 36
British	6	64	68	Polish	Polish 9	Polish 9 35
Canadian	1	11	22	Portuguese	Portuguese 0	Portuguese 0 8
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	14	0	0	Russian	Russian 18	Russian 18 2
Czechoslovak	2	1	2	Scandinavian	Scandinavian 7	Scandinavian 7 7
Danish	0	9	17	Scotch-Irish	Scotch-Irish 143	Scotch-Irish 143 183
Dutch	53	74	67	Scottish	Scottish 37	Scottish 37 135
English	574	1,023	1,331	Slovak	Slovak 0	Slovak 0 0
European	71	89	116	Subsaharan African	Subsaharan African 7	Subsaharan African 7 11
Finnish	0	0	0	Swedish	Swedish 8	Swedish 8 28
French (not Basque)	29	74	76	Swiss	Swiss 0	Swiss 0 4
French Canadian	6	22	26	Ukrainian	Ukrainian 0	Ukrainian 0 9
German	227	405	612	US/American	US/American 1,818	US/American 1,818 3,062
Greek	2	5	6	Welsh	Welsh 22	Welsh 22 26
Hungarian	3	7	8	West Indian	West Indian 3	West Indian 3 0
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 1,410	Other 1,410 1,865

gton Proctorville Spring Hope Ossipee Aulander Bolton Black Creek Burnsville Morven Simpson Ro peed Connelly Springs Sedalia Havelock Tryon Archdale Harrells Rhoff Intercultural Institute arolina Beach Trenton Rockwell Falcon Greenville Cramerton Raynhar for Contestual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Contesting For Contextual Ministry

## Using the Demographic Indicators

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

#### Issues for Your Consideration

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

China Grove Barker Ten Mile Troy Knightdale Bessemer City Bowmore Rutherfordten Davidson North Cashiers Polkville Selma Bethlehem Whitakers West Canton Renger Intercultural Institute Vindale North Topsail Beach Indian Beach Ronda Maysville Clarkton Dur Gontextual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Demographic Indicators

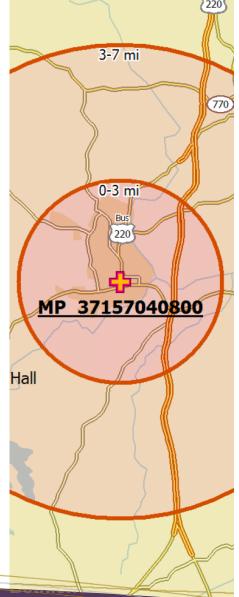
#### Issues for Your Consideration - continued

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



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.



ance Maggie Valley Brunswick Atlantic Beach Stony Point Stokesdale Southern Shores Stedman Andrew Conover Macon Windsor Oak Island Winton White Oak Jackson Prince Intercultural Institute kie Wesley Chapel Spencer Lewisville Leland Weldon Old Fort Allian Intercultural Institute I Beech Mount Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry West Jefferson Greenville Eden Mars Hill Cricket

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,260	100%	2,210	100%
AFFLUENT SUBURBIA	13	0.4%	9	0.41%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	13	0.4%	9	0.41%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	122	3.74%	82	3.71%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	122	3.74%	82	3.71%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	267	8.19%	179	8.1%
Successful Urban Sprawl	115	3.53%	0	0%
2nd City Homebodies	0	0%	82	3.71%
Prime Middle America	0	0%	0	0%
Urban Optimists	152	4.66%	0	0%
Family Convenience	0	0%	97	4.39%
Mid-Market Enterprise	0	0%	0	0%

Fairfield Harbour Gastonia Grover Ahoskie Walstonburg Midland Vander Morchead City Macclestield Proctorville Harmony Everetts Elizabeth City Waxhaw Ellerbe Norling Intercultural Institute Atlantic Beach Troutman Raleigh Cleveland Mars Hill Beulaville Jon Confectual Ministry Mint Hill Dent ©Copyright 2011, Intercultural Institute for Contextual Ministry Shannon Vass Chapel Hill Hays Dundarrach Stec 31

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,260	100%	2,210	100%
BLUE COLLAR BACKBONE	39	1.2%	26	1.18%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	11	0.34%	7	0.32%
Lower Income Essentials	20	0.61%	14	0.63%
Small Town Endeavors	8	0.25%	5	0.23%
AMER. DIVERSITY	86	2.64%	58	2.62%
Ethnic Urban Mix	21	0.64%	15	0.68%
Urban Blues	34	1.04%	22	1%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	24	0.74%	15	0.68%
Mature America	7	0.21%	6	0.27%
METRO FRINGE	1,308	40.12%	899	40.68%
Steadfast Conservative	1,110	34.05%	761	34.43%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	198	6.07%	138	6.24%

River Road Roxobel Morven Spring Lake Whitakers Forest Oaks Valley Hill Jonesville Southern Shor pencer Hamlet Lake Lure Fairview Forest City Bolivia Enochville Walson Intercultural Institute Ingold Magnolia Peletier Ahoskie Biscoe Seven Springs Farmville Live for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry article Parbour Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,260	100%	2,210	100%
REMOTE AMERICA	63	1.93%	37	1.67%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	55	1.69%	32	1.45%
Coal & Crops	8	0.25%	5	0.23%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	704	21.6%	521	23.57%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	704	21.6%	521	23.57%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	173	5.31%	71	3.21%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	173	5.31%	0	0%
Hinterland Fam.	0	0%	71	3.21%

Chimney Rock Village Belmont Bunn Aberdeen Bent Creek Seven Devils Middleburg Washington Sol Hint Hill St. James Liberty Keener Turkey Andrews Sharpsburg Pine Intercultural Institute Southport Winton Fairmont Albemarle Cofield Granite Falls Beaufort for Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

0-3 HH & Percent		Unreached HH & Percent	
3,260	100%	2,210	100%
271	8.31%	177	8.01%
64	1.96%	37	1.67%
9	0.28%	6	0.27%
198	6.07%	134	6.06%
0	0%	0	0%
0	0%	0	0%
215	6.6%	151	6.83%
0	0%	0	0%
0	0%	0	0%
214	6.56%	150	6.79%
0	0%	0	0%
1	0.03%	1	0.05%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
	3,260 271 64 9 198 0 198 0 215 0 215 0 215 0 215 0 215 0 1 0 215 0 0 1 0 1 0 0 1 0 0 0 1 0 0 0 0 0 0 0	3,260100%2718.31%641.96%90.28%1986.07%00%00%2156.6%00%2146.56%00%110.03%00%	3,260100%2,2102718.31%177641.96%3790.28%61986.07%13400%000%02156.6%15100%02146.56%15010.03%100%000%000%000%000%000%000%000%000%000%000%000%000%000%000%000%000%000%000%0

