MissionSite top unreached locations

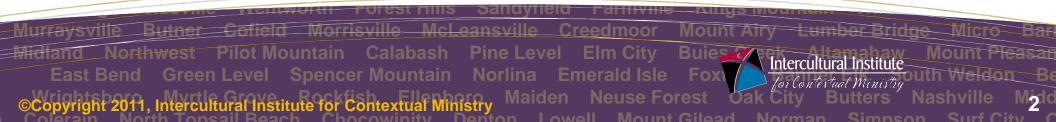
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ashville Kelly Gibson Erwin Laurel Park WarsaCENSUS TRACT: 37025042500 Multiply availle Peachland Sylva Broadway REGION: Region 6: Central Piedmont Winfall Lexington Four Oak COUNTY: Cabarrus CONGREGATIONAL Raleigh Louisburg Red Oak Raemon Haw River BadinSITESCAPE: Suburbscapeairview Trent Woods W Ogder^{In partnership with the}: Ogder^{In partnership with the}: Intercultural Institute k Polkton Fa Bayboro Boardman ount Ho for Contextual Ministry Cran Pikeville Jamesville Hillsboroud North Carolina Baptists Caring. Sharing. Daring. Spiveys Corner Pumpkin Center Elroy Havelock Arapa Gil@Copyright 2011 Entercultural Institute for Contextual Ministry Valley Hill Royal Pines Avery Creek

Monroe

MissionSite (TM) Table of Contents

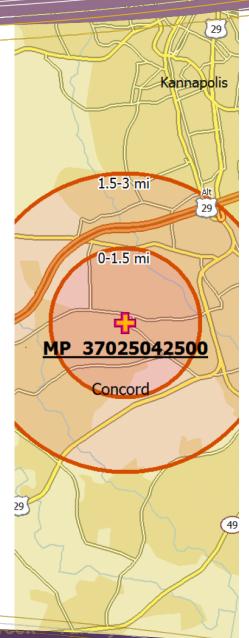
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65
20	Appendix: BCNC Churches by Distance	66



Site Location Summary

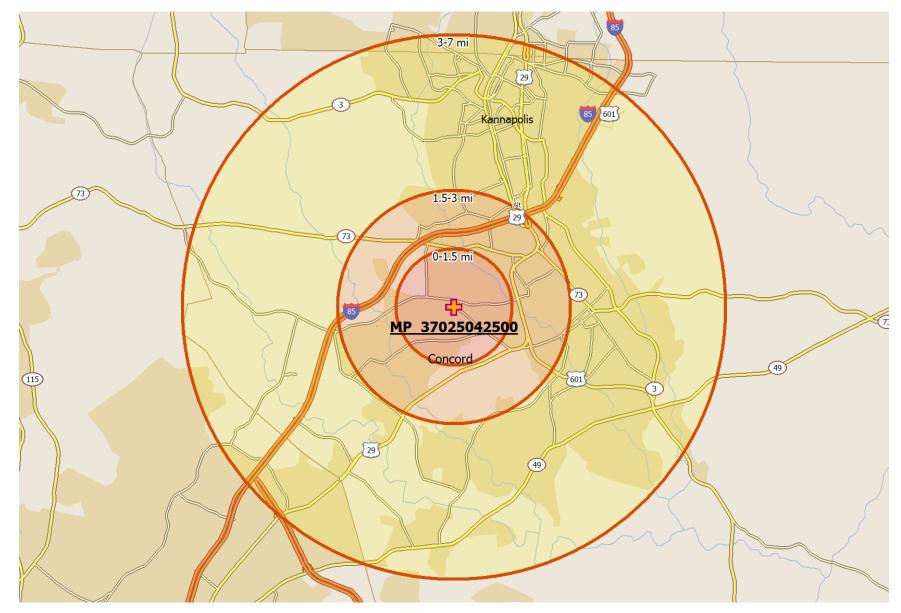
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	3706	Region 6: Central Piedmont
3	County Location	37025	Cabarrus
4	Zipcode	28027	Cabarrus
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.2	Medium Suburbs
7	Sitescape Subgroup	3.22	Medium suburbs nearby suburbs adjacent a city
8	Sitescape Density Pattern	К	50000-100000-250000



