MissionSite top unreached locations

Stath Farmville Marshall Pittsboro Duck Ahoskie Bolivia Grin SALISBURY, NC

Spring Lake Indian Be CENSUS TRACT: 37159050901 Clvde Navassa Rockwel Multiply Simpson Oxford Aurora Taylors REGION: Region 5: Piedmont Triad COUNTY: Rowan Roper Ellerbe Eastover Mountain Home SITESCAPE: Townscape kton **Brevard** Peachland In partnership with the: ChapeDENSITY PATTERN: Coue Orrum Intercultural Institute atesville **Forest Oaks** for Contextual Ministry /ander **Roval P** rest Citv Keidsville North Carolina Baptists Caring. Sharing. Daring. **Carolina Beach Red Oak** ehead Citv us©Copyright 2014; Intercultural Institute for Contextual Ministry otte Mesic

MissionSite (TM) Table of Contents

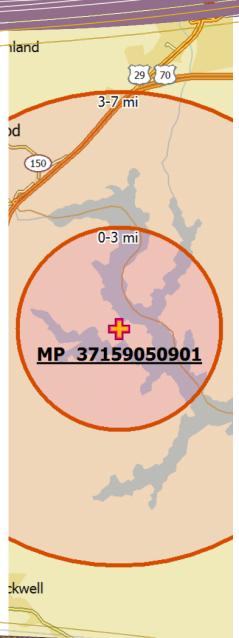
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Site Location Summary

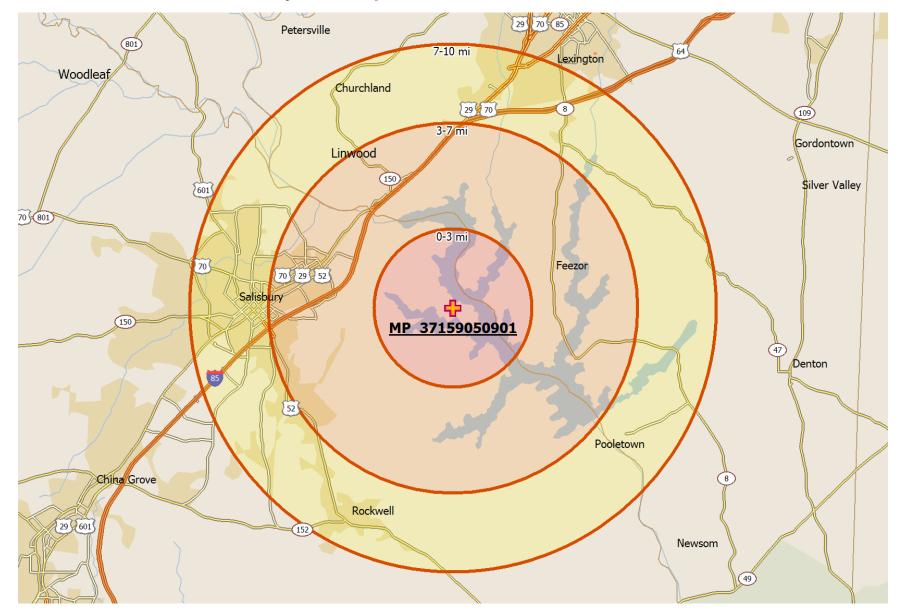
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	37159	Rowan
4	Zipcode	28146	Rowan
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	С	10000-50000-50000



Stem Waxhaw Vander Richlands Grover Grifton Kure Beach Cramerton Bethlehem Raleigh Fuge essemer City Franklin Mooresville South Rosemary Lewisville Sanford Lowell Hillsborough Brevard Monroe Ronda Norwood Wallace Brice for Contextual Ministry Charlotte Greenville South Veldon Ivanhoe Wilson 3

Site Location Summary - Map of the Site Location



Hightsville Lexington Salem Mount Gilead Wentworth Cofield Red Cross Glen Raven Simpson Walk Dobson Burgaw Maiden Boone Southport Huntersville Conway Madison Columbus Garland Winterville White Lake Washington Contextual Ministry Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	COD E	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	3	Micropolitan area adjacent to a large metro area
3	Rural / Urban Continuum	4	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	73	Micropolitan high commuting: Secondary flow 10% to 30% to an Urban Area
7	ERS RUCA Commuting Value	5	Micropolitan high commuting: primary flow 30% or more to a large urban cluster
8	Percent Commuting to Metro	23	Percent commuting from non metro to metro areas

Cramerton Pinehurst Foxfire Kill Devil Hills Belwood Havelock Skippers Corner Long View Clyde Ro Newton Grove Indian Trail Severn Forest City Highlands Sneads Ferry Intercultural Institute ters Aulander Piney Green Gastonia Sharpsburg Eden St. James Have To 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	4,152	41,234	44,699
2010 Households	1,623	16,217	16,968
2010 Group Quarters Population	3	1,038	2,758

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	14	28	35
Language Diversity National Index	10	20	31
Foreign Born Diversity National Index	39	7	25
Ancestry Diversity National Index	61	38	37
Racial Diversity National Index	18	38	51

Enfield Wrightsboro Winterville Ansonville Stanley Hillsborough Marvin Oriental East Flat Rock Oak G Mount Pleasant Long View Ahoskie Fallston Fuquay-Varina Sneads Intercultural Institute Monroe Matthews Trinity Woodland Knightdale Roanoke Rapids Roxb for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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

a Graham Unionville Ranto Peachland Hamlet Harrisburg Trenton Teachey Keener Greensboro Bol Speed Neuse Forest Jefferson Southport Westport Boonville Winton Intercultural Institute exington Weaverville Bear Grass Smithfield Bogue Bayshore Half Moo Governa Ministry Contextual Ministry Bald Hear Copyright 2011, Intercultural Institute for Contextual Ministry 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	434	26.74%
Mainstay Communities	Established, Diverse Households	444	27.36%
Working Communities	Blue-collar, Working Families	162	9.98%
Country Communities	Rural, Agri. & Mining Families	464	28.59%
Aspiring Communities	Young Singles / Aspiring-Multihousing	98	6.04%
Urban Communities	High Density, Inner-city Neighborhoods	22	1.36%

Midway Davidson Northlakes Sawmills Elrod Spring Hope Black Creek Beaufort Dundarrach Pine Harkton Ocean Isle Beach Wendell Rosman Ahoskie Lumber Bridge oncord Chocowinity Ansonville St. Helena Oriental East Laurinburg Copyright 2011, Intercultural Institute 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.

Trinity Charlette Weldon White Lake Murraysville Conway Clinton Forest Oaks Castalia Midland Forest Rockfish Chimney Rock Village Brevard Asheboro Ellerbe Cramert Intercultural Institute Holly Springs Castalia Midland Forest Midland Forest Midland Forest Castalia Midland Forest Castalia Midland Forest Castalia Midland Forest Castalia Midland Forest Midland Forest Midland Forest Midland Forest Midland Forest Midland Forest Castalia Midland Forest Midland Forest Midland Forest Midland Forest Midland Forest Castalia Midland Forest Midland Forest Castalia Midland Forest Midla

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?

Blewing Rock Southport Kernersville Landis Spring Hope Cove City Watha Shallotte Lillington Whe Harrellsville Pleasant Hill Caswell Beach Bear Grass Newton Grove Intercultural Institute racoke Magnolia Silver Lake Conetoe High Shoals Brogden Asheboro for Contextual Ministry East Bend Ma De Copyright 2011, Intercultural Institute for Contextual Ministry and Nack Waynesville Murrely Red Cross Indian Beach Danbury Littleton Robbinsville Lumberton France

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	35,687	1,035	2.9%
Unreached %	66.22%	63.77%	96.3
Religious But NOT Evangelical HH	8,595	217	2.52%
Religious But NOT Evangelical %	15.95%	13.34%	83.67
Spiritual But NOT Relig or Evang HH	5,786	182	3.14%
Spiritual But NOT Relig or Evang %	10.74%	11.2%	104.33
Not Evangelical, Not Interested HH	21,465	638	2.97%
Not Evangelical, Not Interested %	39.83%	39.29%	98.64



ng Spring Lakes Brices Creek Stedman Ellenboro Leggett Rowland Locust Green Level Badin Washing and State Brices Creek Stedman Ellenboro Leggett Rowland Locust Green Level Badin Washing and State Brices Intercultural Institute Average and State Average Intercultural Institute May and Pleak Shores Atkinson Mulberry Franklinville Roanoke Rapids Trenton Red For Contextual Ministry May and Pleak Copyright 2011, Intercultural Institute for Contextual Ministry Columbia Walstonburg Lawed Level Badin Washing View Contextual Ministry Columbia Walstonburg Lawed Level Badin Washing View Contextual Ministry Columbia Walstonburg Lawed Pleak Core Contextual Ministry Columbia Walstonburg Lawed Pleak Core Core Contextual Ministry Columbia Walstonburg Lawed Pleak Core Cordo

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	57	2	3.51%
Active BCNC Attenders	7,381	643	8.71%
Active Evangelical Households	6,849	222	3.24%
Active Evangelical Percent	12.71%	13.65%	107.43
Inactive Evangelical Households	11,358	367	3.23%
Inactive Evangelical Percent	21.07%	22.63%	107.39
# New Churches Needed	0	0	0%





Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Trading Ford - Salisbury	2.04 mi	238	Plateauing	 16	Southside - Salisbury	6.20 mi	133	Declining
2	High Rock	2.34 mi	405	Growing	17	Lakeview - Linwood	6.24 mi	47	Growing
3	Eastside - Salisbury	4.13 mi	64	Plateauing	18	Salisbury First - Salisbury	6.58 mi	600	Declining
4	Providence - Salisbury	4.15 mi	68	Declining	19	Stallings Memorial - Salisbury	6.87 mi	173	Declining
5	Emmanuel - Salisbury	4.47 mi	103	Declining	20	Lao - Salisbury	6.99 mi	0	Insufficient Data
6	Oakdale - Spencer	4.83 mi	113	Declining	21	Community	7.27 mi	189	Declining
7	Dunn's Mountain	4.93 mi	86	Declining	22	Faith - Faith	7.41 mi	320	Plateauing
8	Spencer First - Spencer	5.16 mi	72	Declining	23	Mountain View - Lexington	7.42 mi	68	Plateauing
9	Yadkin - Salisbury	5.23 mi	64	Growing	24	Calvary	7.69 mi	203	Declining
10	Whosoever Will	5.32 mi	0	Insufficient Data	25	Smith Grove - Linwood	7.72 mi	108	Growing
11	Oakland Heights - Salisbury	5.44 mi	18	Declining	26	Holloways - Lexington	7.78 mi	131	Plateauing
12	Rowan International - Salisbury	5.54 mi	0	Insufficient Data	27	East Corinth - Gold Hill	8.09 mi	41	Declining
13	North Main - Salisbury	5.72 mi	172	Declining	28	Milford Hills - Salisbury	8.51 mi	64	Plateauing
14	Jersey - Lexington	6.01 mi	216	Plateauing	29	Friendship - Salisbury	8.70 mi	0	Insufficient Data
15	Wall of Fire Outreach Ministries - Salisb	6.11 mi	0	Insufficient Data	30	Floyd - Lexington	8.93 mi	21	Declining

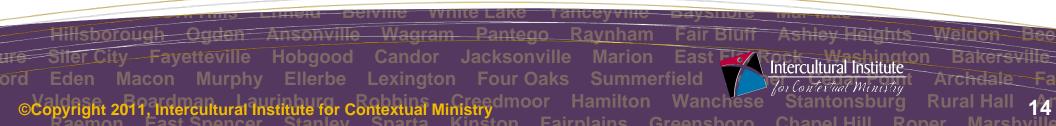
Cape Carteret Jackson Jonesville Bridgeton Fayetteville Winterville Warsaw Five Points Walstonburg Frant Andrews Murfreesboro Bolton Whitsett Gamewell Wingate Intercultural Institute Brices Creek h City Huntersville Patterson Springs Angier Speed Harrisburg Blowin Five Confermat Ministry Confermat Ministry 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.

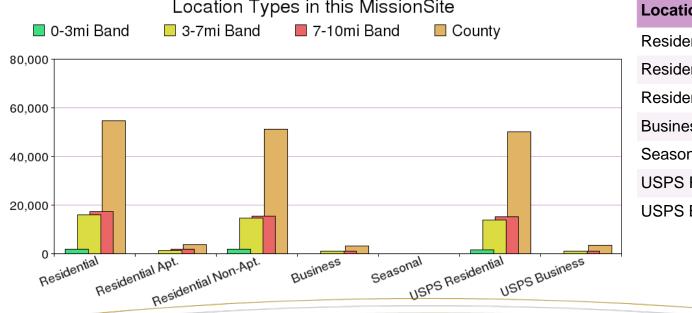
Issues for Your Consideration

- 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	DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	110,605	3,098	2.8%	1990 Households	42,512	1,202	2.83%
2000 Population	130,340	3,904	3%	2000 Households	49,940	1,541	3.09%
2010 Population	142,526	4,152	2.91%	2010 Households	53,894	1,623	3.01%
		- ·					

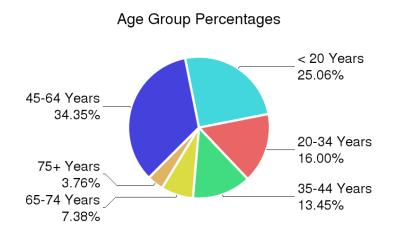


Location Type	0-3mi Band
Residential	1,867
Residential Apt.	4
Residential Non-Apt.	1,863
Business	21
Seasonal	0
USPS Residential	1,610
USPS Business	18

e Rapids Polkville Reidsville Grantsboro Spring Hope Kingstown Castle Hayne Mulberry Oak City Stok Points Wingate Sharpsburg Grifton Boiling Spring Lakes Morven Rich Intercultural Institute Waco East Flat Rock Cameron Buies Creek Bolivia Youngsville Sherri Logand Ministry In Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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.

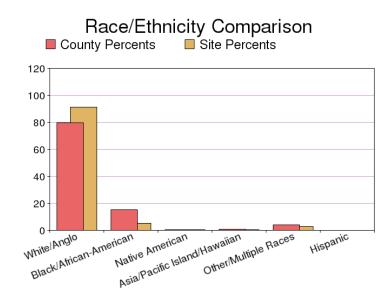


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.02%	4.6%	91.63
4-5 Years	2.57%	2.14%	83.27
6-8 Years	3.88%	4.12%	106.19
9-11 Years	3.87%	4.05%	104.65
12-13 Years	2.57%	2.91%	113.23
14-17 Years	5.25%	4.87%	92.76
18-19 Years	2.65%	2.41%	90.94
0-5 Years	7.58%	6.74%	88.92
6-12 Years	9.03%	9.66%	106.98
13-19 Years	9.18%	8.69%	94.66
< 20 Years	25.79%	25.09%	97.29
20-34 Years	18.58%	16.02%	86.22
35-44 Years	12.88%	13.46%	104.5
45-64 Years	27.16%	34.39%	126.62
65-74 Years	8.18%	7.39%	90.34
75+ Years	7.41%	3.76%	50.74
Median Age	40	42	107.28
Median Age (Male)	38	44	115.06
Median Age (Female)	41	42	102.72

wmore Casar <u>Ellenboro</u> Holly Springs Rosman Seven Lakes Whitakers Lake Waccamaw Ocracoke Little Pink Hill Richlands Bent Creek Concord Wilson White Oak Lansing Intercultural Institute ardeen Whiteville Morven Winfall Saluda Bethlehem Bostic Proctorvil for Contextual Ministry Baccopyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Stopeville Wallace Cedar Bock Elat Bock

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	79.43%	91.21%	114.84
Black, African-American	15.33%	5.11%	33.32
Native American	0.34%	0.22%	64.1
Asian	0.95%	0.55%	58.48
Pacific Island, Hawaiian	0.03%	0%	0
Other/Multiple Races	3.93%	2.91%	74.07
Hispanic	0%	4.84%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	96,587	2,935	
	/		

Total Adults over age 25 years.	96,587	2,935	
Less than 9th Grade	6.82%	5.72%	119.12
No High School Diploma	14.12%	12.54%	112.58
High School Graduate	35.18%	37.44%	93.95
Some College, no degree	19.28%	20.07%	96.09
Associate Degree	8.43%	9.27%	90.99
College Degree	11.79%	10.8%	109.15
Graduate/Prof. degree	4.38%	4.16%	105.36

Saluda Stonewall East Arcadia Cooleemee Patterson Springs Weaverville Washington Creswell Arapah Let Springs Hayesville Swepsonville Kelly Richlands Waynesville Mount Andrews Intercultural Institute Sant Hill Garland Bear Grass Mebane Woodlawn Ingold Chapel Hill Mi for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 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	7.4%	5.18%	112.84
\$10,000 to \$19,999	14.62%	10.91%	74.61
\$20,000 to \$29,999	11.63%	10.72%	92.17
\$30,000 to \$49,999	20.69%	20.64%	99.74
\$50,000 to \$59,999	10.12%	9.92%	98.04
\$60,000 to \$69,999	7.34%	5.85%	79.74
\$70,000 to \$79,999	7.1%	7.33%	103.23
\$80,000 to \$89,999	5.59%	6.35%	113.44
\$90,000 to \$99,999	3.41%	4.25%	124.52
\$100,000 to \$124,999	5.77%	8.93%	154.92
\$125,000 to \$149,999	3.18%	4.37%	137.55
\$150,000 to \$199,999	1.78%	3.82%	214.91
\$200,000 to \$249,999	0.32%	0.74%	229.01
\$250,000 or more	1.04%	0.74%	71.03
Median Household	45,724	54,966	120.21
Average Household	57,143	65,665	114.91
Per Capita Household	22,279	25,669	115.22
Family/Non-Family Household			
Income			
Median Family Income	54,976	66,212	120.44
Average Family Income	66,756	74,347	111.37
Median Non-Family Income	25,838	27,137	105.03
Average Non-Family Income	34,948	36,173	103.51

-Varina Raynham Lawndale Warsaw Franklinton Roseboro Hayesville Morven Seven Lakes Castalia Ceean Isle Beach Butters Keener Holly Ridge Woodland Brunswick Revealed Station Intercultural Institute Navassa King St. Pauls Hoffman Bayboro Boone Mount Gilead St. For Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bethania Dundarrach Newport Eastover Oak City 18

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	69.78%	74.12%	106.23
Families with Children	34.15%	33.46%	97.97
Families without Children	35.63%	40.67%	114.14
Non-Family Households			
% Non-Family Households	30.22%	25.88%	85.63
Non-Families with Children	0.61	0.37	60.19
Non-Families without Children	29.61	25.51	86.15
Housing Units			Index
Total Housing Units	61,071	1,894	
Vacant percent	11.75%	14.36%	122.2
Owned percent	64.21%	71.96%	112.08%
Rented Percent	24.04%	13.73%	57.1
Households by Size			Index
Avg household size	2.56	2.56	100
Avg family hh size	3.16	3.06	96.84
Avg non-family hh size	1.16	1.12	96.55
Households By Count of Persons			Percent
One	13,891	344	2.48%
Two	17,428	607	3.48%
Three or Four	17,663	566	3.2%
Five+	4,912	106	2.16%

Williamston Clarkton Bent Creek Jonesville Cape Carteret Southport Roper Bestic Marion Westport Elk Park Madison Newport Fletcher Cedar Rock Fairview Ossiper Helly Springs Lansing ake Rennert Turkey Buies Creek Kernersville Watha Fairmont Whitse for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Speed Clyde Murfreesboro Surf City Hightsville