Stokesdale Spruce Pine Granite Falls Brices Creek Stantonsburg Mountain View Plain View Cleveland Angier Clevel The Level St. Pauls Weaverville Maiden Ashley Heights Alliance Intercultural Institute at Mooresboro Wade Raleigh Polkton Grantsboro Seven Lakes Spring Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry Confectual

# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

Newton Grove

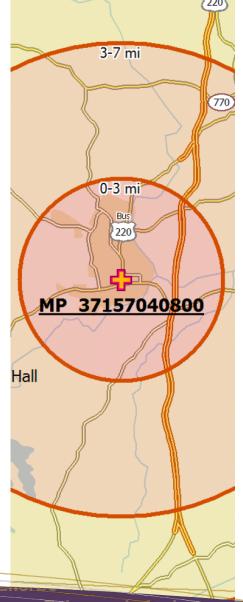
#### **Potential Cultural Bridges**

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).



kesboro Canton Hickory Silver Lake Aulander Old Fort Robersonville Burlington Falson Lake Lure Ea Chimney Reck Village Ingold Hays Mount Airy Henderson Welcome Fureka Dunn Denton gs Mountain Fairfield Harbour Cullowhee Drexel Seagrove St. Pauls Barlington Falson Lake Lure Ea for Contextual Institute for Contextual Ministry St City Lake Junaluska Jacksonville Elrod Cramerton 36 ©Copyright 2011, Intercultural Institute for Contextual Ministry Forfire Monroe Stopewall Red Oak Raynbam Wesley

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

0-3	3-7	7-10
MILES	MILES	MILES
74%	76%	78%
53%	57%	60%
44%	46%	48%
37%	39%	40%
32%	35%	37%
30%	31%	32%
30%	34%	36%
27%	30%	32%
26%	26%	27%
25%	29%	31%
	MILES 74% 53% 44% 37% 32% 30% 30% 27% 26%	MILES MILES   74% 76%   53% 57%   44% 46%   37% 39%   32% 35%   30% 31%   27% 30%   26% 26%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	24%	25%	26%
Internet Use: Banking	21%	24%	26%
Use Comp. for News/Info./Data	18%	19%	20%
Service			
PC-Network-HH Has One	17%	17%	18%
Use Comp. for Accounting	11%	13%	15%
Internet Use: Research/ Education	11%	11%	10%
Use Comp. for Personal Financial	11%	11%	11%
Mngmnt			
Internet Use: Shopping: Gathered	10%	11%	11%
Info. for Shopping			
Use Comp. for Filing/DB Mngmnt	10%	11%	12%
HH Owns Video/Webcam	10%	9%	9%

Chocowinity Bermuda Run Fountain Kenly Faith Topsail Beach Gastonia Sunset Beach Skippers G Pumpkin Center Smithfield Wadesboro Nags Head Vander Barker Terreiter Film City Wagram Mount Littleton Mulberry Jonesville Bethlehem Chimney Rock Village Tar Herrice Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Winston-Salem Garner Bridgeton Foxfire Moravian F37 Calabash Clen Raven La Grance Beech Valuation Woodland Walnut Cove Taylorsville Belmont Aberdeen

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	67%	67%	67%
Dining Out (Not Fast Food)	53%	55%	57%
Reading Books	51%	50%	50%
Card Games	40%	42%	43%
Cooking for Fun	34%	34%	34%
Gardening	33%	36%	37%
Board Games	31%	33%	35%
Go To A Beach/Lake	31%	34%	35%
Going To	18%	18%	18%
Bars/Nightclubs/Dancing			
Visit Museum	18%	17%	17%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	68%	68%	68%
Gen./Fam. Practitioner	40%	41%	42%
Dentist	25%	25%	25%
Backache	23%	23%	23%
Eye Dr.	21%	20%	20%
Hypertension/High Blood	21%	20%	19%
Pressure			
None Of These	19%	20%	20%
High Cholesterol	18%	18%	18%
Any Arthritis	17%	17%	16%
Overweight (30 Pounds Or More)	15%	16%	16%

Magnolia Watha Franklinton Sharpsburg Ramseur Myrtle Grove Belville Rose Hill Milton Simpson ktoro Parmele Jonesville Cajah's Mountain Butner Franklinville Wender Intercultural Institute Pumpkin Center Holly Ridge Kittrell Forest City Prospect Reidsville Hone for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministr

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	25.31%	24.26%	24.29%
Live Theater	17.49%	17.21%	17.17%
Live Theater Most Often	14.07%	14.08%	14.15%
Rock/Pop Concerts Most	14.02%	13.1%	12.85%
Often			
Dance Performance	8.35%	6.93%	6.38%
Comedy Club	8.29%	7.66%	7.62%
Movies: Comedy	38.92%	38.46%	38.69%
Movies: Action/Adventure	37.05%	36.18%	36.58%
Movies: Fam.	20.77%	19.15%	18.95%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Drama	19.96%	17.83%	17.47%
Movies: Romantic Comedy	19.22%	18.41%	18.31%
Movies: Mystery	16.42%	15.04%	14.95%
MLB Baseball Reg. Season	5.3%	6.26%	6.76%
College Football Reg.	4.89%	5.69%	6.01%
Season			
NFL Football Reg. Season	4.86%	5.47%	5.8%
College Basketball Reg.	3.47%	3.8%	3.99%
Season			
NBA Basketball Reg.	2.73%	2.79%	2.88%
Season			
Auto Racing Events	2.44%	2.99%	3.22%

Angier Parmele Havelock Royal Pines Montreat Alliance Butters Cullowhee Pinebluff Huntersville Stantsboro Roper Stony Point Aurora Spring Lake Mount Pleasant Jamer Schoard Ellerbe Winste Weldon Andrews Ellenboro Lumberton River Road Kelford Albemarle for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Ball States Hottman Rutherford for Saluda Colerain Swappanoa Sedalia Forest Hills Marvin Maiden

