# MissionSite top unreached locations



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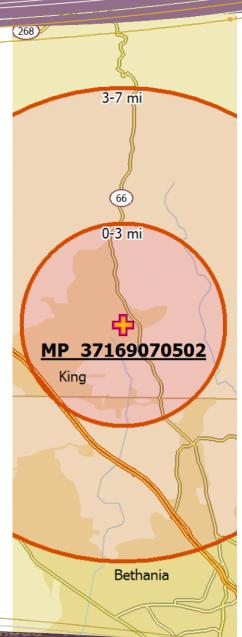
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#### Site Location Summary

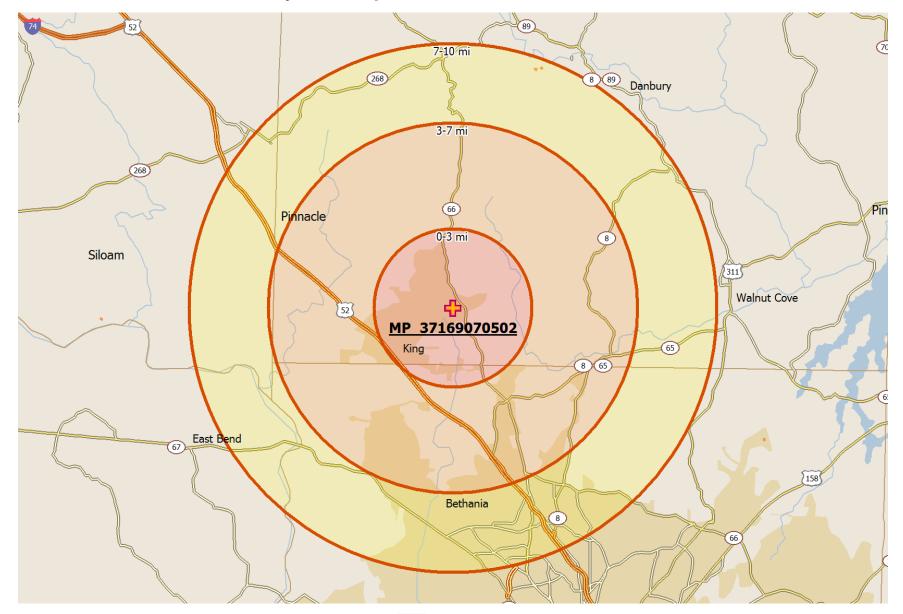
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	37169	Stokes
4	Zipcode	27021	Stokes
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	13	50000-50000-50000



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



Taham Wendell <u>Newton Grove Spring Lake Walkertown Seven Lakes</u> Waynesville Sanford Rutherfordto Jamesville Durham Bladenboro Stantonsburg La Grange Scotland <u>Intercultural Institute</u> Intercultural Institute Intercultural Institute for Contextual Ministry OCopyright 2011, Intercultural Institute for Contextual Ministry Salura Garland Carles Spencer Windsor Boonville 4

#### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale	21	Suburb: Large: Territory outside a principal city and inside an urbanized area with
	Codes		population of 250,000 or more.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

v Lake Park Earl Bolton Topsail Beach Hendersonville Kings Mountain Cedar Point Wilson Polkville C ast Flat Rock Star Summerfield James City Columbia Hookerton Raeford Intercultural Institute Peachland Roxobel Bear Grass Lattimore Trent Woods Indian Trail of Intercultural Institute Hands Murrays Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Willow Weldon Monroe Rolesville Erwin 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	11,218	19,712	30,383
2010 Households	4,244	7,789	11,983
2010 Group Quarters Population	244	82	225

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	23	25	33
Language Diversity National Index	9	13	46
Foreign Born Diversity National Index	42	24	13
Ancestry Diversity National Index	76	66	25
Racial Diversity National Index	11	26	67

Woodfin Castalia Jefferson Middlesex Davidson Welcome Edenton Lumberton Indian Beach Magnolia ensburg Fletcher Marvin Love Valley Butters Northwest Drexel Autry Intercultural Institute Mountain Pinebluff Pink Hill Robbinsville Swansboro Lumber Bridge for Confextual Ministry Confextual Ministry Fletcher Forest Oaks Boonville Faith Carro

## Site Location Summary - County Environment

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

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

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

Biscoe Hamilton Burlington Cooleemee Chimney Rock Village Connelly Springs Winfall South Welde Mount Airy Wilmington Snow Hill Grifton Orrum Harmony Northwere Intercultural Institute Cherryville Yanceyville Erwin Waxhaw Pilot Mountain Plain View Boo for Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

## Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	627	14.77%
Mainstay Communities	Established, Diverse Households	1,931	45.5%
Working Communities	Blue-collar, Working Families	363	8.55%
Country Communities	Rural, Agri. & Mining Families	1,223	28.82%
Aspiring Communities	Young Singles / Aspiring-Multihousing	98	2.31%
Urban Communities	High Density, Inner-city Neighborhoods	2	0.05%

Valdese Elizabeth City Dallas Hildebran White Plains Marvin Mount Airy Mount Holly Fearrington St. S Staley Simpson Robersonville Pineville Hobgood Saxapahaw Midya <u>Intercultural Institute</u> Durham kes Falkland Matthews Landis Fairmont Belhaven Pine Level Black (Soute stual Ministry 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.

Toast North Topsail Beach Walnut Creek Grantsboro Simpson Badin Bear Grass Robbins Mesic L Graham Askewville Wilkesboro Franklin Danbury Kannapolis White Orthon Intercultural Institute ead Saluda Mocksville McFarlan Pikeville Rennert Waxhaw Brunswich for Confectual Ministry OCopyright 2011, Intercultural Institute for Contextual Ministry Windsor Blowing Rock Laurinburg Patterson Springs Elgin

# 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?

ven Cashiers <u>Ocean Isle Beach Rose Hill Raeford Forest City</u> Asheville Hobgood Bolton Rosman Gre Mineral Springs Walnut Cove Wilkesboro Castalia Grifton Bowmore <u>Intercultural Institute</u> Oak Ridge Farmville Walstonburg Falcon Danbury Sandy Creek <u>for Contextual Ministry</u> Halifax Gar ©Copyright 2011, Intercultural Institute for Contextual Ministry

# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	10,875	2,771	25.48%
Unreached %	60.18%	65.29%	108.48
Religious But NOT Evangelical HH	1,964	472	24.03%
Religious But NOT Evangelical %	10.87%	11.12%	102.32
Spiritual But NOT Relig or Evang HH	1,909	592	31.02%
Spiritual But NOT Relig or Evang %	10.57%	13.95%	132.06
Not Evangelical, Not Interested HH	7,004	1,707	24.37%
Not Evangelical, Not Interested %	38.76%	40.21%	103.75



orman Kannapolis Cary Marion Yadkinville Kings Grant Oakboro Wilson's Mills Halitax Harkers Island Red Oak Plymouth Bent Creek Rowland Cricket Boone Spindale Wert Intercultural Institute axapahaw Bald Head Island Banner Elk Whiteville Oak City Fremont Harkers Island for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Spirituality Indicators - Churchscape**

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCNC Churches	22	4	18.18%
Active BCNC Attenders	2,737	818	29.89%
Active Evangelical Households	2,932	600	20.48%
Active Evangelical Percent	16.23%	14.15%	87.18
Inactive Evangelical Households	4,263	873	20.48%
Inactive Evangelical Percent	23.59%	20.57%	87.18
# New Churches Needed	0	0	0%



Jetcher Boonville Kenty McLeansville Stanfield Archdale Maggie Valley Beulaville Kelly Bostic Stalling Hadison Salemburg Pollocksville Greenville Mar-Mac Ramseur Lake Intercultural Institute Flat Rock Ellerbe Murphy White Oak Chadbourn Middlesex Moun For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### 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
1	Mount Olive - King	0.61 mi	313	Plateauing
2	The Rock Church - King	2.06 mi	0	Insufficient Data
3	Mountain View - King	2.22 mi	51	Plateauing
4	King First - King	2.29 mi	454	Plateauing
5	First Baptist Church Saura Valley	3.50 mi	13	Growing
6	Olive Grove - Pinnacle	3.86 mi	105	Insufficient Data
7	King Cowboy Church - King	4.00 mi	0	Insufficient Data
8	Quaker Gap - King	4.50 mi	340	Declining
9	Pinnacle - Pinnacle	4.60 mi	40	Growing
10	Friendship	4.77 mi	129	Declining
11	Northridge - Rural Hall	5.94 mi	81	Declining
12	Stoney Ridge - Westfield	6.54 mi	92	Plateauing
13	Brook Haven Baptist Church	6.63 mi	0	Insufficient Data
14	Leak Memorial - Germanton	6.63 mi	44	Plateauing
15	Germanton - Germanton	6.63 mi	186	Plateauing

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
16	Rural Hall First - Rural Hall	6.97 mi	52	Declining
17	Macedonia - Tobaccoville	7.44 mi	71	Declining
18	New Bethel - Tobaccoville	7.99 mi	35	Plateauing
19	United - Winston	8.13 mi	94	Growing
20	Pilot Mountain First - Pilot Mountain	8.54 mi	98	Declining
21	Red Bank - Germanton	8.71 mi	59	Declining
22	Stanleyville First - Winston Salem	8.79 mi	332	Declining
23	Pinnacle View - Pinnacle	9.09 mi	109	Plateauing
24	Shoals - Pinnacle	9.09 mi	59	Declining
25	Pfafftown - Pfafftown	9.13 mi	180	Declining
26	The Christian Community - Pilot Mountain	9.47 mi	75	Declining
27	Bethany - Winston Salem	9.71 mi	258	Plateauing
28	Beck's - Winston Salem	10.08 mi	328	Plateauing
29	Hispanic - Winston Salem	10.08 mi	0	Insufficient Data
30	Danbury - Danbury	10.23 mi	29	Plateauing