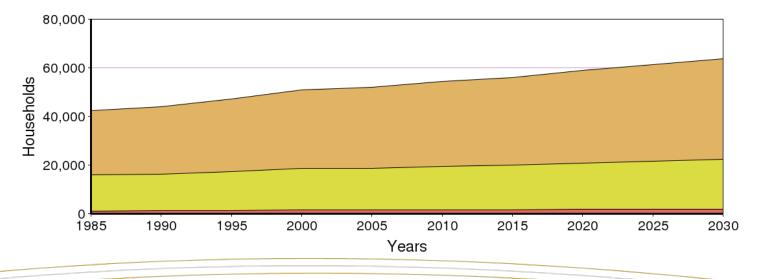
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	110,605	3,098	2.8%
2000 Population	130,340	3,904	3%
2010 Population	142,526	4,152	2.91%
2015 Population	151,160	4,313	2.85%

Household Change from 1985 to 2030

📕 0-3mi Ring 👘 🔲 0-7mi Ring

ı 🛛 🔲 0-10mi Ring

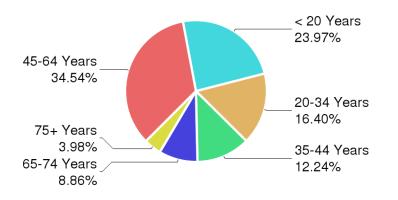


Canton Washington Norlina Raemon Holly Ridge Woodland Rose Hill Forest Hills Pine Level King Sen High Point Winton Barker Heights Mount Airy Farmville Cooleemen China ev Rock Village China e Harmony Selma Stem Old Fort Claremont Bath Goldston McLeansv Confertual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Elat Rock Flat Rock Wake Forest Seven Springs Saw

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

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

Projected Age Group Percentages

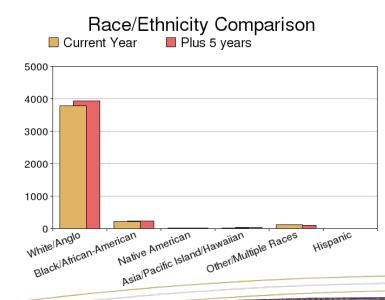


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.6%	4.34%	94.35
4-5 Years	2.14%	2.04%	95.33
6-8 Years	4.12%	3.76%	91.26
9-11 Years	4.05%	4.03%	99.51
12-13 Years	2.91%	2.85%	97.94
14-17 Years	4.87%	4.68%	96.1
18-19 Years	2.41%	2.32%	96.27
0-5 Years	6.74%	6.38%	94.66
6-12 Years	9.66%	9.27%	95.96
13-19 Years	8.69%	8.37%	96.32
< 20 Years	25.09%	24.02%	95.74
20-34 Years	16.02%	16.44%	102.62
35-44 Years	13.46%	12.27%	91.16
45-64 Years	34.39%	34.62%	100.67
65-74 Years	7.39%	8.88%	120.16
75+ Years	3.76%	3.99%	106.12
Median Age	40	44	110.12
Median Age (Male)	38	45	118.72
Median Age (Female)	41	43	104.92

Ocksville Roaneke Rapids Roxobel Saratoga Laurinburg Saluda Cornelius Gamewell Plain-View High Wrightsville Beach Lake Park Oak City Cerro Gordo Elm City Benson Intercultural Institute ckwell Stovall Falkland Macon Trinity Ocean Isle Beach Whispering Pin Jor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Comparison Plymouth Calabis Mountain Canton Belmont Marvin McLeansville Westport Claremont

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	91.21%	91.14%	99.93
Black, African-American	5.11%	5.59%	109.44
Native American	0.22%	0.23%	106.96
Asian	0.55%	0.7%	125.57
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	2.91%	2.34%	80.36
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,935	3,096	
Less than 9th Grade	5.72%	5.07%	88.59
No High School Diploma	12.54%	11.37%	90.68
High School Graduate	37.44%	38.05%	101.61
Some College, no degree	20.07%	19.35%	96.41

9.27%

10.8%

4.16%

10.63%

11.21%

4.33%

114.67

103.77

104.12

Lake Santeetlah Wainut Cove Angier Pittsboro Asheville Severn Seven Lakes Forest Oaks River Be Statesville Oak Ridge Elkin Henderson Rhodhiss Lowell Wake Forest Intercultural Institute sland Salemburg Rich Square Lumberton Laurel Park Como Avery Crevit Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Associate Degree

Graduate/Prof. degree

College Degree

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	5.18%	4.33%	83.7
\$10,000 to \$19,999	10.91%	10.77%	98.76
\$20,000 to \$29,999	10.72%	9.93%	92.6
\$30,000 to \$49,999	20.64%	18.59%	90.07
\$50,000 to \$59,999	9.92%	9.21%	92.8
\$60,000 to \$69,999	5.85%	6.56%	112.04
\$70,000 to \$79,999	7.33%	7.7%	96.01
\$80,000 to \$89,999	6.35%	7.16%	108.08
\$90,000 to \$99,999	4.25%	4.33%	101.9
\$100,000 to \$249,999	8.93%	9.81%	109.78
\$125,000 to \$149,999	4.37%	5.35%	122.41
\$150,000 to \$199,999	3.82%	4.51%	118.13
\$200,000 to \$249,999	0.74%	0.9%	122.07
\$250,000 or more	0.74%	0.72%	97.65
Median Household	54,966	59,532	108.31
Average Household	65,665	71,207	108.44
Per Capita Household	25,669	27,440	106.9
Family/Non-Family Household			
Income			
Median Family Income	66,212	71,531	108.03
Average Family Income	74,347	81,228	109.26
Median Non-Family Income	27,137	30,039	110.69
Average Non-Family Income	36,173	40,581	112.19

Woodlawn Flat Rock Davidson King Catawba Fairplains Sylva Wagram Unionville Roxboro Store Crosshore Hemby Bridge Wendell Mountain Home Bethania Edenton Intercultural Institute Bethel Mount Holly Boonville Woodland Clarkton Arapahoe Micro Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 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	74.12%	73.41%	99.03
Families with Children	33.46	32.79	98.01
Families without Children	40.67	40.73	100.17
Non-Family Households			
% Non-Family Households	25.88%	26.59%	102.77
Non-Families with Children	0.37	0.42	102.77
Non-Families without	25.51	26.17	102.61
Children			
Housing Units			
Total Housing Units	1,894	1,940	102.43%
Vacant percent	14.36%	14.33%	99.78
Owned percent	71.96%	71.86%	99.85
Rented Percent	13.73%	13.81%	100.63
Households by Size			
Avg household size	2.56	2.59	101.17%
Avg family hh size	3.06	3.15	102.94%
Avg non-family hh size	1.12	1.06	94.64%
Households By Count of			
Persons			
One	344	367	106.69%
Тwo	607	587	96.71%
Three or Four	566	586	103.53%
Five+	106	122	115.09%

Vesville Sherrills Ford Smithfield Tobaccoville Morven Askewville West Canton Rocky Mount North Tops Banner Elk Youngsville Murfreesboro Dillsboro River Road Biscoe Intercultural Institute Stedman Ma Heel Alamance Rockingham Maggie Valley Wagram Rockfish Pumpki for Contextual Ministry Stedman Ma Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	49	1,198	1,408	Eastern Africa	Eastern Africa 0	Eastern Africa 0 6
Northern Europe	7	31	69	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	7	44	82	Northern Africa	Northern Africa 0	Northern Africa 0 6
Southern Europe	0	0	13	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	0	57	4	Western Africa	Western Africa 0	Western Africa 0 46
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 2
Eastern Asia	1	6	9	Oceania	Oceania 0	Oceania 0 4
So. Central Asia	0	24	135	Caribbean	Caribbean 7	Caribbean 7 10
SE Asia	14	67	229	Central Amer.	Central Amer. 13	Central Amer. 13 839
Western Asia	0	1	12	South America	South America 0	South America 0 40
Other Asia	0	0	0	North America	North America 0	North America 0 15
				Born at sea	Born at sea 0	Born at sea 0 0

Sandyfield <u>Bear Grass Light Oak Powellsville</u> Elizabethtown Farmville Seagrove Hobgood Minneso United Varnamtown Milton Autryville Sea Breeze Black Creek Simpson Intercultural Institute Avery Creek Sharpsburg Rex Newport Eastover Bald Head Island Bai for Confertual Ministry Confertual Ministry Carthage Buies Creek Marvin Walkertown Norlina In25 Copyright 2011, Intercultural Institute for Contextual Ministry Carthage Buies Creek Marvin Walkertown Norlina In25

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 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	4,824	31,698	38,826	Other Indo-Euro	0	10	7
Spanish	55	1,487	1,306	Asian/PI languages	0	0	0
Other Indo-Euro	27	263	553	Chinese	0	0	16
language	2.	200	000	Japanese	18	8	2
French (incl. Patois,	5	71	153	Korean	0	1	0
Cajun)	C C			Mon-Khmer,	0	9	76
French Creole	0	0	0	Cambodian	C	C C	
Italian	5	21	20	Miao, Hmong	46	62	87
Portuguese	0	0	0	Thai	0	0	6
German	17	89	138	Laotian	5	1	9
Yiddish	0	6	3	Vietnamese	8	9	81
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	0	0	15	Tagalog	0	0	32
Language				Other Pacific Is	0	0	0
Greek	0	0	20	Other languages	0	59	37
Russian	0	0	0	Navajo	0	0	0
Polish	0	6	0	Other Native N.	0	15	0
Serbo-Croatian	0	37	13	American			
Other Slavic Language	0	1	0	Hungarian	0	20	0
Armenian	0	0	0	Arabic	0	1	0
Persian	0	0	0	Hebrew	0	0	9
Gujarathi	0	11	22	African languages	0	23	28
Hindi	0	0	20	Other unspecified	0	0	0
Urdu	0	0	0				