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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	38.42%	38.42%	38.33%	Football	Football 10.46%	Football 10.46% 10.46%
Swimming	29.55%	32.69%	34.35%	Hunting	Hunting 9.98%	Hunting 9.98% 13.81%
Bowling	21.58%	22.28%	22.65%	Aerobics	Aerobics 9.85%	Aerobics 9.85% 9.04%
Freshwater Fishing	18.35%	22.14%	23.86%	Volleyball	Volleyball 9.27%	Volleyball 9.27% 9.33%
Billiards/Pool	17.49%	18.82%	19.48%	Backpacking/Hiking	Backpacking/Hiking 8.95%	Backpacking/Hiking 8.95% 9.81%
Basketball	15.93%	15.73%	15.66%	Target Shooting	Target Shooting 8.93%	Target Shooting8.93%10.87%
Camping Trips	14.64%	18.51%	19.72%	Softball	Softball 7.71%	Softball 7.71% 7.75%
Jogging/Running	14.26%	13.48%	13.09%	Saltwater Fishing	Saltwater Fishing 7.26%	Saltwater Fishing 7.26% 8.17%
Weight Training	13.57%	14.55%	15.12%	Soccer	Soccer 7.02%	Soccer 7.02% 6.61%
Using Cardio Machine	11.62%	11.79%	12%	Power Boating	Power Boating 6.81%	Power Boating 6.81% 7.57%
Golf	11.41%	12.6%	13.03%	Tennis	Tennis 6.58%	Tennis 6.58% 6.69%
Baseball	11.08%	11.1%	11.18%	Yoga	Yoga 6.4%	Yoga 6.4% 5.78%
Mountain/Road Biking	10.83%	11.9%	12.33%	Canoeing/Kayaking	Canoeing/Kayaking 6.09%	Canoeing/Kayaking 6.09% 6.83%
Stationary Cycling	10.69%	10.57%	10.56%	Horseback Riding	Horseback Riding 5.66%	Horseback Riding 5.66% 6.93%

Harmony Chapel Hill Stanley Ossipee Raemon Macclesfield Love Valley Harrisburg Dover Stem Sharpsburg South Rosemary Stallings Kill Devil Hills Turkey Fletcher Mulberry Morven Hora cadia Long View Colerain Burlington Seven Devils Wallace Prospect Confectual Ministry Harrells Bate Copyright 2011, Intercultural Institute for Contextual Ministry Bostic Ashley Heights Grifton Rural Hall Harrells Bate Copyright 2011, Intercultural Institute for Contextual Ministry Bostic Ashley Heights West Canton Rural Hall Harrells Bate Contextual Ministry Bostic Ashley Heights Westport White Lake Creswell West Canton

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

0-3	3-7	7-10
MILES	MILES	MILES
5.63%	6.54%	6.93%
5.37%	5.28%	5.06%
4.97%	4.74%	4.53%
4.42%	4.95%	5.1%
4.36%	6.07%	6.5%
4.09%	4.24%	4.16%
4.05%	3.77%	3.64%
4.03%	4.31%	4.34%
3.98%	4.44%	4.5%
3.97%	3.63%	3.32%
	MILES 5.63% 5.37% 4.97% 4.42% 4.36% 4.09% 4.09% 4.05% 4.03% 3.98%	MILES MILES   5.63% 6.54%   5.37% 5.28%   4.97% 4.74%   4.42% 4.95%   4.36% 6.07%   4.09% 4.24%   4.05% 3.77%   4.03% 4.31%   3.98% 4.44%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Snorkeling	3.94%	4.37%	4.47%
Snowmobiling	3.54%	3.93%	3.94%
Skateboarding	3.45%	3.47%	3.41%
Auto Racing	3.44%	3.19%	3.08%
Rock Climbing	3.16%	3.11%	3.03%
Martial Arts	3.07%	3.41%	3.34%
Snowboarding	2.98%	3.04%	2.95%
Sailing	2.57%	2.66%	2.66%
Rowing	2.36%	2.4%	2.45%
Surfing & Windsurfing	2.26%	2.3%	2.25%

Grifton Saratoga Butner Rose Hill Holly Ridge Fairview Mountain Home Fuquay Varina Kernersville Field Rocky Mount Lewisville Pantego Walstonburg Bladenboro Kenly Intercultural Institute Stantonsburg Hightsville Black Creek Eastover Thomasville Wagram Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011,

#### 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.

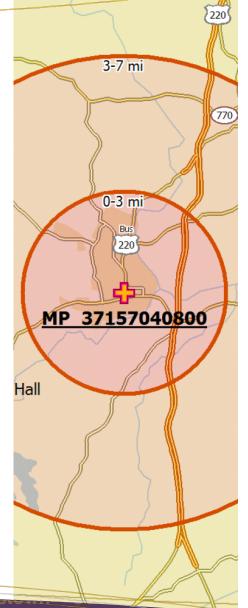
#### **BIBLICAL BARRIERS**

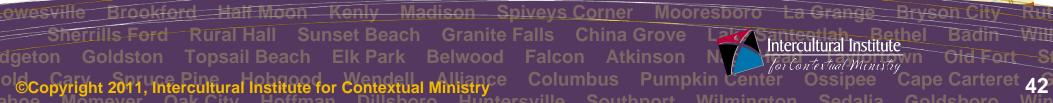
The term Biblical barriers, is used to describe aspects of biblical truth that are offensive to the community. Biblical barriers can be divided into two types: 1) barriers based on clear, biblical teaching; 2) barriers based on the cultural application of biblical principles. Barriers caused by clear, 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.