Velcome Kannapolis Cricket Como Dover Vanceboro Marion Ramseur Roseboro Pinehurst Beech Me Gesonville Hoffman Brevard Swepsonville High Point Hickory White Intercultural Institute Alamance Wingate Morrisville Waynesville Edenton Ashley Heights Copyright 2011, Intercultural Institute for Contextual Ministry Chimney Rock Village Pleasant Garden Whiteville New 13

## Using the Spirituality Indicators

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

#### Issues for Your Consideration

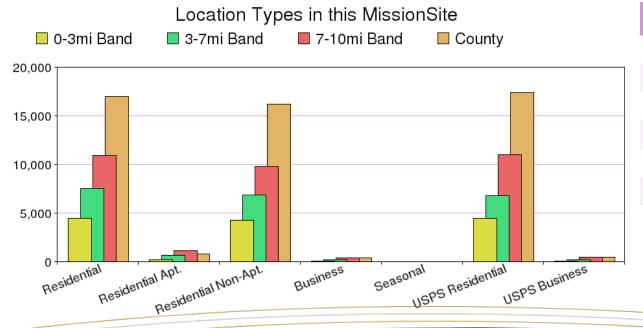
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	37,226	8,722	23.43%
2000 Population	44,711	11,083	24.79%
2010 Population	46,210	11,218	24.28%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	14,124	3,182	22.53%
2000 Households	17,579	4,241	24.13%
2010 Households	18,070	4,244	23.49%

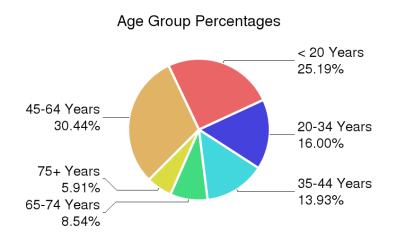


Location Type	0-3mi Band
Residential	4,449
Residential Apt.	215
Residential Non-Apt.	4,234
Business	94
Seasonal	0
USPS Residential	4,473
USPS Business	97

Dobbins Heights Tarboro Yanceyville Surf City Eureka Morehead City Burlington Jamestown Granite F Kill Devil Hills Mount Airy Ramseur Lumberton Wilson Creswell Boro Intercultural Institute Durham Tar Heel Seagrove Glen Alpine Ayden Pinehurst Cullowhee for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Biver Bend, Enfield, Turkey, Chernwille, Barker Heights

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.

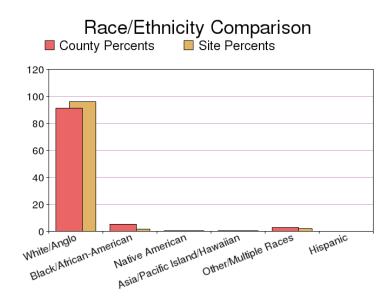


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	3.92%	4.09%	104.34
4-5 Years	2.15%	2.24%	104.19
6-8 Years	3.34%	3.63%	108.68
9-11 Years	3.64%	3.88%	106.59
12-13 Years	2.58%	2.83%	109.69
14-17 Years	5.28%	5.54%	104.92
18-19 Years	2.71%	2.98%	109.96
0-5 Years	6.07%	6.33%	104.28
6-12 Years	8.26%	8.92%	107.99
13-19 Years	9.29%	9.94%	107
< 20 Years	23.62%	25.19%	106.65
20-34 Years	15.56%	16%	102.83
35-44 Years	13.4%	13.93%	103.96
45-64 Years	30.34%	30.44%	100.33
65-74 Years	9.59%	8.54%	89.05
75+ Years	7.49%	5.91%	78.91
Median Age	43	42	97.15
Median Age (Male)	42	40	96.2
Median Age (Female)	44	44	97.84

Harrisburg Peletier Spruce Pine Lumberton St. Pauls Waxhaw Sunset Beach Unionville Creedmoor Falson High Point Gatesville Grantsboro Kitty Hawk Salemburg Intercultural Institute spect Vander Burgaw Pleasant Hill Cove City Greenevers Burlington Confextual Ministry Confextual Ministry Fores City Greenevers Burlington Kill Devil Hills Sherrills Ford 16

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.



COUNTY	BAND	INDEX
91.27%	95.85%	105.02
5.25%	1.59%	30.2
0.31%	0.24%	78.88
0.28%	0.45%	161.6
0.06%	0.03%	45.77
2.83%	1.85%	65.09
0%	1.95%	0
32,695	7,800	
9.28%	6.91%	134.29
	91.27% 5.25% 0.31% 0.28% 0.06% 2.83% 0% 32,695	91.27%       95.85%         5.25%       1.59%         0.31%       0.24%         0.28%       0.45%         0.06%       0.03%         2.83%       1.85%         0%       1.95%         32,695       7,800

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	32,695	7,800	
Less than 9th Grade	9.28%	6.91%	134.29
No High School Diploma	14.32%	10.51%	136.19
High School Graduate	42.12%	40.91%	102.96
Some College, no degree	18.51%	20.86%	88.76
Associate Degree	6.36%	8.04%	79.14
College Degree	7.91%	10.68%	74.09
Graduate/Prof. degree	1.49%	2.09%	71.42

Ramseur Topsail Beach Pine Level Sugar Mountain High Shoals Mar-Mac Calabash Hays Middlesex S with Whitsett Warsaw Bolton Gibsonville Rockingham Elk Park James Intercultural Institute Barker Heights Winton Black Creek Kittrell Garner Swepsonville Gibson (ontextual Ministry) Contextual Ministry Elm City Greenevers Lake Santeetlah Brogden Conc 17 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	7.58%	4.85%	81.82
\$10,000 to \$19,999	13.87%	12.46%	89.88
\$20,000 to \$29,999	15.28%	14.11%	92.37
\$30,000 to \$49,999	23.55%	19.86%	84.35
\$50,000 to \$59,999	9.28%	9.45%	101.81
\$60,000 to \$69,999	7.98%	9%	112.79
\$70,000 to \$79,999	6.78%	7.73%	113.91
\$80,000 to \$89,999	4.89%	6.64%	135.98
\$90,000 to \$99,999	2.98%	4.43%	148.78
\$100,000 to \$124,999	3.7%	6.03%	163.17
\$125,000 to \$149,999	2.43%	3.3%	135.78
\$150,000 to \$199,999	1.43%	1.84%	128.23
\$200,000 to \$249,999	0.12%	0.16%	135.47
\$250,000 or more	0.13%	0.12%	88.7
Median Household	40,159	49,136	122.35
Average Household	49,564	58,495	118.02
Per Capita Household	19,631	22,138	112.77
Family/Non-Family Household			
Income			
Median Family Income	47,783	59,094	123.67
Average Family Income	56,873	66,233	116.46
Median Non-Family Income	22,435	22,831	101.77
Average Non-Family Income	27,769	29,139	104.93

Talcon Coats Bayboro Warrenton Altamahaw Saxapahaw Spencer Linden Liberty Whiteville Br town Troy Pantego Green Level St. James Cullowhee Carolina Shores Picon Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Broadway Etowah Spindale Wilson's Mills Holden B Copyright 2011, Intercultural Institute for Contextual Ministry Broadway Etowah Spindale Wilson's Mills Holden B

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	74.89%	77.57%	103.58
Families with Children	30.3%	33.6%	110.88
Families without Children	44.58%	43.97%	98.62
Non-Family Households			
% Non-Family Households	25.11%	22.43%	89.32
Non-Families with Children	0.43	0.33	76.42
Non-Families without Children	24.68	22.1	89.55
Housing Units			Index
Total Housing Units	20,902	4,756	
Vacant percent	13.55%	10.77%	79.46
Owned percent	69.06%	73.25%	106.07%
Rented Percent	17.39%	15.98%	91.89
Households by Size			Index
Avg household size	2.52	2.59	102.78
Avg family hh size	2.99	3.01	100.67
Avg non-family hh size	1.12	1.13	100.89
Households By Count of Persons			Percent
One	4,007	850	21.21%
Тwo	6,405	1,509	23.56%
Three or Four	6,410	1,585	24.73%
Five+	1,248	301	24.12%

ands Pittsboro <u>Rockwell</u> Leggett <u>Monroe Beech Mountain</u> Calabash Montreat Washington Midway Ja Caleboro Mountain View Misenheimer Pinetops Pikeville Spindale Choro Intercultural Institute Prospect Davidson Grandfather Hillsborough Bogue Enfield Bath Joi Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Prospect Davidson Grandfather Hillsborough Bogue Enfield Bath Joi Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

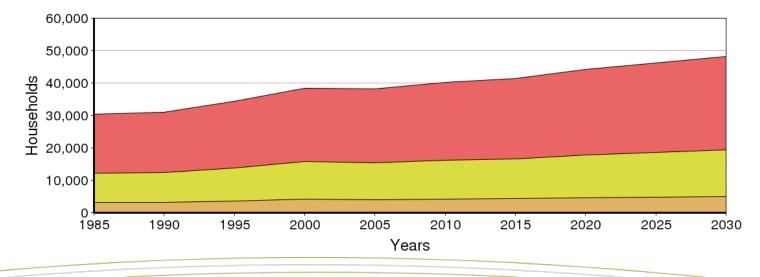
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	37,226	8,722	23.43%
2000 Population	44,711	11,083	24.79%
2010 Population	46,210	11,218	24.28%
2015 Population	46,504	11,226	24.14%

Household Change from 1985 to 2030

🔲 0-3mi Ring 👘 🔲 0-7mi Ring

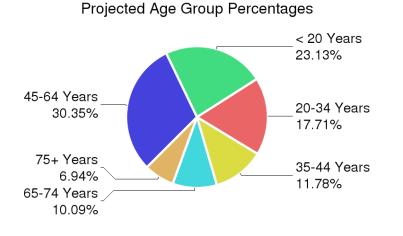
📕 0-10mi Ring



Surf City Dallas Stokesdale Columbus Farmville Thomasville Conway Creswell Weaverville Pinetops Keener Laurel Park Sawmills Carolina Beach Catawba Woodland Creswell Magnolia Sneads Ferry Clemmons Lowell Bear Grass Cornelius Elkin Bogue Boiling Spring for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Saratoga Lake Park Kirkland Mountain View Lake No