Crossnore North Wilkesboro Roxboro Pleasant Hill Swansboro Hays Rennert Mineral Springs Spring american Hope Mills Fairmont High Shoals Swepsonville Andrews Trough Intercultural Institute est Oaks Oak Island Danbury Navassa Woodfin Kure Beach Milton Por Intercultural Institute Breeze Ruth ©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	3,677	25,893	28,587	Irish	Irish 158	Irish 158 905
Arab	6	35	39	Italian	Italian 36	Italian 36 358
Armenian	0	8	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	6	8	28	Norwegian	Norwegian 4	Norwegian 4 74
British	0	43	117	Polish	Polish 47	Polish 47 147
Canadian	1	18	16	Portuguese	Portuguese 0	Portuguese 0 6
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 2
Czech	4	7	2	Russian	Russian 0	Russian 0 3
Czechoslovak	0	1	4	Scandinavian	Scandinavian 26	Scandinavian 26 21
Danish	0	7	18	Scotch-Irish	Scotch-Irish 139	Scotch-Irish 139 732
Dutch	33	245	404	Scottish	Scottish 92	Scottish 92 358
English	283	1,590	2,574	Slovak	Slovak 1	Slovak 1 20
European	19	300	155	Subsaharan African	Subsaharan African 40	Subsaharan African 40 539
Finnish	0	5	9	Swedish	Swedish 11	Swedish 11 50
French (not Basque)	85	248	348	Swiss	Swiss 0	Swiss 0 40
French Canadian	7	30	72	Ukrainian	Ukrainian 4	Ukrainian 4 13
German	746	3,935	4,945	US/American	US/American 1,395	US/American 1,395 6,430
Greek	2	33	58	Welsh	Welsh 7	Welsh 7 50
Hungarian	13	43	38	West Indian	West Indian 0	West Indian 0 35
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 49
				Other	Other 512	Other 512 9,506

South Rosemary Catawba Como Hoffman Cullowhee Fairplains Siler City Aulander Greenville Wallace arest Hills Denton Mount Airy Cajah's Mountain Butters Myrtle Grove Intercultural Institute sourg Clinton Trinity Ahoskie Rose Hill Huntersville Simpson Maggie for Contextual Ministry Contextual Ministry Bald Head Island Reidsville Fallston Franklinton Sp27

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?

Williamston Marshville St. Pauls Cooleemee Rose Hill Atlantic Beach Burgaw Drexel Barker Heights de Northlakes Woodfin Siler City Hope Mills Wade Roseboro Kinston Intercultural Institute foravian Falls Creswell Davidson Sherrills Ford Lake Junaluska Navassa la Copyright 2011, Intercultural Institute for Contextual Ministry la Copyright 2011, Intercultural Institute for Contextual Ministry Manual Springs Autroville Black Creek Foxfire State

Using the Demographic Indicators

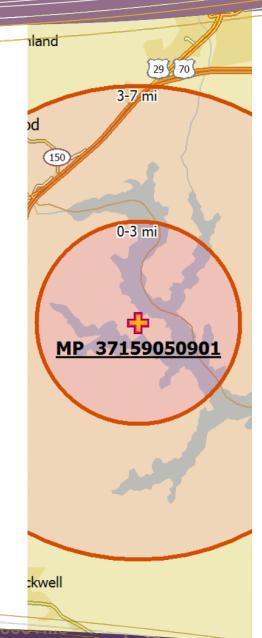
Issues for Your Consideration - continued

- 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.



Fairfield Harbour Ranke Moravian Falls Valdese Candor Woodland Yanceyville Minnesott Beach Belmon thingham Ahoskie Cherryville South Weldon Bridgeton Haw River Hot Find Intercultural Institute ine Level Peletier Bostic Indian Trail Caswell Beach Carrboro Barker Hor Tor Confectual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 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	1,623	100%	1,033	100%
AFFLUENT SUBURBIA	119	7.33%	82	7.94%
America's Wealthiest	0	0%	0	0%
Dream Weavers	9	0.55%	6	0.58%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	110	6.78%	76	7.36%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	315	19.41%	211	20.43%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	315	19.41%	211	20.43%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	299	18.42%	191	18.49%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	79	4.87%	0	0%
Prime Middle America	0	0%	51	4.94%
Urban Optimists	220	13.56%	0	0%
Family Convenience	0	0%	140	13.55%
Mid-Market Enterprise	0	0%	0	0%

n Pinebluff Ivanhoe Connelly Springs Shannon Mayodan Topsail Beach Roper Conetoe Northlakes Ma aynham Selma Enochville Grandfather Walnut Cove Holly Ridge Bent Intercultural Institute ocowinity Hillsborough Catawba Harmony Landis Parkton Sunset Beach for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,623	100%	1,033	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	145	8.93%	104	10.07%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	5	0.31%	3	0.29%
Professional Urbanites	140	8.63%	101	9.78%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	162	9.98%	111	10.75%
Steadfast Conservative	162	9.98%	111	10.75%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

e Wrightsboro <u>Varnamtown Chocowinity Spencer Mountain</u> Mooresboro Royal Pines East Laurinburg Te Harion Brevard Elizabeth City Taylorsville Middlesex Sedalia Kitty <u>Harrelle</u> Sandy Creek Harrelle timore Henderson Statesville Patterson Springs Walkertown Nags Head *Intercultural Institute* Ansonville Ga *Copyright 2011, Intercultural Institute for Contextual Ministry* ope Mills Forest Hills McLeansville White Plains Norv32

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	1,623	100%	1,033	100%
REMOTE AMERICA	50	3.08%	30	2.9%
Hardy Rural Fam.	48	2.96%	29	2.81%
Rural Southern Living	2	0.12%	1	0.1%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	98	6.04%	73	7.07%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	98	6.04%	73	7.07%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	414	25.51%	216	20.91%
Aspiring Hispania	171	10.54%	0	0%
Industrious Country Living	0	0%	116	11.23%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	243	14.97%	0	0%
Hinterland Fam.	0	0%	100	9.68%

nnon Enfield Wallburg Raemon Flat Rock Prospect Sugar Mountain Grantsbore Whitakers Pink Hill Four Oaks Jacksonville Cofield Lexington Marshall Ogden Sneads From Intercultural Institute Candor Glen Raven Salem Northwest Bonnetsville Mebane Stone for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Oval Pines Beaufort Jefferson Elroy Lumber Bridge 33

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,623	100%	1,033	100%
STRUGGLING SOCIETIES	22	1.36%	15	1.45%
Rugged Southern Style	3	0.18%	2	0.19%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	19	1.17%	13	1.26%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Fremont White Oak Clarkton Ivanhoe Midland Raynham Seven Springs Brookford Flat Rock Marshvill Dover Vander Bogue Fair Bluff Benson Leland Dallas Greenville Intercultural Institute Intercultural Institute Pikeville So Jor Confectual Ministry Pikeville So Copyright 2011, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

Star White Lake Ansonville Grantsboro Gamewell Flat Rock Ronda Kittrell Knightdale Wrightsville Be Faleigh Roper Maysville Ellenboro Wilkesboro Rockingham Mountain Intercultural Institute emere Mount Pleasant Whispering Pines Red Cross Enochville Burlingto for Contextual Ministry Corecopyright 2011, Intercultural Institute for Contextual Ministry Corecopyright 2011, Intercultural Institute for Contextual Ministry Robbinsville Jonesville Ocracoke Cove City Stem

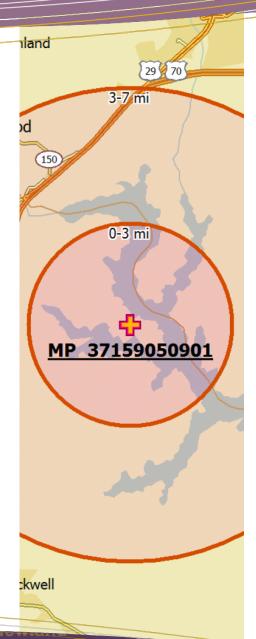
Potential Cultural Bridges

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).



Mountain Taylorsville Jacksonville Moravian Falls Cricket Lewisville Lumber Bridge White Lake Denton Toods McDonald Wrightsville Beach Rowland Weaverville Sandy Creek Intercultural Institute of St. Helena Copyright 2011, Intercultural Institute for Contextual Ministry Candor Lenoir Edenton Beech Mountain Eureka Ba6

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	78%	76%	76%
Use Comp. for Internet/E-mail	63%	58%	58%
Internet Use: E-Mail	52%	48%	48%
Use Comp. for Word Processing	43%	37%	37%
Use Comp. for Comp. Games	42%	39%	40%
Use Comp. for Shopping	39%	34%	34%
Use Comp. for Digital Camera	36%	31%	31%
Photo Editing			
Use Comp. for Education	33%	32%	32%
Use Comp. for Banking	33%	29%	30%
HH Owns DVD Player	30%	28%	28%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	28%	26%	27%
Internet Use: Banking	27%	24%	25%
Use Comp. for News/Info./Data	24%	20%	21%
Service			
PC-Network-HH Has One	20%	18%	18%
Use Comp. for Accounting	16%	14%	14%
Use Comp. for Filing/DB Mngmnt	15%	13%	13%
Use Comp. for Personal Financial	14%	12%	12%
Mngmnt			
Internet Use: Shopping: Gathered	13%	12%	12%
Info. for Shopping			
Internet Use: Shopping: Made A	13%	11%	11%
Purchase			
Internet Use: Research/ Education	12%	11%	11%

coke Asheboro Nags Head Newport Wilmington Prospect Pikeville Jefferson Pleasant Garden Brevard Hadenboro Kitty Hawk Weaverville Mountain Home Micro St. Helena Home Intercultural Institute Wendell Rockingham Mayodan Gibson Southern Shores Northlakes for Contextual Ministry White Plain 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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	68%	67%	67%
Dining Out (Not Fast	61%	55%	56%
Food)			
Reading Books	54%	52%	52%
Card Games	45%	42%	42%
Gardening	41%	35%	35%
Go To A Beach/Lake	40%	35%	35%
Cooking for Fun	35%	35%	35%
Board Games	35%	33%	33%
Photography	21%	18%	18%
Visit Museum	20%	18%	18%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	68%	68%	68%
Gen./Fam. Practitioner	42%	40%	41%
Dentist	30%	26%	26%
Backache	22%	23%	23%
Eye Dr.	22%	20%	21%
None Of These	21%	20%	20%
Hypertension/High Blood	20%	20%	20%
Pressure			
High Cholesterol	19%	18%	18%
Any Arthritis	17%	16%	16%
Overweight (30 Pounds Or	15%	15%	15%
More)			
More)			