#### 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.

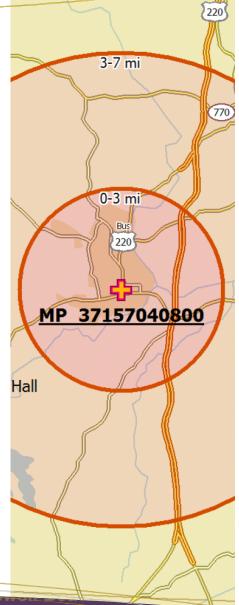
CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



irmont Broadway Pinetops Barker Ten Mile Danbury Cajah's Mountain New Bern Burnsville Madison Archidale Princeville Stedman Hendersonville Littleton Greenevers Mary Intercultural Institute Nanoa Wadesboro Boone East Bend Weldon Hudson Harrellsville Ply Intercultural Institute Jor Confestual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Moodawn Harrellsville Severn Mount Holy Franklinton Havelock Earl 43

## **Potential Cultural Barriers:**

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

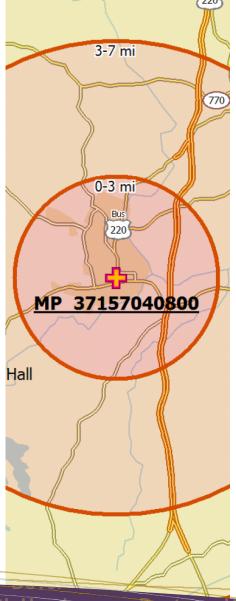
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES		0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning	51%	50%	50%		22%	22%	22%
New Things	5170	5070	5078		20%	19%	18%
Find It Difficult To Say No To My	39%	40%	42%	I Am A Workaholic	19%	17%	17%
Kids				Like To Pursue	18%	17%	16%
Speak My Mind Even If It Upsets	38%	36%	35%	Challenge/Novelty/Change			
People				Rarely Sit Down to a Meal	18%	18%	18%
Like Control Over People And	37%	35%	34%	Together At Home			
Resources		/		Only Work Current Job for The	15%	15%	14%
Woman's Place Is In The Home	36%	36%	37%	Money		100/	
Prefer To Have Few Possessions As Possible	31%	30%	29%	We Should Strive for Equality for All	14%	13%	12%
Like To Do Unconventional Things	30%	31%	31%	Happy With My Standard Of Living	12%	11%	10%
Don't Judge People/Way They Live Life	29%	27%	27%	On Whole People Get What They Deserve	11%	10%	10%
Too Much Sponsorship In Arts/Sports	27%	25%	24%	,	9%	9%	9%
Money Is Best Measure Of Success	26%	26%	26%		9%	8%	8%
If Won Lottery Would Never	25%	24%	24%	I Am A Perfectionist	7%	6%	5%
Work Again							
Friends More Important Than My Fam.	23%	23%	22%				

rbe Cooleemee Barker Ten Mile Castonia Harrells Louisburg Bowmore Alliance Creswell St. Helena E Eureka Midland Rockingham Mount Airy Tarboro Whispering Pines Stem Roanoke Rapids Wingate Unionville Watha Biltmore Forest Coopyright 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.



on Fremont Valdese Granite Falls Norlina Angier Balfour Moravian Falls South Henderson Denton Ha Swansboro Belwood Fairfield Harbour Wake Forest Salem Butter Intercultural Institute Wingate Wilson Wrightsville Beach Spruce Pine Winfall Autryville 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-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

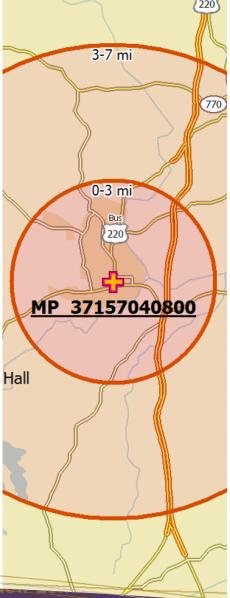
THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	59%	62%	63%	Looking for New Ideas To Improve Home	18%	17%	17%
You Should Seize Opportunities In Life	57%	56%	56%	Worried About Pollution Caused By Cars	17%	18%	18%
Like To Understand About Nature	37%	36%	36%	Provide My Kids With The Little Extras	16%	14%	13%
Prefer Work Part Of Team Than	36%	35%	34%	Real Men Don't Cry	16%	16%	15%
Alone				Is An Important Part Of Who I Am	16%	17%	17%
Important Feel Respected By My Peers	34%	33%	32%	Try Not To Worry About The Future	14%	13%	12%
Important To Juggle Various Tasks	33%	31%	30%	Enjoy Spending Time With My Fam.	14%	14%	14%
Prefer To Have Few Possessions As Possible	31%	30%	29%	Children Should Be Allowed To Express Themselves	7%	6%	6%
Good At Fixing Things	29%	27%	26%	Feel Very Alone In The World	6%	5%	5%
Have Keen Sense Of Adventure	27%	26%	26%	Like Spending Most Time With	6%	5%	5%
Like To Just Enjoy Life	21%	21%	20%	Fam.			
People Have To Take Me As They Find Me	21%	22%	22%	Would Like To Set Up Own Business	4%	4%	4%
Consider Myself Interested In The Arts	21%	19%	18%	Decor Particular Interest To Me	3%	3%	4%

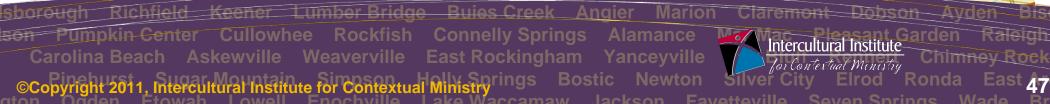
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Beautort Bald Head Island Wrightsville Beach Walnut Cove Casar Mount Gilead Mutreesboro Castalia pe Carteret Greenville Manteo Bonnetsville Ashley Heights Candor Eller Intercultural Institute Leland Cameron Swansboro Eastover Saxapahaw Royal Pines Cary Jor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

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



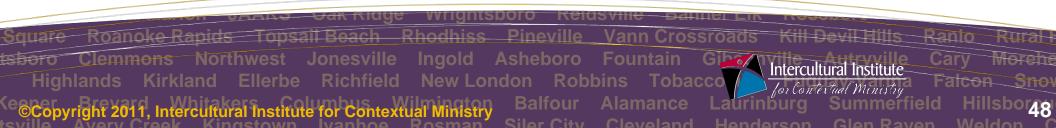


## **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10	PLACE
	MILES	MILES	MILES	
Fast Food/Drive-In	86.8%	87.79%	88.17%	Dairy Qu
Restaurant-Visit Any				Red Lob
Fam. Restaurants/Steak	81.07%	82.74%	83.81%	Domino's
Houses-Visit Any				Cracker
McDonald's	56.19%	57.32%	58.18%	Sonic
Burger King	39.37%	39.67%	39.45%	Golden (
Kentucky Fried Chicken (KFC)	32.96%	31.84%	31.32%	IHOP (In
Wendy's	31.37%	31.04%	31.14%	Pancake
Subway	30.82%	31.7%	32.25%	Chick-Fil
Applebee's	28.39%	29.17%	30.16%	Hardee's
Taco Bell	28.1%	28.85%	29.59%	Outback
Pizza Hut	25.22%	24.56%	24.49%	Denny's
Arby's	23.42%	24.41%	25.03%	Ruby Tu
Olive Garden	19.1%	19.02%	19.33%	