Autryville Mar-Mae Grantsboro Biscoe Murraysville Clinton Lake Waccamaw Bladenboro Tryon Ba Cary Avery Creek Rhodhiss Wadesboro Fuquay-Varina Shallotte Hamiling Intercultural Institute ys Corner Ocracoke West Jefferson Kings Mountain Star Boardman Sing Contextual Ministry a Copyright 2011, Intercultural Institute for Contextual Ministry astoria Enfield Wingate Glen Alpine Valdese Dallas Momeyer Elrod Rex Spring Hope King Roberso

Site Location Summary - Map of the Site Location



pe Mills Gibsonville Cricket Candor Maiden Cofield Stanley Burgaw Kings Grant Madison Fairmont Black Mountain Stedman Jonesville Pollocksville Momeyer Belville **Provide Intercultural Institute** Creek Wake Forest Clemmons Milton Lilesville Bladenboro White Plains (Soutertual Ministry) Hemby Bridg Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	COD	EXPLANATION
		Е	
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	2	Large Fringe Metro - counties in a metropolitan statistical area of 1 million or more population who do not qualify as large central
5	NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	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

y Stantonsburg Harmony Fairmont Bethel Kinston Lenoir Vandemere Teachey Franklinton Dillsborg Hamilton Linden Altamahaw Salisbury Trinity Lasker Toast Pleasand Ander Lewiston Woodville St Broadway White Oak Garland Hays Holden Beach Bayshore Polk (or Confectual Ministry Confectual Ministry Sonville Dallas Copyright 2011, Intercultural Institute for Contextual Ministry Fairview Cajah's Mountain Kannapolis Indian Trail 5

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	8,626	24,565	126,710
2010 Households	3,023	8,857	47,239
2010 Group Quarters Population	0	234	1,372

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	40	44	47
Language Diversity National Index	50	37	47
Foreign Born Diversity National Index	18	13	78
Ancestry Diversity National Index	59	52	55
Racial Diversity National Index	56	49	55



Site Location Summary - County Environment

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

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

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

Gamewell Four Oaks Altamahaw Elizabeth City Indian Beach Fairview St. James Kirkland East Arcadia East Arcadia Stony Point White Oak Connelly Springs Chimney Rock Village Ceda Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Black Creek Middlesex Stoval Fairfield Harbour Fores7

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,963	64.94%
Mainstay Communities	Established, Diverse Households	287	9.49%
Working Communities	Blue-collar, Working Families	513	16.97%
Country Communities	Rural, Agri. & Mining Families	26	0.86%
Aspiring Communities	Young Singles / Aspiring-Multihousing	235	7.77%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%

Avsville Burnsville Southport Northlakes Stanfield Whispering Pines JAARS Concord Weaverville Was larrelis Kittrell Oak City Cleveland Maggie Valley Proctorville Northwest Intercultural Institute wood St. Pauls Franklinton White Plains Boone Bald Head Island Tabo for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Plain View Bakersville Winston-Salem Brunswick Falle

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.

James City Bryson City Brookford Ocean Isle Beach Bolton Alamance Teachey Hillsborough Burge Thiakes Walnut Cove Blowing Rock Snow Hill Winterville Sneads Ferry Intercultural Institute arteret Waco McDonald Faison Bethania Hays Roxboro Forest City for Confectual Ministry Confectual Ministry Confectual Ministry Cherryville Holden Beach Bonnetsville Southern 900 Southern 900 Confectual Institute for Contextual Ministry Mulberry Sugar Mountain Cary South Rosemary River

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?