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

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

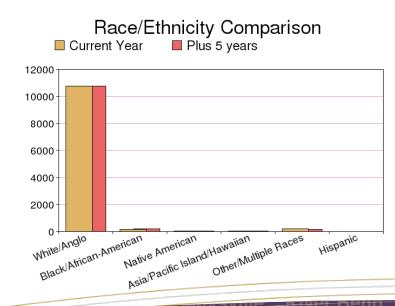


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.09%	3.87%	94.62
4-5 Years	2.24%	2.04%	91.07
6-8 Years	3.63%	3.38%	93.11
9-11 Years	3.88%	3.38%	87.11
12-13 Years	2.83%	2.44%	86.22
14-17 Years	5.54%	5.12%	92.42
18-19 Years	2.98%	2.9%	97.32
0-5 Years	6.33%	5.91%	93.36
6-12 Years	8.92%	7.95%	89.13
13-19 Years	9.94%	9.26%	93.16
< 20 Years	25.19%	23.12%	91.78
20-34 Years	16%	17.7%	110.63
35-44 Years	13.93%	11.78%	84.57
45-64 Years	30.44%	30.34%	99.67
65-74 Years	8.54%	10.09%	118.15
75+ Years	5.91%	6.94%	117.43
Median Age	43	43	100.6
Median Age (Male)	42	42	100.31
Median Age (Female)	44	45	100.61

Chville Robbins Whispering Pines Creedmoor Red Cross Bladenboro Hot Springs Clayton Broadway Canchese Troutman Red Oak Fletcher Cramerton Hendersonville Seven Alliance Oak City West relius Danbury Stem Wallburg Bolivia Speed Walkertown Glen Alpin S Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institut

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	95.85%	95.96%	100.11
Black, African-American	1.59%	1.8%	113.4
Native American	0.24%	0.26%	107.33
Asian	0.45%	0.53%	115.6
Pacific Island, Hawaiian	0.03%	0%	0
Other/Multiple Races	1.85%	1.45%	78.69
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	7,800	7,920	
Less than 9th Grade	6.91%	6.65%	96.29
No High School Diploma	10.51%	9.63%	91.64
High School Graduate	40.91%	41.65%	101.82
Some College, no degree	20.86%	21.4%	102.6
Associate Degree	8.04%	7.85%	97.7
College Degree	10.68%	11.15%	104.4
Graduate/Prof. degree	2.09%	1.65%	79.15

Huntersville Spruce Pine Hildebran Gorman Cullowhee Conetoe Brevard Ogden Polkton Ocean Isle B Ian East Rockingham Pembroke Winston-Salem Weddington Hillsborouch Cieveland Four Oaks Kanna Archdale Oxford Waynesville Wendell Murraysville Barker Ten Mile Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 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	4.85%	4.61%	94.97
\$10,000 to \$19,999	12.46%	12.42%	99.61
\$20,000 to \$29,999	14.11%	13.53%	95.85
\$30,000 to \$49,999	19.86%	18.97%	95.51
\$50,000 to \$59,999	9.45%	8.9%	94.14
\$60,000 to \$69,999	9%	9.15%	101.65
\$70,000 to \$79,999	7.73%	7.92%	97.71
\$80,000 to \$89,999	6.64%	6.93%	101.1
\$90,000 to \$99,999	4.43%	4.68%	105.63
\$100,000 to \$249,999	6.03%	6.35%	105.22
\$125,000 to \$149,999	3.3%	3.98%	120.78
\$150,000 to \$199,999	1.84%	2.06%	112.17
\$200,000 to \$249,999	0.16%	0.21%	126.4
\$250,000 or more	0.12%	0.07%	58.99
Median Household	49,136	50,963	103.72
Average Household	58,495	59,894	102.39
Per Capita Household	22,138	23,042	104.08
Family/Non-Family Household			
Income			
Median Family Income	59,094	60,642	102.62
Average Family Income	66,233	68,110	102.83
Median Non-Family Income	22,831	23,066	101.03
Average Non-Family Income	29,139	29,199	100.21

Sethlehem Stovall Vass Fairmont Raeford New London Misenheimer Lincolnton Oak Ridge Cerro Gord Haggie Valley Mooresville Lowesville Henderson East Rockingham Rocking <u>Intercultural Institute</u> Oxford R Maynesville Benson Burgaw Asheville Fair Bluff Mountain View Taylort <u>Intercultural Institute</u> od Simpson 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.

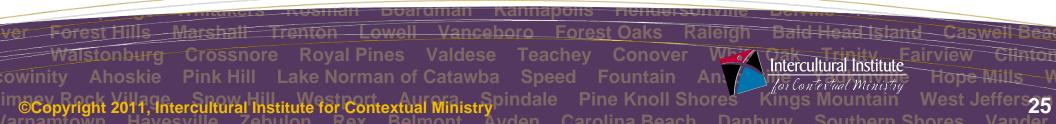
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	77.57%	77.51%	99.92
Families with Children	33.6	30.76	91.55
Families without Children	43.97	44.48	101.15
Non-Family Households			
% Non-Family Households	22.43%	22.49%	100.27
Non-Families with Children	0.33	0.28	100.27
Non-Families without	22.1	22.21	100.51
Children			
Housing Units			
Total Housing Units	4,756	4,835	101.66%
Vacant percent	10.77%	10.71%	99.52
Owned percent	73.25%	73.3%	100.06
Rented Percent	15.98%	15.99%	100.05
Households by Size			
Avg household size	2.59	2.54	98.07%
Avg family hh size	3.01	2.97	98.67%
Avg non-family hh size	1.13	1.08	95.58%
Households By Count of			
Persons			
One	850	856	100.71%
Тwo	1,509	1,581	104.77%
Three or Four	1,585	1,596	100.69%
Five+	301	284	94.35%

unt Airy Five Points Warsaw Linden Lake Junaluska Dallas Summerfield Avery Creek Castle Havne Sy Winton Mount Gilead Ramseur Waxhaw Gatesville Bryson City Source Inderson Newland Granite Buies Creek Mint Hill Waco Stanley Northwest Red Springs Rocki for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# **Ethnographic Summary**

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

BORN IN:	0-3	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	218	295	559		Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	22	24	33	N	liddle Africa	1iddle Africa 0	fiddle Africa 0 0
Western Europe	75	21	62	Nor	rthern Africa	rthern Africa 0	rthern Africa 0 4
Southern Europe	2	5	30	South	hern Africa	hern Africa 0	nern Africa 0 0
Eastern Europe	9	13	31	West	ern Africa	ern Africa 0	ern Africa 0 1
Other Europe	0	0	0	Othe	r Africa	r Africa 0	r Africa 0 0
Eastern Asia	21	16	29	Oce	ania	ania 0	ania 0 0
So. Central Asia	0	3	30	Caribb	bean	bean 7	bean 7 20
SE Asia	7	0	30	Centra	al Amer.	al Amer. 54	al Amer. 54 162
Western Asia	0	0	2	South	America	America 14	America 14 17
Other Asia	0	0	0	Nor	th America	th America 7	th America 7 9
				Bc	orn at sea	orn at sea 0	orn at sea 0 0



# Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
English only	12,545	11,736	24,499	Other Indo-Euro	0	0	2
Spanish	237	429	584	Asian/PI languages	0	0	0
Other Indo-Euro	118	54	342	Chinese	6	0	0
language				Japanese	0	3	4
French (incl. Patois,	68	15	126	Korean	0	23	2
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	1	1	Cambodian			
Italian	0	2	23	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	33	17	81	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	2
Other West Germanic	0	1	13	Other Asian	0	0	9
A Scandinavian	0	0	9	Tagalog	0	0	25
Language				Other Pacific Is	0	0	0
Greek	8	2	26	Other languages	23	7	17
Russian	0	11	18	Navajo	0	0	0
Polish	0	0	10	Other Native N.	11	0	0
Serbo-Croatian	0	0	5	American			
Other Slavic Language	9	0	2	Hungarian	12	0	5
Armenian	0	0	1	Arabic	0	7	12
Persian	0	5	5	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	20	Other unspecified	0	0	0
Urdu	0	0	0	·			

Topsail Beach Ractorid East Spencer Thomasville Conetoe Speed Rockwell Chocowinity Rex Mineral and Ferry Greensboro Faith Polkville Lexington Whitsett Conover Content Intercultural Institute Test Canton Seaboard Bostic Robbins Fair Bluff Hudson Half Moon For Contextual Ministry Cove City Ba Copyright 2011, Intercultural Institute for Contextual Ministry Cove City Ba

# 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	9,168	8,811	18,241	Irish	Irish 957	Irish 957 796
Arab	0	9	17	Italian	Italian 224	Italian 224 180
Armenian	0	0	6	Lithuanian	Lithuanian 0	Lithuanian 0 2
Austrian	9	9	8	Norwegian	Norwegian 26	Norwegian 26 32
British	64	62	136	Polish	Polish 92	Polish 92 97
Canadian	8	16	54	Portuguese	Portuguese 0	Portuguese 0 4
Croatian	0	2	7	Romanian	Romanian 0	Romanian 0 0
Czech	0	0	11	Russian	Russian 10	Russian 10 11
Czechoslovak	0	0	3	Scandinaviar	Scandinavian 30	Scandinavian 30 10
Danish	5	10	7	Scotch-Irish	Scotch-Irish 215	Scotch-Irish 215 170
Dutch	65	149	246	Scottish	Scottish 180	Scottish 180 153
English	887	1,140	2,321	Slovak	Slovak 0	Slovak 0 0
European	64	89	237	Subsaharan A	Subsaharan African 0	Subsaharan African 0 4
Finnish	0	0	20	Swedish	Swedish 54	Swedish 54 25
French (not Basque)	134	113	222	Swiss	Swiss 20	Swiss 20 10
French Canadian	93	47	45	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	1,320	1,231	2,218	US/American	US/American 3,549	US/American 3,549 2,859
Greek	35	26	62	Welsh	Welsh 26	Welsh 26 24
Hungarian	31	31	34	West Indian	West Indian 4	West Indian 4 11
Iranian	0	5	7	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 1,066	Other 1,066 1,483

essemer City Cricket Greenville Highlands Maggie Valley Prospect Trinity Calabash Gorman Enochville Ellenboro McAdenville Bryson City Sea Breeze Ocracoke Arapahoe Intercultural Institute Conway Lake Norman of Catawba Whitsett Polkville Carthage Toas for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Conversion of Cartes and Contextual Ministry Conversion of Cartes and Contextual Ministry Conversion of Cartes and Contextual Ministry Conversion of Contextual Ministry Conversion of Cartes and Contextual Ministry Conversion of Contextual Ministry