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	26.04%	25.1%	25.37%
Live Theater	21.73%	18.73%	18.67%
Live Theater Most Often	18.23%	15.36%	15.4%
Rock/Pop Concerts Most	13.55%	13.39%	13.47%
Often			
Comedy Club	7.5%	8.13%	8.14%
Dance Performance	7.33%	7.89%	7.65%
Movies: Comedy	38.31%	39.85%	39.51%
Movies: Action/Adventure	37.23%	38.55%	37.98%
Movies: Romantic Comedy	19.62%	19.73%	19.34%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	19.07%	20.59%	20.08%
Movies: Drama	17.93%	19.87%	19.43%
Movies: Mystery	15.41%	16.69%	16.44%
MLB Baseball Reg. Season	7.78%	6.52%	6.68%
College Football Reg.	6.95%	6.15%	6.1%
Season			
NFL Football Reg. Season	6.76%	5.87%	5.92%
College Basketball Reg.	4.25%	4.13%	4.08%
Season			
NBA Basketball Reg.	3.37%	3.27%	3.17%
Season			
Auto Racing Events	3.35%	2.89%	2.88%



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 0-3 3-7
MILES MILES MILES MILES MIL
Walking for Exercise 42.44% 38.84% 38.99% Target Shooting 12.03% 9.61
Swimming 36.25% 32.08% 32.82% Backpacking/Hiking 11.08% 9.15
Bowling 22.6% 21% 21.45% Baseball 10.35% 10.5
Freshwater Fishing 22.48% 19.99% 20.49% Power Boating 10.24% 8.11
Camping Trips 20.18% 16.31% 16.76% Aerobics 9.4% 9.33
Billiards/Pool 18.25% 18.22% 18.64% Football 9.14% 10.0
Weight Training 16.33% 14.81% 15% Saltwater Fishing 8.78% 7.94
Golf 16.04% 12.96% 13.03% Volleyball 8.68% 8.81
Basketball 15.12% 15.67% 15.45% Canoeing/Kayaking 8.27% 6.74
Hunting 15.07% 12.37% 12.43% Softball 8.24% 7.54
Mountain/Road Biking 14.79% 12.34% 12.3% Horseback Riding 7.17% 6.21
Jogging/Running 14.04% 13.89% 13.79% Tennis 7% 6.49
Using Cardio Machine 13.51% 11.93% 12.25% Motorcycling 6.82% 6.15
Stationary Cycling 12.31% 11.03% 11.04% Archery 6.68% 5.34

annapolis Dobbins Heights Wilkesboro Yadkinville Calabash Harkers Island Mills River Tar Heel Turkey ald Head Island Middleburg Garner Henderson Ruth Kittrell Bridgeton Faison Peletier Emera China Grove Earl Pineville Brookford Roseboro Falcon Norlina Dove for Contextual Ministry for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

-3	3-7	7-10
IILES	MILES	MILES
.44%	6.24%	6.47%
.41%	6.08%	6.12%
.42%	5.18%	4.98%
.38%	4.46%	4.36%
.33%	4.96%	4.65%
.25%	5.21%	5.14%
.13%	4.71%	4.66%
.1%	4.59%	4.35%
.86%	4.46%	4.32%
.56%	3.92%	3.82%
	ILES 44% 41% 42% 38% 33% 25% 13% 1% 86%	ILES MILES 44% 6.24% 41% 6.08% 42% 5.18% 38% 4.46% 33% 4.96% 25% 5.21% 13% 4.71% 1% 4.59% 86% 4.46%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Skateboarding	3.87%	3.58%	3.4%
Auto Racing	3.65%	3.29%	3.19%
Martial Arts	3.6%	3.12%	3.13%
Rock Climbing	3.54%	3.18%	3.15%
Racquetball	3.45%	3.54%	3.55%
Snowboarding	3.44%	3.23%	3.13%
Hockey	3.42%	3.37%	3.33%
Sailing	3.42%	3.06%	2.94%
Rowing	3.05%	2.47%	2.45%
Surfing & Windsurfing	2.6%	2.58%	2.4%

Cajah's Mountain Momeyer Half Moon Macon Oak City Princeville Midland Topsai Beach Highlands Durham Webster Hickory Angier St. Helena Pumpkin Center Laws Intercultural Institute Creswell Jefferson Bostic Beulaville Calabash Tobaccoville Greensb Joi Contextual Ministry ^t Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

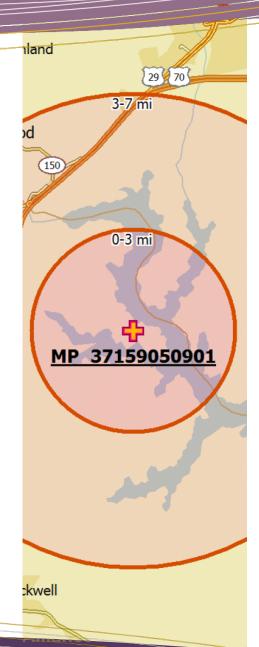
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Banner Elk Tar Heel Oak Island Seagrove Watha Myrtle Grove Parmele Lake Junaluska Stanley 55 Creek Cornelius Raleigh Crossnore Fletcher Sea Breeze Casar Illings Weldon Wilson Belville Tryon Orrum Brogden Cashiers Mour for Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

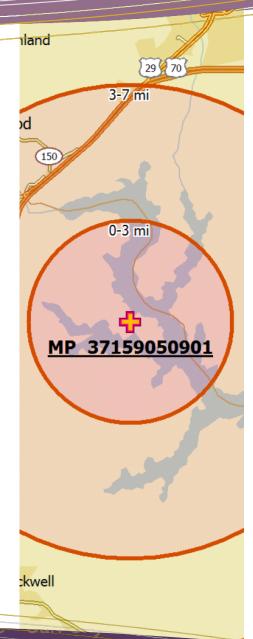
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Wallburg Warrenten Mount Glead Blowing Rock Elroy Cleveland Sanford Kings Grant Lincolnton Kittrell Chapel Hill Kill Devil Hills Spencer Dallas Aulander Old Forter Intercultural Institute Wagram Westport Angier Lowesville Varnamtown Ossipee La Grant Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

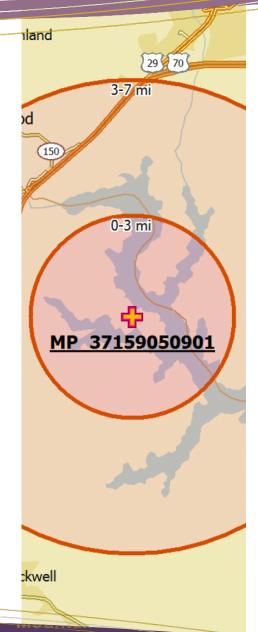
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES		0-3 MILES	3-7 MILES	7-10 MILE
Important Continue Learning New Things	50%	51%	51%	Too Much Sponsorship In 2 Arts/Sports	21%	25%	24%
Find It Difficult To Say No To My Kids	42%	40%	40%	, 0	18% 18%	19% 18%	19% 18%
Woman's Place Is In The Home	36%	35%	36%	Together At Home			
Speak My Mind Even If It Upsets People	35%	36%	36%	Like To Pursue Challenge/Novelty/Change	16%	17%	17%
Prefer To Have Few	33%	30%	30%	I Am A Workaholic	15%	18%	18%
Possessions As Possible				Only Work Current Job for The	14%	15%	14%
Like Control Over People And Resources	32%	34%	34%	Money We Should Strive for Equality for	11%	14%	14%
Like To Do Unconventional Things	30%	30%	30%	All Happy With My Standard Of	11%	11%	11%
If Won Lottery Would Never Work Again	28%	26%	26%	Living On Whole People Get What They	9%	10%	10%
Money Is Best Measure Of	27%	25%	26%	Deserve			
Success Don't Judge People/Way They	27%	29%	28%	Indulge My Kids With The Little 8 Extras	8%	8%	8%
Live Life	21/0	2070			8%	8%	8%
Friends More Important Than My Fam.	24%	22%	23%	Life Willing To Cive Lip Time With	5%	6%	6%
Like to Stand Out In A Crowd	21%	22%	22%	Willing To Give Up Time With Fam. To Advance	5 /0	0 /0	0%

Colerain West Jefferson Carland Chadbourn Windsor JAARS Hertford Black Mountain Sandy Cree Set Vanceboro Summerfield Ellenboro Middleburg Swannanoa Sunser Intercultural Institute Crossnore Rutherfordton Pantego Lake Norman of Catawba Myrtle Grove Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



umber Bridge Belton Frent Woods Lake Waccamaw Greensboro Laurel Park Flat Rock Salemburg East Haco Maysville Dundarrach Glen Alpine Northlakes Norwood Elm <u>Intercultural Institute</u> Chale Sherrift Ile Pilot Mountain Bryson City La Grange Aulander Wilkesboro Clarem *Confectual Ministry* Chale Vander ^{ne}Copyright 2011, Intercultural Institute for Contextual Ministry Ansonville Yadkinville Vann Crossroads Bostic Sanf 45