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Dairy Queen	18.97%	19.76%	19.93%
Red Lobster	18.35%	16.72%	16.14%
Domino's Pizza	15.47%	13.86%	13.21%
Cracker Barrel	15.43%	16.43%	17.39%
Sonic	15.09%	15.86%	16.55%
Golden Corral	14.45%	13.55%	13.46%
IHOP (International House Of	13.91%	12.26%	11.92%
Pancakes)			
Chick-Fil-A	13.67%	13.39%	13.97%
Hardee's	13.19%	13.57%	13.85%
Outback Steakhouse	12.79%	12.42%	12.79%
Denny's	12.26%	11.5%	11%
Ruby Tuesday	11.07%	10.86%	11.36%

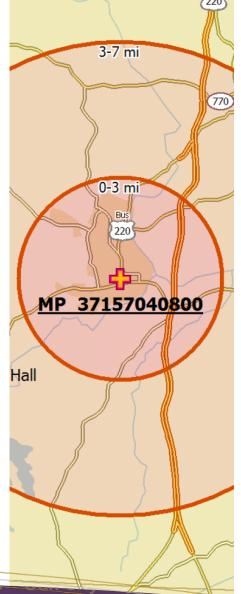


#### **Potential Shared Projects**

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!



Sherrills Ford North Wilkesboro Roseboro Midway Faison Raemon Kittreil Plain View Shallotte Sta KIT Devil Hills Shannon Elroy Richfield Marshall Greensboro Mario Intercultural Institute Lake Rolesville Saratoga Rich Square Hemby Bridge Ogden Candor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Shared Projects**

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	46.15%	46.27%	46.16%
Recycled products	30.57%	31.71%	32.24%
Worked as volunteer (non political)	14.93%	16.01%	16.42%
Engaged in fund raising	11.6%	11.73%	11.59%
Religious club member	7.97%	8.06%	8.07%
Church Board	6.18%	5.86%	5.68%

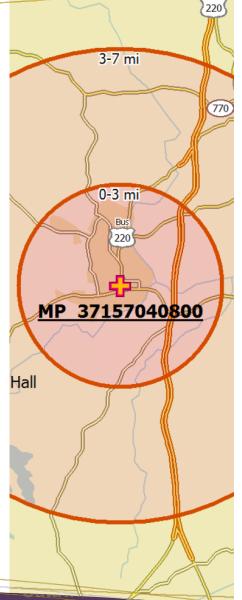
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Union member	5.45%	5.45%	5.42%
Charitable Organization	5.21%	5.47%	5.53%
Wrote to elected offcl about	5.14%	5.62%	5.8%
publ bus			
Wrote to editor of mag or	5.13%	5.19%	5.26%
newspaper			
Took active part in local civic	4.96%	4.75%	4.63%
issue			
Fraternal order member	4.57%	4.54%	4.45%

Iman Linden Pink Hill Lawndale Clyde Arapahoe Siler City Barker Heights Balfour Pilot Mountain Polit Mars Hill Stokesdale Trenton Burlington Jefferson Hayesville Trent Intercultural Institute denville Cullowhee Fallston Middleburg Lake Park Whitakers Cornelius (or Contextual Ministry) xficCopyright 2011, Intercultural Institute for Contextual Ministry Denville Oak Island Corman Matthews Topsail Beach Ayden Goldston Madison Taylorsville Maxton

#### **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.



Sedalia Suri City Haw River Canton Powellsville Lake Junaluska Sea Breeze Huntersville McLeansville H Kirkland Fuquay-Varina Roxobel Black Creek Gibsonville Salemburg Intercultural Institute Devils Glen Alpine Teachey Harmony Fremont Erwin Winston-Salem Copyright 2011, Intercultural Institute for Contextual Ministry Mars Hill Whispering Pines Wingate Pine Level Gree 51

## **Potential Print Media Content:**

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	14.42%	14.74%	15.01%
Children's Books	12.5%	12.95%	13.12%
Mystery	10.06%	10.54%	10.93%
Religious (not Bibles)	9.57%	9.42%	9.5%
Cookbooks	9.47%	9.98%	10.19%
Romance	6.56%	7.03%	7.29%
Personal/Business	6.18%	6.27%	6.25%
Self-help			
Biography	5.93%	5.69%	5.63%
History	5.93%	6.11%	6.28%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	66.78%	65.24%	64.51%
Gen. Editorial	48.71%	45.35%	44.3%
Womens	43.04%	40.83%	40.19%
Service	32.32%	33.88%	34.91%
Mens	19.07%	17.47%	16.89%
<b>Business/Finance</b>	16.89%	15.38%	14.95%
Music	14.64%	11.95%	10.88%
Sports	14.47%	13.48%	13.04%
Automotive	13.76%	14.43%	14.53%

nsville Saratoga Sandyfield Greensboro Pumpkin Center Harmony Lake Park New London Albemarie A La Grange Wanchese Valley Hill Burgaw Star White Oak Wrightsberg Columbus Jonesville Norlin all Southern Shores Red Springs Fairview Flat Rock Everetts Henderso for Confectual Ministry No Confectual Ministry No Copyright 2011, Intercultural Institute for Contextual Ministry

## Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	53.12%	54.45%	55.03%
Classified	34.24%	35.63%	36.13%
Sport	31.76%	31.97%	32%
Editorial Page	29.25%	30.67%	31.34%
Comics	26.11%	26.93%	27.31%
Business/Finance	25.71%	25.62%	25.75%
Movie Listings & Reviews	24.3%	23.73%	23.45%
Food/Cooking	23.91%	23.58%	23.78%
TV/Radio Listings	23.67%	23.61%	23.6%
Home/Gardening	20.72%	21.24%	21.4%
Travel	17.82%	17.55%	17.53%
Science/Technology	16.44%	16.14%	15.94%
Fashion	14.97%	14.09%	13.69%

Cannapolis Avery Creek Pleasant Garden Stem Watha Orrum Holly Springs Pineville Brices Creek River Wallburg Green Level Mount Airy Rich Square King Brookford Saro Parkton Norlina Vann Cree Lasker Swannanoa Kernersville Oak City Mount Holly Harmony Correctual Ministry Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Multimedia Content:**