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## Using the Demographic Indicators

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

#### Issues for Your Consideration

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

Beiling Springs Garner Mountain Home Cullowhee Beaufort Wanchese Gatesville Alamance Stallings Homeyer Chocowinity Gibsonville Winfall High Shoals Bladenboro In the Maxton Five Points Love Valley Ranlo Maiden Cedar Rock Ellerbe Granite Falls Aulande Jor Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Demographic Indicators

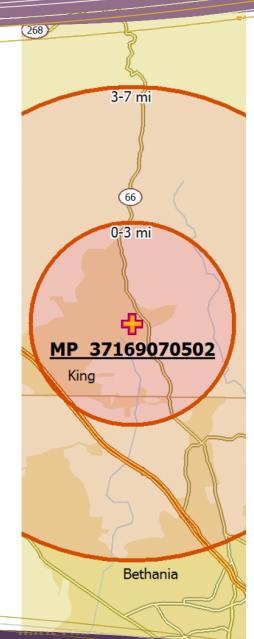
#### Issues for Your Consideration - continued

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

-Mac Forest Oaks Murphy Old Fort Tarboro Lake Norman of Catawba Biscoe Farmville Williamston Bu ar City Mooresboro Matthews Elon Half Moon Wilson's Mills Ocracoke in Intercultural Institute Sawmills Morven Calabash Skippers Corner Ashley Heights Marshville for Contextual Ministry Contextual Ministry

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "Evangelscape dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

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



Cedar Point Monroe East Rockingham Raleigh Chocowinity Silver City East Bend Harrells Rocky March Hittesboro Elizabeth City Chapel Hill Half Moon Wilson Northlakes Speed Walnut Cove Lillington Turkey Fletcher Forest City Zebulon Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 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	4,244	100%	2,771	100%
AFFLUENT SUBURBIA	183	4.31%	127	4.58%
America's Wealthiest	3	0.07%	2	0.07%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	180	4.24%	125	4.51%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	444	10.46%	302	10.9%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	386	9.1%	259	9.35%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	58	1.37%	43	1.55%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	1,928	45.43%	1,240	44.75%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	760	17.91%	0	0%
Prime Middle America	0	0%	495	17.86%
Urban Optimists	1,168	27.52%	0	0%
Family Convenience	0	0%	745	26.89%
Mid-Market Enterprise	0	0%	0	0%

ighlands Creswell Mooresville Beech Mountain Catawba Monroe Oak Ridge Boiling Springs Marshall L Shelby High Shoals JAARS Flat Rock Chocowinity Tarboro Centerville Balfour Sandy Creek Youngs Indian Trail Wrightsboro Carrboro East Flat Rock Clayton Claremont For Contextual Institute Pittsboro S ©Copyright 2011, Intercultural Institute for Contextual Ministry Blowing Rock Badin Speed Gibson Belwood Carolina

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	4,244	100%	2,771	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	3	0.07%	2	0.07%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	3	0.07%	2	0.07%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	363	8.55%	248	8.95%
Steadfast Conservative	308	7.26%	211	7.61%
Moderate Conventionalists	53	1.25%	36	1.3%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	2	0.05%	1	0.04%

Lilesville Sunset Beach Spindale Dover Flat Rock Whitakers Carolina Beach Brices Creek Troutman Sandyfield Tobaccoville Forest City Brogden Parkton Seven Springs Intercultural Institute Orrum Green Level Banner Elk McFarlan Boonville South Rosemary for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Perce	ent
Total	4,244	100%	2,771	100%
REMOTE AMERICA	382	9%	224	8.08%
Hardy Rural Fam.	10	0.24%	6	0.22%
Rural Southern Living	372	8.77%	218	7.87%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	98	2.31%	71	2.56%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	16	0.38%	12	0.43%
Stable Careers	82	1.93%	59	2.13%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	841	19.82%	556	20.06%
Aspiring Hispania	688	16.21%	0	0%
Industrious Country Living	0	0%	468	16.89%
America's Farmland	76	1.79%	0	0%
Comfy Country Living	58	1.37%	46	1.66%
Small Town Connections	19	0.45%	34	1.23%
Hinterland Fam.	0	0%	8	0.29%

sbore Mar-Mac Wesley Chapel Wanchese Wrightsboro Ellenboro Vander Cherryville Myrtle Grove Wesley St. James Bath Kings Grant Bessemer City Youngsville Farmville For Centerville Tarboro Ea Everetts Askewville Pink Hill Hertford Grandfather Bethel Seven for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Gibsonville Royal Pines Sa33

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	4,244	100%	2,771	100%
STRUGGLING SOCIETIES	2	0.05%	1	0.04%
Rugged Southern Style	2	0.05%	1	0.04%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	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%

Ile High Shoals <u>Glen Raven</u> Eureka Four Oaks Norwood Lake Lure Matthews Morganton Mountain Ho Summerfield Rose Hill Topsail Beach Tryon Rural Hall Half Moon Copyright 2011, Intercultural Institute for Contextual Ministry Eallston Castle Havne River Bend Walput Cove Salish

# 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?

Vebster Wintall Procterville Everetts Asheboro Orrum Stony Point Bonnetsville Glen Raven Whiteville Kernersville James City High Point Yanceyville Black Creek Eastover Chine Boach, Elk Park Oxford sville Raynham Bakersville Old Fort Wagram Farmville Cleveland Iva Confertual Institute for Confertual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Boling Springs Burlington Waynesville

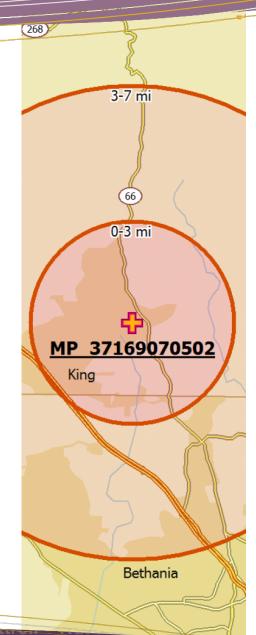
#### **Potential Cultural Bridges**

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).



Valley Roxboro High Point Maiden Fletcher Bolivia Benson Kenly Apex Fayetteville Franklin Powel Contention Robbins Sylva Spring Lake Atlantic Beach Wingate Connelly Spring Intercultural Institute Watha Butner Linden Wanchese Cullowhee Waco Sharpsburg Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bethleberg Brookford Peletier Forest Hills Bethleberg

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	82%	81%	79%
Use Comp. for Internet/E-mail	68%	66%	64%
Internet Use: E-Mail	56%	54%	53%
Use Comp. for Word Processing	46%	44%	42%
Use Comp. for Comp. Games	45%	43%	41%
Use Comp. for Shopping	42%	40%	38%
Use Comp. for Digital Camera	40%	37%	35%
Photo Editing			
Use Comp. for Banking	38%	36%	34%
Use Comp. for Education	37%	35%	33%
Internet Use: News/ Weather	32%	31%	29%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	31%	30%	29%
Internet Use: Banking	30%	30%	28%
Use Comp. for News/Info./Data	25%	24%	23%
Service			
PC-Network-HH Has One	20%	19%	19%
Use Comp. for Accounting	18%	17%	15%
Use Comp. for Filing/DB Mngmnt	16%	14%	14%
Use Comp. for Personal Financial	15%	14%	14%
Mngmnt			
Internet Use: Shopping: Gathered	13%	13%	13%
Info. for Shopping			
Internet Use: Shopping: Made A	13%	13%	13%
Purchase			
Internet Use: Research/ Education	11%	11%	11%



The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-3 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	70%	69%	69%
Dining Out (Not Fast	63%	62%	61%
Food)			
Reading Books	53%	53%	53%
Card Games	45%	44%	43%
Go To A Beach/Lake	41%	39%	38%
Gardening	41%	39%	38%
Cooking for Fun	38%	37%	36%
Board Games	37%	36%	35%
Visit Zoo	22%	21%	20%
Photography	21%	21%	21%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	69%	68%	68%
Gen./Fam. Practitioner	45%	44%	43%
Dentist	29%	28%	29%
Backache	23%	23%	22%
Eye Dr.	20%	20%	21%
None Of These	20%	20%	20%
Hypertension/High Blood	18%	18%	19%
Pressure			
High Cholesterol	18%	18%	18%
Overweight (30 Pounds Or	17%	16%	16%
More)			
Any Arthritis	15%	15%	16%

ra Northlakes Bakersville Frenton Bald Head Island Elrod Butters Chadbourn Danbury Wilkesboro We Goldsboro Greenville Forest Oaks St. Stephens Madison Brogden Intercultural Institute mby Bridge Granite Falls St. Helena Troutman Lucama Ramseur Ocrac Intercultural Institute For Confectual Ministry St. Helena Troutman Lucama Ramseur Ocrac Intercultural Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Process Balfour Contextual Ministry Creen Castle Havne Midland Lake Santeetlab Parme