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	3-7	7-10	THEMES		0-3	3-7	7-10
	MILES	MILES	MILES			MILES	MILES	MILES
Important To Respect Customs And Beliefs	66%	62%	62%	Consider Myself II Arts	nterested In The	17%	19%	19%
You Should Seize Opportunities	56%	57%	57%	Is An Important Pa	art Of Who I Am	17%	16%	16%
In Life				Real Men Don't C	ry	15%	16%	16%
Like To Understand About Nature	35%	37%	37%	Looking for New I Home	deas To Improve	15%	17%	17%
Prefer Work Part Of Team Than Alone	34%	35%	35%	Enjoy Spending T Fam.	ime With My	13%	13%	13%
Prefer To Have Few Possessions As Possible	33%	30%	30%	Try Not To Worry Future	About The	12%	14%	14%
Important Feel Respected By My Peers	33%	33%	33%	Provide My Kids V Extras	Vith The Little	10%	14%	13%
Important To Juggle Various Tasks	29%	31%	31%	Like Spending Mo Fam.	ost Time With	5%	5%	5%
Have Keen Sense Of Adventure	27%	27%	26%	Children Should E	Be Allowed To	5%	6%	6%
Good At Fixing Things	26%	29%	28%	Express Themselv	ves			
People Have To Take Me As	23%	23%	23%	Feel Very Alone In	n The World	5%	5%	5%
They Find Me				Would Like To Se	t Up Own	4%	4%	4%
Like To Just Enjoy Life	22%	21%	21%	Business				
Worried About Pollution Caused By Cars	18%	18%	18%	Decor Particular I	nterest To Me	4%	4%	4%

Salisbury Matthews Drexel Keener Mountain Home Stanfield Bostic Ocean isle Beach North Wilkesborg Black Mountain Peachland Raynham Mesic Fearrington Linden Polking Intercultural Institute Intercultural Institute for Scotland Neck Waynesville Apex Scotland 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.

iland 29 70 3-7 mi 150 0-3 mi MP 37159050901 kwell

on Stanfield Nashville Indian Trail Maiden Harrellsville Lansing Goldsboro Ruth Spivers Corner Skip Eastover Avery Creek Rockingham Bogue Jamesville Pilot Mountain Intercultural Institute folly Springs Creswell Davidson Sherrills Ford Burnsville Parmele Performed for Confectual Ministry for Confectual Ministry Jefferson Hayesville La Grange Wilson's Mills Castle 7

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
	MILES	MILES	MILES
Fast Food/Drive-In	87.48%	87.02%	87.05%
Restaurant-Visit Any			
Fam. Restaurants/Steak	85.92%	81.87%	82.4%
Houses-Visit Any			
McDonald's	57.28%	57.12%	57.44%
Burger King	37.96%	38.47%	38.63%
Subway	32.32%	31.84%	31.76%
Wendy's	31.45%	30.85%	30.79%
Applebee's	29.95%	28.93%	29.55%
Kentucky Fried Chicken (KFC)	28.89%	32.08%	31.32%
Taco Bell	28.06%	28.02%	28.58%
Arby's	24.12%	24.01%	24.24%
Pizza Hut	22.4%	24.16%	23.96%
Olive Garden	20.71%	19.35%	19.51%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Dairy Queen	19.13%	19.46%	19.47%
Cracker Barrel	17.63%	15.74%	16.11%
Red Lobster	16.25%	17.07%	16.83%
Outback Steakhouse	14.62%	13.8%	13.7%
Sonic	14.48%	15.3%	15.09%
Chick-Fil-A	12.8%	13.46%	13.5%
Chili's Grill and Bar	11.86%	11.76%	11.63%
Hardee's	11.85%	12.79%	12.52%
IHOP (International House Of	11.81%	12.99%	13%
Pancakes)			
Domino's Pizza	11.73%	13.85%	13.76%
Ruby Tuesday	11.36%	11.49%	11.34%
Golden Corral	11.11%	12.94%	12.82%



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!

land 29 70 3-7 mi 150 0-3 mi MP 37159050901 kwell

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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	50.19%	46.04%	46.3%
Recycled products	37.13%	32.16%	32.83%
Worked as volunteer (non political)	19.09%	16.43%	16.53%
Engaged in fund raising	12.41%	11.31%	11.3%
Religious club member	8.49%	8.18%	8.02%
Wrote to elected offcl about publ bus	6.76%	5.76%	5.75%

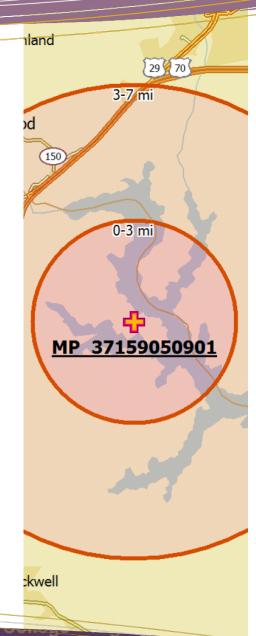
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	6.1%	5.45%	5.47%
newspaper			
Union member	6.1%	5.29%	5.36%
Church Board	5.97%	5.9%	5.67%
Charitable Organization	5.78%	5.28%	5.41%
Addressed a public meeting	5.46%	4.89%	4.9%
Took active part in local civic	5.15%	4.89%	4.81%
issue			

Knightdale Mebane Saxapahaw Enochville Skippers Corner Earl Ingold Edenton Northlakes Trink Wesley Chapel Pikeville Jackson Raynham Clinton Sharpsburg Intercultural Institute Inklin Dundarrach Beulaville Surf City Pilot Mountain Oakboro St. Heler To Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Communication Media Content

The media-saturated 21st century poses both unique challenges and unique opportunities for missional leaders today. A major challenge you will face in this missional site location is cutting through the many layers of media that bombard your intended audience. Through the din of competing voices, the message of the gospel needs to become a clarion call.

Understanding the type of media content people in your site location use may help you to begin planning a comprehensive media strategy. Combining an understanding of this media content with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to begin shaping targeted messages to your intended audience.



Waxhaw Dallas Alliance Rutherfordton Rockingham Newport West Jefferson Winterville Stanley H Rutinburg Walnut Cove Bogue Cleveland Oakboro Kenansville Hayesville Picklands Pleasant Garden E Pinehurst Norlina Forest City Kingstown Newton Enfield Pilot Mountain for Confectual Ministry Confectual Ministry Long View Davidson Rich Square Wrightsboro Bost 51 Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 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	17.61%	15.52%	15.57%
Children's Books	14.27%	13.28%	13.1%
Mystery	12.12%	10.74%	10.98%
Cookbooks	11.17%	10.13%	10.24%
Religious (not Bibles)	9.47%	9.46%	9.3%
Romance	7.7%	7.2%	7.12%
Personal/Business	7.34%	6.48%	6.48%
Self-help			
History	7.13%	6.23%	6.38%
Biography	6.86%	6.03%	5.97%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	67.84%	65.98%	66.23%
Gen. Editorial	45.8%	47.5%	46.82%
Womens	40.67%	42.39%	41.78%
Service	37.19%	34.57%	34.59%
Business/Finance	18.18%	17.61%	17.05%
Mens	16.75%	17.65%	17.7%
Fishing/Hunting	14.58%	13.47%	13.67%
Sports	14.28%	13.83%	13.84%
Automotive	14.25%	13.15%	13.51%

oleemee Surf City Kill Devil Hills Ronda Kelford Greenevers Maxton La Grange Maggle Valley Patterson attimore Franklin Belville Hillsborough Hookerton Balfour Jonesville Goldston Richfield Polkton Ossipee Selma Gastonia Stallings Cal Munistry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	58.06%	54.35%	54.68%
Classified	34.54%	34.52%	34.64%
Editorial Page	33.17%	30.42%	30.65%
Sport	32.79%	31.54%	31.95%
Business/Finance	29.94%	26.77%	26.97%
Comics	27.94%	26.66%	27.03%
Food/Cooking	25.45%	24.14%	24.3%
Movie Listings & Reviews	24.93%	23.99%	24.24%
TV/Radio Listings	24%	23.57%	23.85%
Home/Gardening	22.55%	20.82%	21.18%
Travel	19.84%	18.12%	18.32%
Science/Technology	18.34%	16.35%	16.41%
Fashion	14.19%	14.34%	14.12%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	26.96%	23.25%	24.02%
Adult Contemporary	18.44%	16.24%	16.65%
CHR Contemp Hit Radio	15.86%	16.23%	16.68%
News/Talk	13.05%	10.14%	10.3%
Rock	12.7%	10.73%	11.36%
Oldies	11.65%	10.55%	10.61%
Classic Rock	11.51%	9.12%	9.35%
Urban Contemporary	10.21%	19.22%	17.24%
Alternative	9.77%	7.76%	7.92%
Religious	7.54%	6.45%	6.48%
Variety	7.2%	7.69%	7.57%
Soft Contemporary	6.45%	5.92%	5.93%
All News	5.21%	4.91%	4.86%
All Talk	4.96%	3.61%	3.62%
Jazz	4.63%	6.3%	5.77%
Sports	4.1%	3.44%	3.48%
Classic Hits	4.01%	3.41%	3.58%
Classical	3.58%	3.01%	3.03%

Concord Hightsville Brookford Raynham Vander Fayetteville Randleman Liberty Lexington King F Wallburg Kitty Hawk Black Mountain Oak City La Grange Clemmon Intercultural Institute Pikeville Wendell Pleasant Hill Kirkland Troy Wilson Kings Mountain Confertual Ministry Copyright 2011, 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