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



ESPN2

18.86%

18.94%

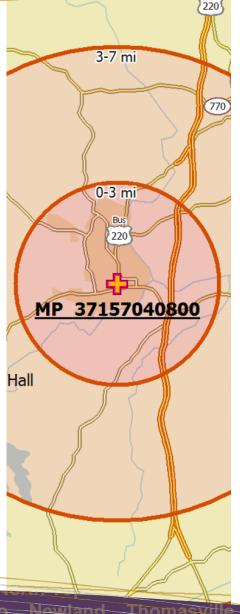
18.66%

#### **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.



Aiddlesex Cerro Gordo Half Moon Kenly Beaufort Pineville Black Creek Calypso Newland Thomasville Flat Rock Harrellsville Asheboro Watha Fairplains Bent Creek Spring Intercultural Institute Wallace Fairview Marion Brices Creek Magnolia Boiling Springs How Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry OCopyright 2011, Intercultural Institute for Contextual Ministry

# Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	17.07%	17.77%	18.23%
Medium Users (4-6)	9.1%	9.7%	9.97%
Light Users (1-3)	20.26%	20.62%	20.55%
Quintiles (20%)			
Newspaper I (Heavy)	1.07%	1.09%	1.15%
Newspaper II	1.55%	1.41%	1.4%
Newspaper III	2.34%	2.55%	2.52%
Newspaper IV	0.6%	0.61%	0.67%
Newspaper V (Light)	0.95%	1.17%	1.24%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	19.45%	19.51%	19.72%
Magazines II	9%	9.16%	9.31%
Magazines III	9.44%	9.84%	10.11%
Magazines IV	12.39%	11.68%	11.55%
Magazines V (Light)	0.63%	0.45%	0.42%
Outdoor I (Heavy)	7.28%	6.15%	5.57%
Outdoor II	3.61%	2.92%	2.56%
Outdoor III	4.3%	3.47%	3.15%
Outdoor IV	17.9%	17.75%	17.68%
Outdoor V (Light)	24.94%	25.15%	25.22%
Yellow Pages I	16.01%	15.68%	15.64%
(Heavy)			
Yellow Pages II	6.7%	5.82%	5.48%
Yellow Pages III	7.17%	5.44%	4.8%
Yellow Pages IV	24.49%	23.73%	23.5%
Yellow Pages V (Light)	4.37%	3.49%	3.14%

Youngsville JAARS McFarlan Eden Hamlet Balfour Light Oak Pittsboro Conetoe Laurel Park Belwoo Shallotte Biscoe Marietta Mint Hill Lumberton Weaverville Tar Heel Intercultural Institute for Confectual Ministry Keener Teach Copyright 2011, Intercultural Institute for Contextual Ministry Harrells Kure Beach Buth Cape Carteret Morven White

## Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	7-
	MILES	MILES	MILES		MILES	MILES	М
Radio Drive Time Quntiles				TV Prime Time Quntil	es (fifths /		
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	3.51%	3.48%	3.36%	Prime Time I & II (Hea	avy) 4.44%	4.43%	4.2
Drive Time III (Medium)	0.99%	0.97%	0.89%	Prime Time III (Mediu	m) 1.76%	1.78%	1.8
Radio IV & V (Light)	3.04%	2.75%	2.54%	Prime Time IV & V (Li	ght) 7.31%	7.68%	8.2
Radio Media Quntiles (fifths /				TV Early/Late Fringe	Quntiles		
20%)				(fifths / 20%)			
Radio I & II (Heavy)	9.25%	8.82%	8.96%	Fringe I & II (Heavy)	39.43%	40.24%	40
Radio III (Medium)	4.36%	4.86%	5.12%	Fringe III (Medium)	56.21%	56.32%	56
Radio IV & V (Light)	3.26%	3.05%	3.02%	Fringe IV (Light)	56.83%	57.32%	57
Cable TV Quntiles (fifths /				TV All Day Quntiles (f	ifths /		
20%)				20%)			
Cable I & II (Heavy)	11.61%	12.16%	12.55%	All Day I & II (Heavy)	15.2%	13.8%	13
Cable III (Medium)	5.15%	4.86%	4.78%	All Day III (Medium)	25.33%	25.77%	25
Cable IV & V (Light)	35.66%	32.42%	31.52%	All Day IV (Light)	15.17%	12.75%	11



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.15%	11.01%	11.2%
6:00am - 10:00am	13.86%	12.22%	11.72%
10:00am - 3:00pm	7.64%	5.62%	4.94%
3:00pm - 7:00pm	13.78%	13.77%	13.6%
7:00pm - Midnight	10.8%	10.16%	10.24%
Midnight - 6:00am	5.55%	4.54%	4.18%
Weekend Radio			
Listeners			
Dayparts [summary]	13.36%	13.75%	14.25%
6:00am - 10:00am	2.99%	2.78%	2.95%
10:00am-3:00pm	4.74%	3.92%	3.65%
3:00pm - 7:00pm	6.41%	6.19%	6.24%
7:00pm - Midnight	8.66%	8.72%	8.96%
Midnight - 6:00am	10.19%	8.84%	8.67%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.09%	6.95%	7.45%
Saturday: 8:00-11:00pm	7.53%	7.76%	8.02%
Sunday: 7:00-11:00pm	8.76%	9.45%	9.92%
9:00am-1:00pm	23.77%	25.18%	26.04%
9:00am-4:00pm	27.44%	28.99%	29.92%
4:00pm-7:00pm	28.73%	27.72%	27.58%
11:00pm-1:00am	41.49%	41.32%	41.45%
AVG Prime time	3.73%	2.81%	2.53%
Mon-Sun			

Troy Mount Pleasant Bridgeton Dobbins Heights Cornelius Mountain View Roper Ramseur Leggett Ga eat Mars Hill Wanchese Caswell Beach Raeford Bakersville Hightsville <u>Intercultural Institute</u> Franklin Speed Granite Falls Aberdeen Toast North Wilkesboro Hende ©Copyright 2011, Intercultural Institute for Contextual Ministry Marion Farmville Case Como Pilot Mountain L58