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	25.2%	26.02%	26.53%
Live Theater	20.16%	19.62%	20.55%
Live Theater Most Often	17.45%	16.64%	17.41%
Rock/Pop Concerts Most	12.82%	13.44%	14.1%
Often			
Comedy Club	9.33%	8.83%	8.57%
Country Concerts Most	8.7%	8.22%	7.12%
Often			
Movies: Comedy	40.67%	40.3%	39.94%
Movies: Action/Adventure	39.58%	38.93%	38.33%
Movies: Fam.	20.54%	19.73%	19.22%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	19.27%	19.18%	19.41%
Movies: Drama	16.72%	17.61%	18.22%
Movies: Mystery	14.57%	15.22%	15.36%
MLB Baseball Reg. Season	8.97%	8.81%	8.35%
NFL Football Reg. Season	7.47%	7.16%	7.14%
College Football Reg.	7.11%	6.89%	6.95%
Season			
College Basketball Reg.	4.83%	4.69%	4.58%
Season			
Auto Racing Events	3.75%	3.56%	3.26%
NBA Basketball Reg.	3.6%	3.55%	3.43%
Season			

High Shoals Falcon Plain View Locust Royal Pines Morrisville La Grange Harrells East Rockingham tew London Hudson Winterville Stantonsburg Liberty Cary St. Pauls Intercultural Institute t Fairview Sea Breeze Lumberton Broadway Stonewall Sylva Walston ia Copyright 2011, Intercultural Institute for Contextual Ministry ia Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	40.71%	40.47%	41.18%	Stationary Cycling	Stationary Cycling 11.32%	Stationary Cycling 11.32% 11.36%
Swimming	38.08%	37.01%	35.43%	Baseball	Baseball 11.1%	Baseball 11.1% 10.96%
Freshwater Fishing	24.03%	23.55%	21.59%	Backpacking/Hiking	Backpacking/Hiking 10.75%	Backpacking/Hiking 10.75% 10.6%
Bowling	22.93%	22.69%	22.49%	Football	Football 9.83%	Football 9.83% 9.74%
Camping Trips	20.03%	19.55%	18.33%	Softball	Softball 9.46%	Softball 9.46% 8.68%
Billiards/Pool	19.92%	20.08%	19.12%	Saltwater Fishing	Saltwater Fishing 9.42%	Saltwater Fishing 9.42% 9.06%
Weight Training	17.46%	16.93%	16.42%	Power Boating	Power Boating 9.25%	Power Boating 9.25% 8.71%
Hunting	15.73%	14.8%	13.4%	Volleyball	Volleyball 8.47%	Volleyball 8.47% 8.52%
Basketball	15.17%	15.06%	15.26%	Motorcycling	Motorcycling 8.23%	Motorcycling 8.23% 7.53%
Golf	15.14%	14.49%	14.53%	Aerobics	Aerobics 7.88%	Aerobics 7.88% 8.33%
Mountain/Road Biking	14.65%	13.87%	13.6%	Horseback Riding	Horseback Riding 7.87%	Horseback Riding 7.87% 7.55%
Jogging/Running	14.14%	14.04%	14.45%	Canoeing/Kayaking	Canoeing/Kayaking 7.66%	Canoeing/Kayaking 7.66% 7.45%
Using Cardio Machine	13.76%	13.77%	13.92%	Archery	Archery 7.34%	Archery 7.34% 6.68%

Forest Morrisville Petetier Fairview Gaston Mount Olive Watha Sneads Ferry Hightsville Elm City Ale Zebulon Garner Morganton Fletcher East Rockingham Proctorville Intercultural Institute on Granite Falls Saratoga Hookerton Raemon Sugar Mountain Moores for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Tennis	6.47%	6.75%	7%
Yoga	6.25%	6.33%	6.53%
Ice Skating	5.28%	4.83%	4.92%
Roller Skating	5.04%	5%	5.14%
Snowmobiling	5.02%	4.39%	4.23%
Water Skiing	4.92%	4.61%	4.71%
Snorkeling	4.91%	4.8%	4.77%
Fly Fishing	4.62%	4.68%	4.58%
Downhill & X-Country Skiing	4.59%	4.54%	4.52%
Jet Skiing	4.23%	4.23%	4.35%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Auto Racing	3.91%	3.34%	3.28%
Skateboarding	3.49%	3.25%	3.36%
Rock Climbing	3.41%	3.25%	3.41%
Racquetball	3.36%	3.39%	3.6%
Snowboarding	3.31%	3.14%	3.29%
Rowing	2.86%	2.66%	2.71%
Martial Arts	2.68%	2.99%	3.28%
Sailing	2.65%	2.75%	2.83%
Hockey	2.61%	2.79%	3.19%
Surfing & Windsurfing	2.47%	2.41%	2.44%

Walstonburg Wendel Pinehurst Toast Sugar Mountain Wilmington Taylorsville Locust Kings Mountain Elizabeth City Bridgeton Broadway Swansboro Candor Bolivia Burg Intercultural Institute Glen Raven Marion Granite Quarry East Laurinburg Raynham Newport Jos Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### Potential Cultural Barriers -- Introduction (part 1)

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

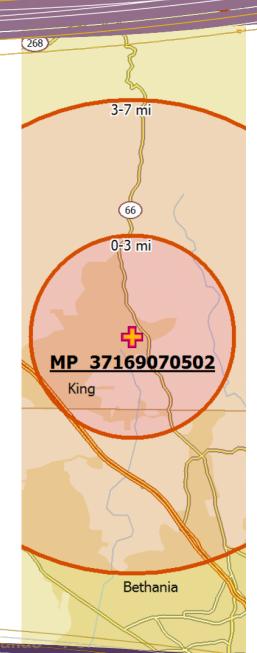
#### **BIBLICAL BARRIERS**

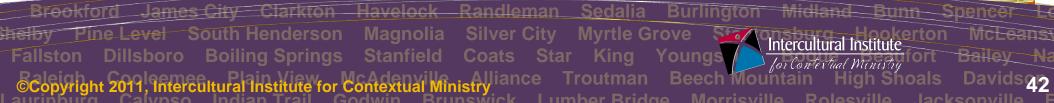
The term Biblical barriers, is used to describe aspects of biblical truth that are offensive to the community. Biblical barriers can be divided into two types: 1) barriers based on clear, biblical teaching; 2) barriers based on the cultural application of biblical principles. Barriers caused by clear,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

#### ECCLESIAL BARRIERS

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

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





#### 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.

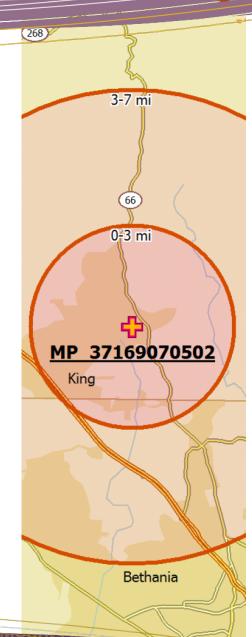
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



hebore Lake Park Carolina Beach Clayton Hays Blowing Rock Harrisburg Foxfire Gorman Seven Lakes - Ocean Isle Beach Ingold Cherryville Oak City Wrightsville Beach Beach Intercultural Institute - Intercultural Institute for 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	BARRIERS	0-3 MILES	3-7 MILES	7-10 MIL
Important Continue Learning New Things	50%	50%	50%	Too Much Sponsorship In Arts/Sports	20%	21%	22%
Find It Difficult To Say No To My Kids	42%	42%	41%	Rarely Sit Down to a Meal Together At Home	19%	18%	18%
Woman's Place Is In The Home	38%	37%	37%	Marijuana Should Be Legalized	17%	18%	18%
Speak My Mind Even If It Upsets	33%	34%	34%	I Am A Workaholic	17%	16%	16%
People				Like To Pursue	15%	16%	17%
Like To Do Unconventional	31%	31%	30%	Challenge/Novelty/Change			
Things				Only Work Current Job for The	14%	14%	14%
Like Control Over People And	30%	31%	32%	Money			
Resources				We Should Strive for Equality for	12%	12%	12%
Prefer To Have Few	29%	30%	32%	All			
Possessions As Possible				Happy With My Standard Of	10%	10%	11%
If Won Lottery Would Never	27%	27%	27%	Living			
Work Again				On Whole People Get What They	9%	10%	10%
Don't Judge People/Way They	27%	27%	27%	Deserve			
Live Life				Indulge My Kids With The Little	8%	9%	9%
Money Is Best Measure Of	27%	27%	27%	Extras			
Success				Little I Can Do To Change My	7%	8%	7%
Friends More Important Than My	23%	23%	24%	Life			
Fam.				Willing To Give Up Time With	5%	5%	5%
Like to Stand Out In A Crowd	22%	21%	21%	Fam. To Advance			

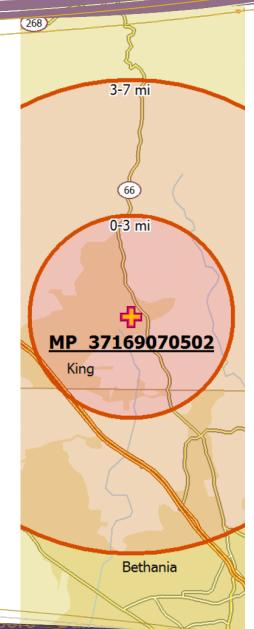
Teachey South Rosemary Severn Cove City Elkin Hot Springs East Berger Micro Pine Knoll Shores S Cove City Confertual Institute for Contextual Ministry Cove City Elkin Hot Springs East Berger Confertual Ministry Cove City Elkin Hot Springs East Berger Confertual Ministry Cover Confertual Ministry Cover Confertual Contextual Ministry Cover Cover City Elkin Hot Springs East Berger Cover Confertual Ministry Cover Cover City Elkin Hot Springs East Berger Cover Cover City Elkin Hot Springs East Berger Cover Cover Cover City Elkin Hot Springs East Berger Cover City Elkin Hot Springs East Berger

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#### **Potential Cultural Themes**

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

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



Granite Quarry Simpson Elon Benson Saluda Mount Holly Knightdale Creedmoor Vander Whisper Beulaville Raemon Turkey High Point Silver Lake Wake Forest Weber Harkers Island Tobaccoville Liberty Hillsborough Richlands Lenoir Oakboro Bostic White Lake for tual Ministry Confectual Ministry Bryson City Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