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	67.31%	63.58%	63.62%
Satellite Dish	59.79%	55.47%	54.75%
Soapnet	51.35%	50.38%	50.43%
Other Video-On-Demand	44.47%	45.63%	44.34%
Adult Pay Per View TV	40.33%	35.44%	34.96%
Sci-Fi Channel	38.47%	36.44%	36.56%
MSNBC	35.24%	34.3%	34.07%
Nickelodeon	31.93%	29.85%	29.92%
TV Info From Sunday TV	30.79%	28.83%	28.98%
Magazine			
Comedy Central	29.92%	27.52%	27.37%
Subscribe Digital Cable	29.82%	30.32%	29.98%
Adult Swim	28.22%	25.09%	25.72%

Stanley Casar Rexobel Pollocksville Cramerton Drexel Clyde Mills River Ronda St. Stephens Wa aeford Enfield Dallas Kernersville McLeansville St. James Lowesville <u>Intercultural Institute</u> obgood Four Oaks Rosman Lowell Bessemer City Cedar Point Hights <u>for Contextual Ministry</u> ©Copyright 2011, Intercultural Institute for Contextual Ministry Ocopyright 2011, Intercultural Institute for Contextual Ministry

Lifetime

21.31%

20.98%

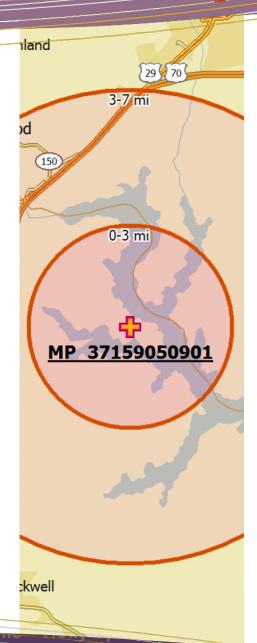
22.01%

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.



asant Garden Bald Head Island Maysville Momeyer Enfield Clarkton Bermuda Run Henderson Kings Gra Hington Five Points Barker Ten Mile Lawndale Stovall Como Wesley Intercultural Institute Brookford Plymouth Archdale Teachey Matthews Connelly Springs Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential 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+)	20.67%	18.52%	18.58%
Medium Users (4-6)	11.2%	10.03%	10.15%
Light Users (1-3)	21.08%	19.91%	20.08%
Quintiles (20%)			
Newspaper I (Heavy)	1.08%	1.13%	1.25%
Newspaper II	1.11%	1.4%	1.48%
Newspaper III	2.63%	2.2%	2.24%
Newspaper IV	0.45%	0.57%	0.6%
Newspaper V (Light)	1.23%	1.45%	1.32%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	18.39%	19.52%	19.63%
Magazines II	8.78%	8.95%	9.06%
Magazines III	9.87%	9.97%	9.89%
Magazines IV	10.01%	11.47%	11.58%
Magazines V (Light)	0.45%	0.55%	0.53%
Outdoor I (Heavy)	5.15%	6.34%	6.36%
Outdoor II	2.38%	3.24%	3.03%
Outdoor III	2.5%	3.46%	3.47%
Outdoor IV	17.43%	17.41%	17.3%
Outdoor V (Light)	26.27%	26.09%	25.76%
Yellow Pages I	14.17%	15.43%	15.5%
(Heavy)			
Yellow Pages II	4.91%	6.01%	6%
Yellow Pages III	4.34%	6.34%	5.89%
Yellow Pages IV	21.76%	23.57%	23.3%
Yellow Pages V (Light)	2.3%	3.41%	3.32%
(Heavy) Yellow Pages II Yellow Pages III Yellow Pages IV	4.91% 4.34% 21.76%	6.01% 6.34% 23.57%	6% 5.89% 23.3%



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
MILES	MILES	MILES
Radio Drive Time Quntiles		
(fifths / 20%)		
Drive Time I & II (Heavy) 2.96%	2.83%	2.98%
Drive Time III (Medium) 0.62%	0.82%	0.81%
Radio IV & V (Light) 2.36%	2.46%	2.47%
Radio Media Quntiles (fifths /		
20%)		
Radio I & II (Heavy) 8.06%	9.25%	9.15%
Radio III (Medium) 5.32%	4.65%	4.85%
Radio IV & V (Light) 3.03%	3.27%	3.25%
Cable TV Quntiles (fifths /		
20%)		
Cable I & II (Heavy) 13.94%	12.4%	12.28%
Cable III (Medium) 4.34%	4.9%	4.77%
Cable IV & V (Light) 32.07%	34.29%	33.59%



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]	12.25%	11.46%	11.49%
6:00am - 10:00am	14.24%	14.26%	13.85%
10:00am - 3:00pm	5.85%	7.96%	7.08%
3:00pm - 7:00pm	13.92%	14.95%	14.52%
7:00pm - Midnight	13.08%	12.16%	11.82%
Midnight - 6:00am	5.22%	6.17%	5.66%
Weekend Radio			
Listeners			
Dayparts [summary]	14.69%	14.93%	14.87%
6:00am - 10:00am	3.51%	3.17%	3.31%
10:00am-3:00pm	4.97%	4.72%	4.59%
3:00pm - 7:00pm	6.56%	7.32%	6.98%
7:00pm - Midnight	8.77%	9.39%	9.27%
Midnight - 6:00am	9.75%	11.59%	10.9%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	8.61%	7.71%	7.59%
Saturday: 8:00-11:00pm	8.06%	8.15%	8.29%
Sunday: 7:00-11:00pm	10.42%	9.84%	9.73%
9:00am-1:00pm	26.82%	25.85%	25.86%
9:00am-4:00pm	30.77%	29.86%	29.84%
4:00pm-7:00pm	29.98%	28.93%	28.61%
11:00pm-1:00am	42.28%	42.49%	42.15%
AVG Prime time	2.58%	3.55%	3.22%
Mon-Sun			

Silver City Fairview Varnamtown Jamestown Morrisville Aberdeen Tobaccoville Faith Laurel Park Of Bridgeton Princeville Taylortown Beech Mountain Trenton Lake Norman Intercultural Institute Statesville Pleasant Garden Sparta Knightdale Mint Hill Norwood Row Mount Olive Hayesville Z58 Copyright 2011, Intercultural Institute for Contextual Ministry Polkton Troy Black Creek Mount Olive Hayesville Z58

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	15.45%	15.99%	15.56%	Sat: 7-10am	Sat: 7-10am 17.91%	Sat: 7-10am 17.91% 17.1%
7-9am	21.48%	20.63%	20.35%	Sat: 10am-1pm	Sat: 10am-1pm 7.78%	Sat: 10am-1pm 7.78% 8.09%
9am-12noon	22.54%	20.9%	21.32%	Sat: 1-4pm	Sat: 1-4pm 25.29%	Sat: 1-4pm 25.29% 24.95%
12noon-4pm	8.23%	8.96%	8.52%	Sat: 4-6pm	Sat: 4-6pm 6.85%	Sat: 4-6pm 6.85% 6.81%
4-6pm	50.13%	46.97%	46.44%	Sat: 6-7pm	Sat: 6-7pm 2.24%	Sat: 6-7pm 2.24% 1.83%
6-7pm	21.44%	20.04%	19.97%	Sat: 7-8pm	Sat: 7-8pm 1.13%	Sat: 7-8pm 1.13% 0.9%
7-7:30pm	1.58%	1.43%	1.38%	Sat: 8-11pm	Sat: 8-11pm 8.06%	Sat: 8-11pm 8.06% 8.15%
7:30-8pm	10.7%	11.08%	10.98%	Sat: 11pm-1am	Sat: 11pm-1am 4.79%	Sat: 11pm-1am 4.79% 4.98%
8-11pm	8.61%	7.71%	7.59%	Sat: 1am-7pm	Sat: 1am-7pm 25.78%	Sat: 1am-7pm 25.78% 23.56%
11pm-12am	35.24%	34.3%	34.07%	Sun: 7-10am	Sun: 7-10am 2.58%	Sun: 7-10am 2.58% 2.34%
11pm-1am	42.28%	42.49%	42.15%	Sun: 10am-1pm	Sun: 10am-1pm 7.64%	Sun: 10am-1pm 7.64% 6.85%
1-6am	30.88%	29.55%	29.11%	Sun: 1-4pm	Sun: 1-4pm 6.58%	Sun: 1-4pm 6.58% 5.77%
				Sun: 4-7pm	Sun: 4-7pm 14.15%	Sun: 4-7pm 14.15% 13.46%
				Sun: 7-11pm	Sun: 7-11pm 10.42%	Sun: 7-11pm 10.42% 9.84%
				Sun: 11pm-1am	Sun: 11pm-1am 4.02%	Sun: 11pm-1am 4.02% 4.73%
				Sun: 1-7am	Sun: 1-7am 21.84%	Sun: 1-7am 21.84% 21.23%

sburg Middleburg Bear Grass Momeyer Mooresville Erwin Kings Grant Brunswick Chadbeurn Mars H ander Selma Stovall Kannapolis Mills River Grandfather Morrisville <u>Intercultural Institute</u> sville Angier Princeton Aurora Waco Bakersville Eden Fairview Hoch <u>Intercultural Institute</u> Havelock Gr for Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

The Shared Places provides a list of restaurants and restaurant types that are frequented by some groups of people in the mission site. If a particular restaurant chain is not in your area, look for similar types of restaurants. The Shared Projects section lists various activities in which some people in the mission site are engaged. The Media Content and Usage sections give a window into the types of media content that is preferred and the times media is commonly used

Issues for Your Consideration

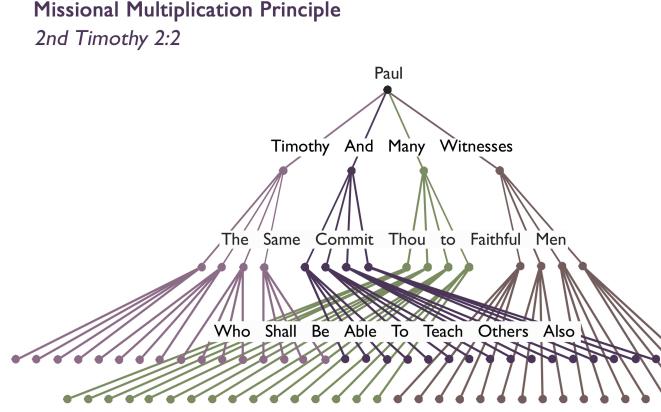
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways in which people in the mission site may be involved in these activities. Has anyone on the missional team been personally involved in these activities with people who live and/or work in the mission site area.
- 3. Review the print, radio, and television media content listed on pages 52-54. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at ths mission site more effectively?
- 4. Review the print, radio and television media usage on pages 56-59. Describe the frequency and times of media usage by people at this mission site. How does this inform what media the missional team should use and when the media should be employed?