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	<b>TV VIEWERS</b>	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	14.02%	13.93%	14.13%	Sat: 7-10am	Sat: 7-10am 16.5%	Sat: 7-10am 16.5% 16.36%
7-9am	18.94%	18.66%	18.86%	Sat: 10am-1pm	Sat: 10am-1pm 7.59%	Sat: 10am-1pm 7.59% 7.77%
9am-12noon	19.38%	21.01%	21.92%	Sat: 1-4pm	Sat: 1-4pm 24.48%	Sat: 1-4pm 24.48% 24.53%
12noon-4pm	8.06%	7.98%	8%	Sat: 4-6pm	Sat: 4-6pm 7.14%	Sat: 4-6pm 7.14% 6.58%
4-6pm	45.48%	45.31%	45.56%	Sat: 6-7pm	Sat: 6-7pm 1.94%	Sat: 6-7pm 1.94% 1.92%
6-7pm	18.29%	20.16%	20.82%	Sat: 7-8pm	Sat: 7-8pm 0.62%	Sat: 7-8pm 0.62% 0.68%
7-7:30pm	1.49%	1.31%	1.2%	Sat: 8-11pm	Sat: 8-11pm 7.53%	Sat: 8-11pm 7.53% 7.76%
7:30-8pm	11.32%	10.92%	10.97%	Sat: 11pm-1am	Sat: 11pm-1am 5.3%	Sat: 11pm-1am 5.3% 4.69%
8-11pm	6.09%	6.95%	7.45%	Sat: 1am-7pm	Sat: 1am-7pm 22.82%	Sat: 1am-7pm 22.82% 22.94%
11pm-12am	32.95%	33.81%	34.21%	Sun: 7-10am	Sun: 7-10am 2.4%	Sun: 7-10am 2.4% 2.56%
11pm-1am	41.49%	41.32%	41.45%	Sun: 10am-1pr	Sun: 10am-1pm 6.26%	Sun: 10am-1pm 6.26% 7.35%
1-6am	27.87%	26.37%	26.11%	Sun: 1-4pm	Sun: 1-4pm 5.21%	Sun: 1-4pm 5.21% 5.95%
				Sun: 4-7pm	Sun: 4-7pm 12.23%	Sun: 4-7pm 12.23% 13.4%
				Sun: 7-11pm	Sun: 7-11pm 8.76%	Sun: 7-11pm 8.76% 9.45%
				Sun: 11pm-1ar	Sun: 11pm-1am 4.39%	Sun: 11pm-1am 4.39% 4.35%
				Sun: 1-7am	Sun: 1-7am 19.72%	Sun: 1-7am 19.72% 20.96%

Sandyfield McLeansville Woodlawn Murfreesboro Wake Forest Boiling Springs Mount Pleasant Cherryvill Ton Danbury Seven Lakes Maxton Beulaville Kure Beach Mesic Calyon Intercultural Institute ma Staley North Wilkesboro Saratoga Sugar Mountain Waynesville France for Contextual Ministry Socopyright 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.

ey Green Biltmore Forest Holly Springs Pittsboro Seven Lakes Fearrington Milton Woodfin Silver Lake Marion Fairmont Bessemer City Autryville Elk Park Trenton Andrews Intercultural Institute Alliance Lake Norman of Catawba Atlantic Beach Powellsville Mount for Confectual Ministry © Confectual Ministry Dillsboro Wallace Fayetteville East Laurinburg Bann 60

# 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

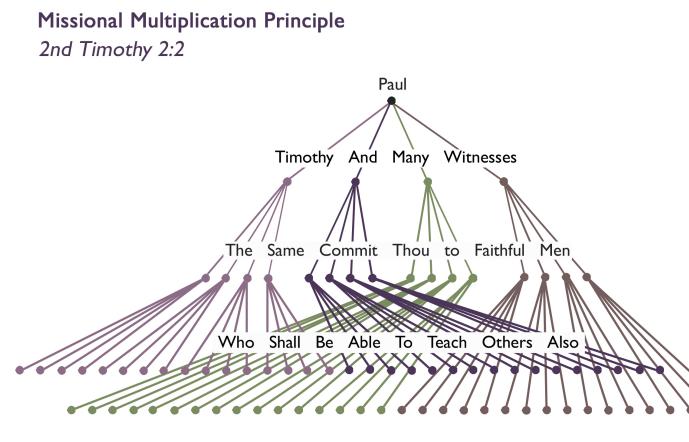
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Richfield Butner Mulberry Grover Bladenboro River Bend St. James Stony Point Shannon New Be Tern Shores Ocracoke Grandfather Taylorsville Spiveys Corner Lake Norres intercultural Institute sboro Henderson Madison Winston-Salem Hope Mills Silver Lake Rock for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry @Copyright 2011, Intercultural Institute for Contextual Ministry Bed Cross Zebulon Wingate Danbury Bethania Elizabet

## **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.



Wallburg Altamahaw Ashley Heights Wentworth Dobbins Heights Milton Kenly James City Beulaville Burnsville Oak City Glen Raven Grifton Waco Oriental Morehead City Intercultural Institute Grandfather Sandy Creek Shallotte Rowland Conover Woodfin Rosma for Contextual Ministry Crosshore M St. Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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