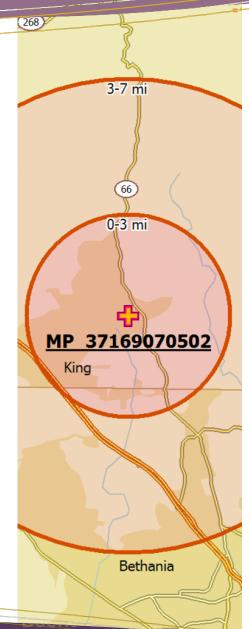
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3	3-7	7-10	THEMES	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	69%	67%	65%	Consider Myself Interested In The Arts	17%	17%	17%
You Should Seize Opportunities	57%	57%	56%	Real Men Don't Cry	16%	16%	16%
In Life				Is An Important Part Of Who I Am	15%	16%	16%
Like To Understand About Nature	36%	36%	36%	Looking for New Ideas To Improve Home	15%	15%	15%
Prefer Work Part Of Team Than Alone	33%	33%	33%	Enjoy Spending Time With My Fam.	12%	13%	13%
Important Feel Respected By My Peers	32%	32%	33%	Try Not To Worry About The Future	12%	12%	13%
Prefer To Have Few Possessions As Possible	29%	30%	32%	Provide My Kids With The Little Extras	9%	10%	11%
Important To Juggle Various Tasks	28%	29%	30%	Like Spending Most Time With Fam.	5%	5%	5%
Have Keen Sense Of Adventure	26%	26%	26%	Feel Very Alone In The World	4%	5%	5%
People Have To Take Me As	26%	25%	24%	Decor Particular Interest To Me	4%	4%	4%
They Find Me				Children Should Be Allowed To	4%	5%	5%
Good At Fixing Things	26%	26%	27%	Express Themselves			
Like To Just Enjoy Life	21%	21%	22%	Would Like To Set Up Own	3%	3%	4%
Worried About Pollution Caused By Cars	19%	19%	19%	Business			

haven Duck Trinity Lincolnton Cedar Point Shallotte Casar Walnut Cove Pumpkin Center Jefferson P Polkville Garner Altamahaw Hightsville Northlakes Peachland James Intercultural Institute Edenton Mineral Springs Middlesex Hope Mills Bald Head Island Eagle for Confectual 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.



Vinton Bostic Goldston Forest City Lexington Brevard Calabash Rural Hall East Flat Rock Tarboro Par Webster Elroy East Spencer Green Level Haw River Brookford Dover <u>Intercultural Institute</u> Falcon Rock orest Hills Dobbins Heights Valdese Ivanhoe Matthews Bermuda Run Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### **Potential Shared Places:**

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-3 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	88.53%	87.95%	87.24%
Restaurant-Visit Any			
Fam. Restaurants/Steak	86.7%	85.7%	84.9%
Houses-Visit Any			
McDonald's	61.23%	59.7%	57.75%
Burger King	37.72%	37.99%	38.23%
Subway	34.49%	33.46%	32.68%
Applebee's	33.61%	32.36%	31.27%
Taco Bell	32.21%	31.14%	29.96%
Wendy's	31.89%	31.06%	30.71%
Kentucky Fried Chicken (KFC)	29.24%	29.01%	29.02%
Arby's	28.81%	27.11%	25.59%
Pizza Hut	23.23%	23.01%	22.58%
Olive Garden	20.93%	20.65%	20.92%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Dairy Queen	20.52%	19.96%	19.27%
Cracker Barrel	19.36%	18.33%	17.64%
Red Lobster	15.96%	15.91%	16.45%
Sonic	14.97%	15.2%	14.7%
Outback Steakhouse	14.85%	14.53%	14.67%
Chick-Fil-A	14.66%	14.45%	13.86%
Chili's Grill and Bar	14%	12.96%	12.78%
Golden Corral	12.82%	12.4%	11.98%
IHOP (International House Of	12.56%	12.54%	12.67%
Pancakes)			
Ruby Tuesday	12.49%	12.05%	11.56%
Hardee's	12.07%	12.16%	11.7%
Domino's Pizza	11.72%	12.17%	12.69%

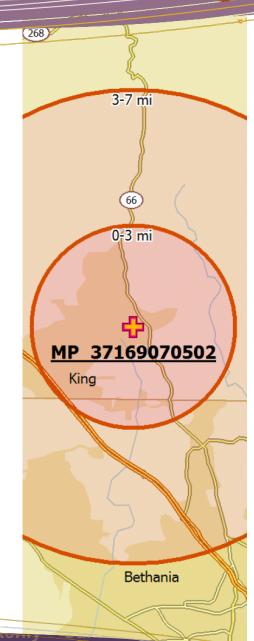
Banner Elk Hooresboro Vann Crossroads Jacksonville Kelly Burgaw South Resemany Ranseur Thom The Concord Buies Creek Connelly Springs Elroy North Wilkesboro Caro Intercultural Institute Inset Beach Whiteville South Weldon Pink Hill Boonville Wrightsville Beach Intercultural Institute Confectual Winistry Denton Emerald Isle Landis Denton Emerald Isle Landis Denton Ea48

#### **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!



Adesboro Wingate Reanoke Rapids Silver Lake Kelford Sunset Beach Mount Pleasant Madison Franklin Patterson Springs Southern Pines Salemburg Fairplains Foxfire Blood Intercultural Institute Graham Co Bonnetsville Elon Scotland Neck Boiling Springs Spiveys Corner Neus Foxford Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Shared Projects**

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	49.69%	48.75%	48.96%
Recycled products	37.46%	36.56%	36.28%
Worked as volunteer (non political)	19.15%	18.45%	18.25%
Engaged in fund raising	11.62%	11.55%	11.87%
Religious club member	8.39%	8.17%	8.16%
Wrote to elected offcl about publ bus	7.06%	6.75%	6.61%

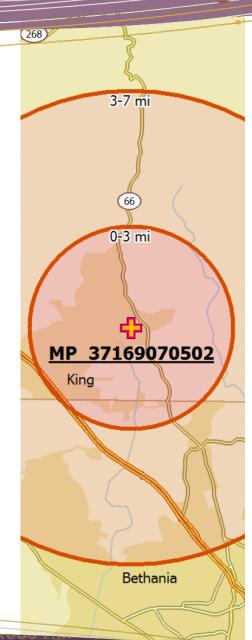
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	6.41%	6.08%	5.97%
newspaper			
Union member	6.39%	5.95%	5.92%
Charitable Organization	5.89%	5.88%	5.74%
Addressed a public meeting	5.46%	5.31%	5.21%
Church Board	5.3%	5.23%	5.44%
Took active part in local civic	5.1%	5.05%	5.18%
issue			

II Swansboro Walnut Creek Richlands Elroy Spring Lake Weldon Cameron Hayesville Wesley Chapel eksville Greenville Cove City Marvin Robbins Butters Catawba Littletor Manchess Seven Lakes New Greensboro Conetoe Waynesville High Point Long View Seagrove Whether Contextual Institute for Contextual Ministry White Plains Dobson Teachey Washington Park Sylva 50 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.



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## **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	17.35%	17.06%	17.05%
Children's Books	13.76%	13.57%	13.63%
Mystery	12.03%	12.1%	11.84%
Cookbooks	11.02%	10.99%	11%
Religious (not Bibles)	9.33%	9.29%	9.23%
Romance	7.87%	7.51%	7.32%
History	7.12%	7.06%	6.95%
Personal/Business	7.02%	6.94%	7.07%
Self-help			
Biography	6.05%	6.11%	6.45%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	68.24%	67.36%	67.99%
Gen. Editorial	43.85%	44.22%	45.31%
Womens	40.61%	40.39%	40.73%
Service	38.53%	37.37%	36.37%
Mens	16.81%	17.16%	17.47%
<b>Business/Finance</b>	16.03%	16.02%	16.96%
Fishing/Hunting	15.89%	15.32%	14.26%
Automotive	13.98%	14.11%	14.02%
Sports	13.16%	13.44%	14.06%

Lewisville Lake Park Kings Grant Wallace Waynesville Momeyer Coats Brices Creek Northwest B Rich Square Brunswick West Jefferson West Marion Columbia Murfred Intercultural Institute Rhodhiss Richfield Ivanhoe Warrenton Clyde Cove City Weddingtor for for that Ministry Confectual 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	58.56%	57.65%	57.13%
Classified	36.97%	36.17%	35.12%
Sport	33.65%	33.35%	32.96%
Editorial Page	33.37%	32.93%	32.29%
Business/Finance	29.64%	29.03%	29.2%
Comics	29.44%	28.97%	28.22%
Food/Cooking	25.63%	25.46%	25.38%
Movie Listings & Reviews	24.64%	24.82%	25.2%
TV/Radio Listings	24.3%	24.33%	24.21%
Home/Gardening	22.99%	22.69%	22.46%
Travel	19.7%	19.45%	19.54%
Science/Technology	17.57%	17.49%	17.75%
Fashion	12.69%	13.24%	13.87%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	31.09%	29.63%	26.3%
Adult Contemporary	20.29%	19.37%	18.43%
CHR Contemp Hit Radio	16.64%	16.78%	17.02%
Rock	14.97%	14.12%	13.42%
News/Talk	12.77%	12.32%	12.43%
Classic Rock	12.42%	11.52%	11.02%
Oldies	11.77%	11.42%	11.46%
Alternative	9.17%	9.27%	9.46%
Religious	7.18%	7.01%	7.03%
Soft Contemporary	7.17%	6.83%	6.63%
Variety	6.98%	7%	7.75%
Urban Contemporary	6.93%	8.3%	11%
Classic Hits	5.05%	4.81%	4.33%
All News	3.89%	4.2%	5%
All Talk	3.86%	3.8%	4.09%
Sports	3.7%	3.7%	3.92%
Jazz	3.27%	3.57%	4.48%
Classical	3.18%	3.28%	3.51%

t Springs Barker Ten Mile Greenville Shallotte Wrightsville Beach Pleasant Hill Rural Hall Bolton Cedar R win Conover Bridgeton Wallace Calypso Rockfish South Henderson Charles Minate Hayesville Forest Fallston High Point New Bern Whitakers Sneads Ferry Sharpsb 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	68.28%	66.65%	65.87%
Satellite Dish	60.01%	57.6%	57.34%
Soapnet	52.69%	51.52%	51.62%
Other Video-On-Demand	41.78%	41.94%	41.88%
Sci-Fi Channel	40.09%	38.92%	38.17%
MSNBC	37.6%	36.04%	35.44%
Adult Pay Per View TV	36.73%	35.86%	36.29%
Nickelodeon	34.91%	33.37%	32.15%
TV Info From Sunday TV	32.2%	30.74%	30.57%
Magazine			
Adult Swim	31.23%	30.18%	28.54%
Nick At Nite	30.12%	28.37%	26.74%
Comedy Central	29.49%	28.98%	29.5%

odland Harmony Conever Parkton Rose Hill Bessemer City Southern Shores Clemmons Teachey Norm Fearrington Clayton Maxton Royal Pines Lawndale Murphy Hayesville And Intercultural Institute leveland Ogden Seagrove Midway Half Moon Brices Creek Walnut Cover Intercultural Institute Invite Ronda Cover Cover City 54