City Wadesboro Prectorville St. Stephens Taylorsville Whispering Pines Dillsboro Bayboro Sugar Mos Water Marshville Albemarle Fallston Lake Norman of Catawba Middle Middle Morthakes Las nburg Pinehurst Pine Knoll Shores Weldon Raeford Pink Hill Burnsville for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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.



London Mooresboro Ellenboro Bogue White Lake Elm City Grantsboro Thomasville Kure Beach Lake P Macclesfield Jefferson Lansing Elk Park Lewiston Woodville Lenoit Intercultural Institute edmoor Silver Lake Cramerton Burlington Tryon Bayboro Lumberton ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

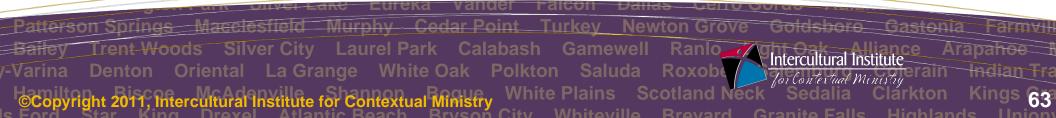
Establishing Redemptive Relationships

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.
- 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.



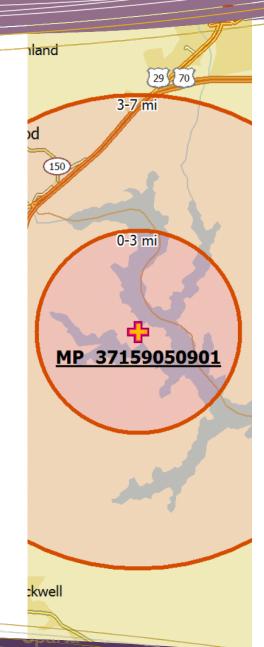


Your MissionSite and the Missional Suite

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



Lenoir Resebore Crossnore Angier Franklin Hertford Trent Woods Summerfield Forest City Dreve Carthage Fremont Belwood Lumber Bridge Bethlehem Atkinson Intercultural Institute Saluda Wrightsboro King Wingate McFarlan Kings Grant Spencer Kin for Confectual Ministry Confectual Ministry Stallings Earl Snow Hill Cape Carteret Red Springs 64

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	Trading Ford - Salisbury	3600 Long Ferry Rd Salisbury, NC 28146	2.04 mi	238	Plateauing
2	High Rock	7800 Bringle Ferry Rd Salisbury, NC 28146	2.34 mi	405	Growing
3	Eastside - Salisbury	370 Trexler Rd Salisbury, NC 28146	4.13 mi	64	Plateauing
4	Providence - Salisbury	620 Andrews St Salisbury, NC 28144	4.15 mi	68	Declining
5	Emmanuel - Salisbury	2300 Bringle Ferry Rd Salisbury, NC 28146	4.47 mi	103	Declining
6	Oakdale - Spencer	200 Charles St Spencer, NC 28159	4.83 mi	113	Declining
7	Dunn's Mountain	1350 Old Stone House Rd Salisbury, NC 28146	4.93 mi	86	Declining
8	Spencer First - Spencer	215 5th St Spencer, NC 28159	5.16 mi	72	Declining
9	Yadkin - Salisbury	150 Yadkin Baptist Church Rd Salisbury, NC 28144	5.23 mi	64	Growing
10	Whosoever Will	318 8th St Spencer, NC 28159	5.32 mi	0	Insufficient Data
11	Oakland Heights - Salisbury	205 Newsome Rd Salisbury, NC 28146	5.44 mi	18	Declining
12	Rowan International - Salisbury	1709 N Lee St Salisbury, NC 28144	5.54 mi	0	Insufficient Data
13	North Main - Salisbury	1501 N Main St Salisbury, NC 28144	5.72 mi	172	Declining
14	Jersey - Lexington	2920 Jersey Church Rd Lexington, NC 27292	6.01 mi	216	Plateauing
15	Wall of Fire Outreach Ministries - Salisb	500 East Council St Salisbury, NC 28144	6.11 mi	0	Insufficient Data

Bald Head Island Meravian Fails Castle Hayne Norwood Princeville Light Oak Dallas Stedman Cherry Hence Eletcher Marvin Belmont Westport Fountain Jamesville Raleio Intercultural Institute Elizabeth City Pilot Mountain East Spencer Orrum Micro Stanley Marvin Staley Lumberton Wingate Bak66 Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance - Continued

			DIATANA		
	CHURCH	ADDRESS	DISTANCE		IICM CGR
16	Southside - Salisbury	500 Morlan Park Rd Salisbury, NC 28146	6.20 mi	133	Declining
17	Lakeview - Linwood	341 Lakeview Church Rd Linwood, NC 27299	6.24 mi	47	Growing
18	Salisbury First - Salisbury	223 N Fulton St Salisbury, NC 28144	6.58 mi	600	Declining
19	Stallings Memorial - Salisbury	817 S Main St Salisbury, NC 28144	6.87 mi	173	Declining
20	Lao - Salisbury	1510 Henderson Grove Church Rd Salisbury, NC 28144	6.99 mi	0	Insufficient Data
21	Community	18 Carolina St Salisbury, NC 28144	7.27 mi	189	Declining
22	Faith - Faith	203 N Main St Faith, NC 28041	7.41 mi	320	Plateauing
23	Mountain View - Lexington	407 Mountain View Church Rd Lexington, NC 27292	7.42 mi	68	Plateauing
24	Calvary	2255 E Ridge Rd Salisbury, NC 28144	7.69 mi	203	Declining
25	Smith Grove - Linwood	3462 Sowers Rd Linwood, NC 27299	7.72 mi	108	Growing
26	Holloways - Lexington	131 Briggs Rd Lexington, NC 27292	7.78 mi	131	Plateauing
27	East Corinth - Gold Hill	12510 Stokes Ferry Rd Gold Hill, NC 28071	8.09 mi	41	Declining
28	Milford Hills - Salisbury	1238 E Colonial Dr Salisbury, NC 28144	8.51 mi	64	Plateauing
29	Friendship - Salisbury	100 Porter Rd Salisbury, NC 28146	8.70 mi	0	Insufficient Data
30	Floyd - Lexington	2145 Floyd Church Rd Lexington, NC 27292	8.93 mi	21	Declining

Resman Graham Danbury Spruce Pine Hobgood Oak City Elkin Roxboro Wrightsville Beach Pumpk affield Harbour Wentworth Cary Leggett Newton Grove Spring Hope Pine Intercultural Institute Iamance Unionville Wilson's Mills South Rosemary Lowell King Fair Bio Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Carmel Baptist Church	2100 Mooresville Rd Salisbury, NC 28147	9.21 mi	39	Declining
32	Faith - Denton	4518 Shiptontown Rd Denton, NC 27239	9.46 mi	67	Declining
33	Gold Hill First - Gold Hill	16140 Old Beatty Ford Rd Gold Hill, NC 28071	10.10 mi	193	Growing
34	Rockwell First - Rockwell	8630 Hillcrest Dr Rockwell, NC 28138	10.24 mi	368	Plateauing
35	High Rock - Denton	346 Bringle Ferry Rd Denton, NC 27239	10.38 mi	20	Growing
36	Stoner's Grove - Lexington	10470 NC Highway 8 Lexington, NC 27292	10.39 mi	118	Declining
37	Central - Lexington	1347 Nc Highway 47 Lexington, NC 27292	10.39 mi	99	Growing
38	Center Hill - Lexington	3759 NC Highway 8 Lexington, NC 27292	10.39 mi	83	Growing
39	Lick Creek - Denton	2574 Lick Creek Church Rd Denton, NC 27239	10.40 mi	72	Growing
40	Enon	1875 Enon Church Rd Salisbury, NC 28147	10.57 mi	115	Plateauing
41	Summerville - Denton	3134 Summerville Church Rd Denton, NC 27239	10.83 mi	145	Declining
42	Neel Road - Salisbury	135 Neel Rd Salisbury, NC 28147	11.30 mi	152	Plateauing
43	Franklin - Salisbury	3810 US Highway 601 Salisbury, NC 28147	11.69 mi	183	Plateauing
44	Wyatts Grove - Richfield	2995 Wyatts Grove Church Rd Richfield, NC 28137	11.85 mi	58	Declining
45	Antioch - Lexington	505 Becks Nursery Rd Lexington, NC 27292	11.92 mi	28	Declining

Springs Icard Gibsonville Gibson Chocowinity Boiling Spring Lakes Shannon Middleburg Spencer Moth Horganton Connelly Springs Glen Alpine Drexel Troy Mount Pleasant Intercultural Institute on Bethel Seven Springs Sanford Pine Knoll Shores Sandy Creek Brys For Confectual Ministry FacCopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry



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