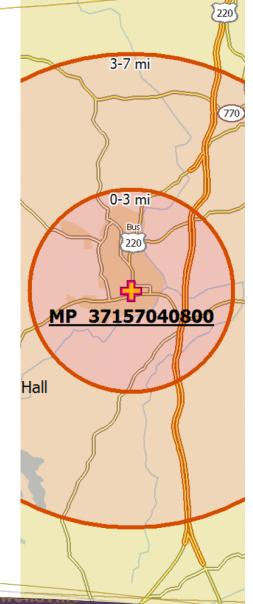


#### Your MissionSite and the Missional Suite

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

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

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



Cedar Rock Bent Creek Cedar Point Varnamtown China Grove Kure Beach Stonewall Sanford Lexing Spencer Mint Hill Ahoskie Simpson Teachey Trinity Lansing Pollocker Intercultural Institute way Winfall Beaufort Connelly Springs Fletcher Rennert Lilesville Hon Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## 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	Madison First - Madison	110 S Franklin St Madison, NC 27025	0.15 mi	97	Declining
2	Lake View - Madison	6686 NC Highway 704 Madison, NC 27025	0.87 mi	0	Insufficient Data
3	Oak Grove - Madison	4543 NC 772 Hwy Madison, NC 27025	0.87 mi	182	Declining
4	New Vision Fellowship - Madison	1135 W. Academy St. Madison, NC 27025	1.15 mi	113	Declining
5	Mayodan First - Mayodan	101 S 1st Ave Mayodan, NC 27027	1.57 mi	360	Declining
6	Ellisboro - Madison	1604 Ellisboro Rd Madison, NC 27025	2.67 mi	231	Declining
7	New Life Baptist Church	1201 Bald Hill Loop Madison, NC 27025	2.91 mi	41	Declining
8	Grace - Madison	3097 US Highway 311 Madison, NC 27025	3.68 mi	121	Declining
9	Comers Chapel - Madison	1990 Bald Hill Loop Madison, NC 27025	4.09 mi	78	Plateauing
10	Woodbine - Mayodan	7546 NC Highway 135 Mayodan, NC 27027	4.14 mi	232	Declining
11	Community - Mayodan	520 Community Baptist Ch Rd Mayodan, NC 27027	4.14 mi	41	Declining
12	Ayersville - Mayodan	310 NC Highway 770 Mayodan, NC 27027	4.14 mi	70	Growing
13	Cornerstone Baptist Church	2061 Lindsey Bridge Rd Madison, NC 27025	4.23 mi	0	Insufficient Data
14	Beaver Island - Mayodan	3111 Ayersville Rd Mayodan, NC 27027	4.62 mi	129	Plateauing
15	Deep Springs - Stoneville	2388 River Rd Stoneville, NC 27048	5.16 mi	37	Plateauing

Pineville Mocksville Matthews Ingold Valley Hill Bowmore Taylortown Snow Hill Henderson Spend St. Stephens Lincolnton Norwood Pumpkin Center Washington Park intercultural Institute wannanoa Murfreesboro North Topsail Beach Crossnore Jamesville Eas Confertual Ministry Coopyright 2011, Intercultural Institute for Confextual Ministry

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Stoneville First - Stoneville	300 E Main St Stoneville, NC 27048	6.34 mi	85	Growing
17	Berean Baptist Church	1035 Pine Hall Methodist Church Loop Pine Hall, NC 27042	6.48 mi	27	Insufficient Data
18	Dan Valley - Stoneville	6710 NC Highway 135 Stoneville, NC 27048	6.60 mi	62	Declining
19	Crossroads Community - Stokesdale	260 Christopher Rd Stokesdale, NC 27357	8.53 mi	16	Plateauing
20	Providence - Stoneville	770 Eden Rd Stoneville, NC 27048	9.51 mi	65	Declining
21	Sharon - Reidsville	3540 Iron Works Rd Reidsville, NC 27320	9.90 mi	131	Growing
22	Oak Ridge - Sandy Ridge	4128 NC 704 Hwy E Sandy Ridge, NC 27046	10.21 mi	219	Growing
23	Floyd - Eden	3652 Price Rd Eden, NC 27288	10.47 mi	89	Plateauing
24	Shady Grove - Reidsville	1095 County Home Rd Reidsville, NC 27320	10.85 mi	40	Growing
25	Growing Oaks - Eden	2270 Harrington Hwy Eden, NC 27288	11.04 mi	175	Insufficient Data
26	Willow Oak	4837 NC 89 Hwy E Walnut Cove, NC 27052	11.58 mi	234	Declining
27	Walnut Cove First - Walnut Cove	415 Summit St Walnut Cove, NC 27052	11.71 mi	182	Declining
28	Hampton Heights - Eden	1323 Washington St Eden, NC 27288	12.00 mi	92	Declining
29	Summerfield First - Summerfield	2300 Scalesville Rd Summerfield, NC 27358	12.68 mi	531	Declining
30	Mount Calvary - Walke	7279 Pine Hall Rd Belews Creek, NC 27009	12.76 mi	98	Growing

tatesville Southern Shores Kittrell Delway Bunn Louisburg Bermuda Run Rockfish Dunn Snow Hill E talstonburg Winterville Watha Dundarrach Asheville Stanfield Marvin <u>Intercultural Institute</u> Carner Rowland Roanoke Rapids Robbins Lilesville Polkton Red Oak Ingold Warsaw Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Will Beach Dundon Warrenton Betblehem Pinebluff White

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Eden First - Eden	533 Greenwood St Eden, NC 27288	13.33 mi	164	Declining
32	Spray - Eden	745 Church St Eden, NC 27288	13.41 mi	149	Plateauing
33	Mount Hermon - Reidsville	1611 Ashley Loop Reidsville, NC 27320	13.43 mi	64	Declining
34	Danbury - Danbury	805 N Main St Danbury, NC 27016	13.87 mi	29	Plateauing
35	Goodwill - Kernersville	3110 Piney Grove Rd Kernersville, NC 27284	13.91 mi	82	Plateauing
36	Gethsemane - Greensboro	5938 N Church St Greensboro, NC 27455	14.83 mi	39	Growing
37	Fairview - Reidsville	2531 Flat Rock Rd Reidsville, NC 27320	14.85 mi	132	Growing
38	Osborne - Eden	326 E Stadium Dr Eden, NC 27288	14.90 mi	717	Growing
39	Central - Oak Ridge	1715 Nc Highway 68 N Oak Ridge, NC 27310	15.08 mi	292	Growing
40	Revolution	1312 Hawthorne Ave Reidsville, NC 27320	15.75 mi	0	Insufficient Data
41	Penn Memorial - Reidsville	2029 Freeway Dr Reidsville, NC 27320	15.82 mi	102	Declining
42	Baptist Temple - Reidsville	729 Wentworth St Reidsville, NC 27320	16.31 mi	247	Declining
43	Lifehouse	8344 Fairgrove Church Rd Browns Summit, NC 27214	16.36 mi	0	Insufficient Data
44	Daystar Christian Fellowship - Greensboro	4094 US Highway 220 N Greensboro, NC 27410	16.60 mi	271	Plateauing
45	Pleasant Ridge Christian Fellowship	2029 Pleasant Ridge Rd Greensboro, NC 27410	16.63 mi	88	Plateauing

Surf City Ashley Heights Jamesville Albemarle Troy Wagram Eden Sawmills Kelford Graham St Royal Pines Red Oak Elm City Swannanoa Kinston Arapahoe Teacher Intercultural Institute Aulander High Point Maiden Autryville Topsail Beach Wade Ramseur for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry



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#### CONTACT US:

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cwatke@iicm.net
803-279-5828
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