Encore

22.23%

21.27%

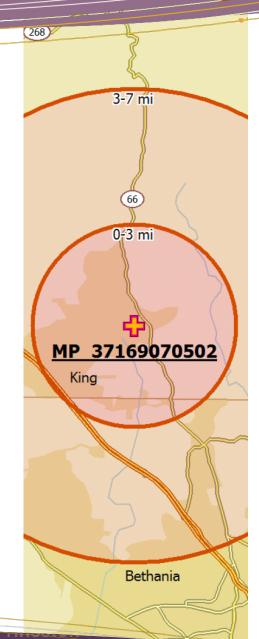
20.48%

#### **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.



Brevard Rexobel Cramerton Taylortown East Spencer Louisburg Bayboro Ossipee Belville Golds Harpsburg Peachland Danbury Hayesville Elrod Windsor Ansonville Intercultural Institute Intersville Mount Airy Pinehurst Northwest Granite Falls Reidsville Boar (ontextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 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+)	20.72%	20.33%	20.14%
Medium Users (4-6)	11.34%	11.05%	10.94%
Light Users (1-3)	20.8%	20.75%	20.88%
Quintiles (20%)			
Newspaper I (Heavy)	1.8%	1.61%	1.48%
Newspaper II	1.51%	1.47%	1.48%
Newspaper III	2.48%	2.4%	2.4%
Newspaper IV	0.99%	0.83%	0.63%
Newspaper V (Light)	1.5%	1.35%	1.24%

0-3	3-7	7-10
MILES	MILES	MILES
21.47%	20.46%	19.71%
10.03%	9.58%	9.24%
12.3%	11.01%	10.54%
10.78%	10.94%	10.64%
0.44%	0.43%	0.48%
4.9%	5.43%	5.86%
1.64%	1.89%	2.28%
2.45%	2.65%	2.9%
16.11%	16.58%	16.7%
25.97%	25.81%	25.63%
14.57%	15%	15.04%
4.77%	5.17%	5.58%
4.01%	4.19%	4.8%
22.61%	22.85%	22.36%
1.94%	2.43%	2.75%
	MILES 21.47% 10.03% 12.3% 10.78% 0.44% 4.9% 1.64% 2.45% 16.11% 25.97% 14.57% 4.77% 4.01% 22.61%	MILESMILES21.47%20.46%10.03%9.58%12.3%11.01%10.78%10.94%0.44%0.43%4.9%5.43%1.64%1.89%2.45%2.65%16.11%16.58%25.97%25.81%14.57%5.17%4.01%4.19%22.61%22.85%

Re Norman of Catawba Rolesville Kure Beach East Spencer Charlotte Kings Mountain Rutherford College Contextual Ministry Report Research Research Report Research Res

## 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	MED	IUM	0-3	3-7	
	MILES	MILES	MILES			MILES	MILES	
Radio Drive Time Quntiles				TV P	rime Time Quntiles (fifths /			
(fifths / 20%)				20%)	1			
Drive Time I & II (Heavy)	3.54%	3.42%	3.22%	Prime	e Time I & II (Heavy)	3.72%	3.86%	
Drive Time III (Medium)	0.56%	0.66%	0.67%	Prime	e Time III (Medium)	2.19%	2.14%	
Radio IV & V (Light)	1.8%	2.05%	2.32%	Prime	e Time IV & V (Light)	10.87%	9.39%	
Radio Media Quntiles (fifths /				TV Ea	arly/Late Fringe Quntiles			
20%)				(fifths	s / 20%)			
Radio I & II (Heavy)	9.69%	9.06%	8.51%	Fring	e I & II (Heavy)	41.78%	41.44%	4
Radio III (Medium)	6.84%	6.05%	5.54%	Fring	e III (Medium)	54.61%	54.71%	4
Radio IV & V (Light)	3.55%	3.34%	3.51%	Fring	e IV (Light)	59.12%	58.21%	ļ
Cable TV Quntiles (fifths /				TV A	ll Day Quntiles (fifths /			
20%)				20%)	1			
Cable I & II (Heavy)	14.27%	13.81%	13.43%	All Da	ay I & II (Heavy)	11.39%	11.78%	
Cable III (Medium)	3.84%	4.14%	4.18%	All Da	ay III (Medium)	24.31%	24.53%	2
Cable IV & V (Light)	30.38%	31.05%	31.45%	All Da	ay IV (Light)	9.79%	10.58%	



# 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]	12.24%	12.2%	12.1%
6:00am - 10:00am	13.83%	13.85%	14.4%
10:00am - 3:00pm	4.71%	4.78%	5.72%
3:00pm - 7:00pm	13.96%	13.64%	13.76%
7:00pm - Midnight	12.31%	12.13%	12.64%
Midnight - 6:00am	4.23%	4.35%	4.82%
Weekend Radio			
Listeners			
Dayparts [summary]	17.76%	16.33%	15.63%
6:00am - 10:00am	3.46%	3.65%	3.72%
10:00am-3:00pm	4.35%	4.36%	4.89%
3:00pm - 7:00pm	7.24%	6.84%	6.69%
7:00pm - Midnight	9.4%	9.26%	8.98%
Midnight - 6:00am	10.04%	9.67%	10.11%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	10.29%	9.29%	9.01%
Saturday: 8:00-11:00pm	9.34%	8.78%	8.77%
Sunday: 7:00-11:00pm	10.74%	10.48%	10.07%
9:00am-1:00pm	30.12%	28.37%	26.74%
9:00am-4:00pm	34.19%	32.42%	30.7%
4:00pm-7:00pm	29.18%	28.49%	28.77%
11:00pm-1:00am	45.25%	43.42%	43.02%
AVG Prime time	2.32%	2.3%	2.59%
Mon-Sun			

Tryon Aulander Linden Bogue North Wilkesboro Statesville Welcome Wrightsboro Cofield Winton Featrington Tar Heel Turkey River Road Nags Head Kirkland Wayner Intercultural Institute forwmore River Bend North Topsail Beach Lake Lure Saluda Troy Wilke Jor Confertual Ministry Fletcher Hays of Copyright 2011, Intercultural Institute for Contextual Ministry Wadesboro Fremont Reidsville Wilson's Mills Kee58

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	<b>TV VIEWERS</b>	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	16.49%	16.14%	15.93%	Sat: 7-10am	Sat: 7-10am 18.56%	Sat: 7-10am 18.56% 18.3%
7-9am	21.81%	21.5%	21.8%	Sat: 10am-1pm	Sat: 10am-1pm 8.58%	Sat: 10am-1pm 8.58% 8.27%
9am-12noon	26.48%	24.71%	22.95%	Sat: 1-4pm	Sat: 1-4pm 26.05%	Sat: 1-4pm 26.05% 25.66%
12noon-4pm	7.71%	7.71%	7.75%	Sat: 4-6pm	Sat: 4-6pm 7.64%	Sat: 4-6pm 7.64% 7.16%
4-6pm	49.87%	48.29%	48.51%	Sat: 6-7pm	Sat: 6-7pm 2.21%	Sat: 6-7pm 2.21% 2.12%
6-7pm	22.45%	21.48%	20.52%	Sat: 7-8pm	Sat: 7-8pm 1.19%	Sat: 7-8pm 1.19% 0.98%
7-7:30pm	1.41%	1.36%	1.55%	Sat: 8-11pm	Sat: 8-11pm 9.34%	Sat: 8-11pm 9.34% 8.78%
7:30-8pm	12.31%	11.69%	11.1%	Sat: 11pm-1am	Sat: 11pm-1am 4.39%	Sat: 11pm-1am 4.39% 4.47%
8-11pm	10.29%	9.29%	9.01%	Sat: 1am-7pm	Sat: 1am-7pm 26.44%	Sat: 1am-7pm 26.44% 25.32%
11pm-12am	37.6%	36.04%	35.44%	Sun: 7-10am	Sun: 7-10am 2.13%	Sun: 7-10am 2.13% 2.26%
11pm-1am	45.25%	43.42%	43.02%	Sun: 10am-1pm	Sun: 10am-1pm 8.26%	Sun: 10am-1pm 8.26% 7.97%
1-6am	30.25%	28.96%	29.66%	Sun: 1-4pm	Sun: 1-4pm 7.11%	Sun: 1-4pm 7.11% 6.92%
				Sun: 4-7pm	Sun: 4-7pm 16.53%	Sun: 4-7pm 16.53% 15.49%
				Sun: 7-11pm	Sun: 7-11pm 10.74%	Sun: 7-11pm 10.74% 10.48%
				Sun: 11pm-1am	Sun: 11pm-1am 5.31%	Sun: 11pm-1am 5.31% 5.2%
				Sun: 1-7am	Sun: 1-7am 24.47%	Sun: 1-7am 24.47% 23.6%

Conville Seaboard Kure Beach North Topsail Beach McFarlan West Marion Kirkland Sanford Sea Breeze Locust Cofield East Arcadia Wadesboro Marshville Graham Badin <u>Intercultural Institute</u> Godwin G Momeyer McAdenville St. Pauls Forest Hills Maiden White Oak Weat *Intercultural Institute* Peachland Will Confectual Ministry Peachland Wille Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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

ingham Emerald Isle Patterson Springs South Rosemary Lake Park Red Springs Stokesdale Black Creek St. Stephens Fairfield Harbour Banner Elk Butner Harrells Faith Sandy Intercultural Institute Cary Royal E Castalia Lewiston Woodville Hightsville Como Taylortown Newton Intercultural Institute for Contextual Ministry ity Mebane Rennert Seven Devils Elizabethtown Be 60

# Using the Shared Places, Projects, Media Content and Usage

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

#### Issues for Your Consideration

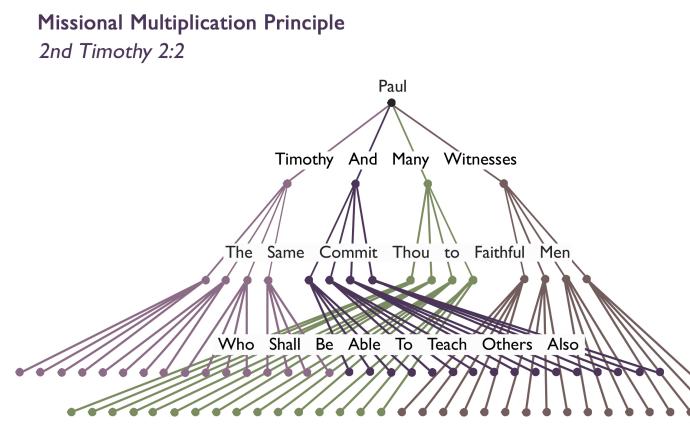
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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



## **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.



Atlantic Beach Grover Randleman Clarkton Windsor Lumberton Hightsville Spivers Corner Simpson Ha Grove Taylortown Hildebran Gatesville Green Level East Bend Garler, Intercultural Institute Tysburg Castalia Bostic Walstonburg Altamahaw Patterson Springs Mil Astronovic Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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



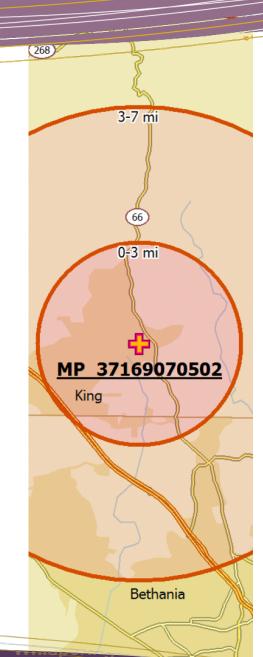


#### Your MissionSite and the Missional Suite

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

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

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



Ury Tryon Morrisville Sea Breeze Mint Hill Forest City Oak City Bowmore Northwest Yadkinville Wints New Bern White Oak Wade Kings Grant Stedman Avery Creek Trent in Pollocks ville Cerro Gorde Belhaven Lillington Morehead City Seven Springs Brices Creek Chadboo Gordextual Institute Accord Contextual Institute for Contextual Ministry Contextual Institute for Contextual Ministry Contextual Ministry

### Notes and Sources

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

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	
4					
1	Mount Olive - King	5413 NC 66 Hwy S King, NC 27021	0.61 mi	313	Plateauing
2	The Rock Church - King	416 West King St King, NC 27021	2.06 mi	0	Insufficient Data
3	Mountain View - King	1042 Mountain View Rd King, NC 27021	2.22 mi	51	Plateauing
4	King First - King	108 E School St King, NC 27021	2.29 mi	454	Plateauing
5	First Baptist Church Saura Valley	3155 Ymca Camp Rd King, NC 27021	3.50 mi	13	Growing
6	Olive Grove - Pinnacle	2131 Volunteer Rd Pinnacle, NC 27043	3.86 mi	105	Insufficient Data
7	King Cowboy Church - King	1061 Capella School Rd King, NC 27021	4.00 mi	0	Insufficient Data
8	Quaker Gap - King	2265 Flat Shoals Rd King, NC 27021	4.50 mi	340	Declining
9	Pinnacle - Pinnacle	1054 E Old Phillips Rd Pinnacle, NC 27043	4.60 mi	40	Growing
10	Friendship	1352 S Friendship Rd Germanton, NC 27019	4.77 mi	129	Declining
11	Northridge - Rural Hall	7911 Ketner Farm Rd Rural Hall, NC 27045	5.94 mi	81	Declining
12	Stoney Ridge - Westfield	1030 Stoney Ridge Rd Westfield, NC 27053	6.54 mi	92	Plateauing
13	Brook Haven Baptist Church	2615 NC Hwy 65 W Germanton, NC 27019	6.63 mi	0	Insufficient Data
14	Leak Memorial - Germanton	1324 Leake Memorial Church Rd Germanton, NC 27019	6.63 mi	44	Plateauing
15	Germanton - Germanton	6810 NC 8 and 65 Hwy Germanton, NC 27019	6.63 mi	186	Plateauing

Franklin Walstonburg Angler Avery Creek Sea Breeze Mar-Mac Carthage Barker Ten Hile Smithfield Isboro Randleman Holly Ridge Southern Shores Raynham Polkton New Hor Old Fort Como Kill De d Stem Kittrell Ashley Heights Indian Trail Chimney Rock Village West for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Waxhaw Swepsonville Seven Devils Keener West Car66

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Rural Hall First - Rural Hall	7105 Broad St Rural Hall, NC 27045	6.97 mi	52	Declining
17	Macedonia - Tobaccoville	6186 Doral Drive Tobaccoville, NC 27050	7.44 mi	71	Declining
18	New Bethel - Tobaccoville	6340 Ridge Rd Tobaccoville, NC 27050	7.99 mi	35	Plateauing
19	United - Winston	5815 Murray Rd Winston Salem, NC 27106	8.13 mi	94	Growing
20	Pilot Mountain First - Pilot Mountain	320 W Main St Pilot Mountain, NC 27041	8.54 mi	98	Declining
21	Red Bank - Germanton	8104 Red Bank Rd Germanton, NC 27019	8.71 mi	59	Declining
22	Stanleyville First - Winston Salem	851 Ziglar Rd Winston Salem, NC 27105	8.79 mi	332	Declining
23	Pinnacle View - Pinnacle	1332 Shoals Rd Pinnacle, NC 27043	9.09 mi	109	Plateauing
24	Shoals - Pinnacle	1332 Shoals Rd Pinnacle, NC 27043	9.09 mi	59	Declining
25	Pfafftown - Pfafftown	4336 Transou Rd Pfafftown, NC 27040	9.13 mi	180	Declining
26	The Christian Community - Pilot Mountain	1180 McDaniel Rd Pilot Mountain, NC 27041	9.47 mi	75	Declining
27	Bethany - Winston Salem	600 Old Hollow Rd Winston Salem, NC 27105	9.71 mi	258	Plateauing
28	Beck's - Winston Salem	5505 Becks Church Rd Winston Salem, NC 27106	10.08 mi	328	Plateauing
29	Hispanic - Winston Salem	5505 Becks Church Rd Winston Salem, NC 27106	10.08 mi	0	Insufficient Data
30	Danbury - Danbury	805 N Main St Danbury, NC 27016	10.23 mi	29	Plateauing

Banner Elk Canton Jamestown Wake Forest Glen Raven Oxford Lake Norman of Catawba Marshall V Fairmont Jackson Maysville Valdese Lowesville Flat Rock Southern Cibsonville Askewville Haw River Valley Hill Stanley Rockfish Sneads Ferry Oriental Clin Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANC E	WRSHP AVG	IICM CGR
31	Brims Grove - Pilot Mountain	3509 Nc 268 Hwy E Pilot Mountain, NC 27041	10.42 mi	142	Growing
32	North Davidson Community - Winston Salem	1090 Chestnutview Dr Winston Salem, NC 27105	10.72 mi	0	Insufficient Data
33	Willow Oak	4837 NC 89 Hwy E Walnut Cove, NC 27052	10.78 mi	234	Declining
34	Brown Mountain - Westfield	2269 NC Hwy 66 N Westfield, NC 27053	11.13 mi	74	Plateauing
35	Sulphur Springs - Pilot Mountain	164 Sulphur Springs Church Rd Pilot Mountain, NC 27041	11.15 mi	65	Plateauing
36	East Bend - East Bend	112 Fairground Rd East Bend, NC 27018	11.29 mi	79	Plateauing
37	Old Town - Winston Salem	4386 Shattalon Dr Winston Salem, NC 27106	11.29 mi	517	Plateauing
38	Walnut Cove First - Walnut Cove	415 Summit St Walnut Cove, NC 27052	11.73 mi	182	Declining
39	Hills Grove - Pilot Mountain	1318 Pilot Power Dam Rd Pilot Mountain, NC 27041	11.81 mi	15	Plateauing
40	College Park - Winston Salem	1701 Polo Rd Winston Salem, NC 27106	11.84 mi	352	Plateauing
41	Jessup Grove - Pilot Mountain	896 Jessup Grove Church Rd Pilot Mountain, NC 27041	11.93 mi	176	Plateauing
42	Siloam - Siloam	6909 Siloam Rd Siloam, NC 27047	12.09 mi	137	Plateauing
43	Crestwood - Winston Salem	530 Motor Rd Winston Salem, NC 27105	12.11 mi	118	Declining
44	Enon - East Bend	6321 E Old Us 421 Hwy East Bend, NC 27018	12.42 mi	268	Growing
45	Westfield - Westfield	6763 Westfield Rd Westfield, NC 27053	12.48 mi	213	Plateauing

Marion Washington Park Misenheimer Brevard Cedar Point Shallotte Bitmore Ferest Stedman Elm Contextual Louisburg Hertford Lake Junaluska Jonese Intercultural Institute Cesboro Laurel Park Ocean Isle Beach Mount Gilead Roseboro Knightda Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry



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