hey Bladenboro Carrboro Kenly Boonville Newland Spencer Mountain Rhodhiss Blowing Rock Topsail Springs Ogden Spencer Matthews Sandyfield Winfall Parkton Belhave Intercultural Institute Fayetteville Faison West Jefferson Edenton Charlotte Pumpkin Center Intercultural Institute Ministry Confectual Ministry Maxhaw Kel 10 Copyright 2011, Intercultural Institute for Contextual Ministry Brevard Faith Walstonburg Morehead City Avery Creek

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	44,534	2,069	4.65%
Unreached %	67.76%	68.45%	101.02
Religious But NOT Evangelical HH	10,608	466	4.39%
Religious But NOT Evangelical %	16.14%	15.41%	95.47
Spiritual But NOT Relig or Evang HH	7,418	403	5.43%
Spiritual But NOT Relig or Evang %	11.29%	13.32%	118.04
Not Evangelical, Not Interested HH	26,613	1,201	4.51%
Not Evangelical, Not Interested %	40.49%	39.72%	98.09



Polkville Marshville Granite Falls Lewiston Woodville Stony Point Princeton Fuquay-Varina Oriental Mai Dallas Lincolnton Kings Grant Washington Park Wilkesboro Bolton Encoded Intercultural Institute New London East Arcadia Fairview Biltmore Forest Raemon Calypso (Softextual Ministry) e Boiling Sprin ie Copyright 2011, Intercultural Institute for Contextual Ministry Heights Fastover Rey Bent Creek Fairview Fairview Lington Linden Avery Creek West Jefferson Fast Laurinh

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	74	12	16.22%
Active BCNC Attenders	9,176	2,811	30.63%
Active Evangelical Households	11,957	2,144	17.93%
Active Evangelical Percent	18.19%	18.05%	99.22
Inactive Evangelical Households	9,232	1,656	17.94%
Inactive Evangelical Percent	14.05%	13.94%	99.23
# New Churches Needed	0	0	0%





Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Poplar Grove - Concord	0.92 mi	165	Plateauing	16	First International - Concord	3.22 mi	30	Insufficient Data
2	Covenant Family Worship	1.50 mi	0	Insufficient Data	17	Southside - Concord	3.33 mi	116	Declining
3	West Cabarrus - Concord	1.50 mi	570	Plateauing	18	Fisher Street - Concord	3.39 mi	0	Insufficient Data
4	Eva Drive - Concord	1.88 mi	86	Declining	19	Tabernacle of Praise	3.40 mi	0	Insufficient Data
5	Bethlehem - Concord	2.26 mi	75	Declining	20	Broadus Memorial - Concord	3.51 mi	383	Declining
6	Pitts - Concord	2.51 mi	647	Plateauing	21	Sharon - Concord	3.60 mi	75	Insufficient Data
7	Camino Del Rey	2.75 mi	0	Insufficient Data	22	Eastside - Concord	3.94 mi	35	Plateauing
8	Roberta - Concord	2.87 mi	0	Insufficient Data	23	River Rock	3.95 mi	0	Insufficient Data
9	Parkwood - Concord	2.88 mi	525	Plateauing	24	Concord First - Chestnut	3.97 mi	0	Insufficient Data
10	Odell - Concord	2.94 mi	116	Declining	25	Pennsylvania Avenue - Kannapolis	4.02 mi	77	Declining
11	West Concord - Concord	2.96 mi	227	Plateauing	26	Brookdale - Kann	4.21 mi	112	Insufficient Data
12	University City Fellowship - Harrisburg	2.96 mi	400	Insufficient Data	27	Mission 217	4.36 mi	0	Insufficient Data
13	Friendship Southern - Concord	3.11 mi	77	Declining	28	Cabarrus Asian Indian Fellowship	4.36 mi	0	Insufficient Data
14	Cornerstone - Concord	3.14 mi	150	Insufficient Data	29	Concord First - Branchview	4.47 mi	333	Declining
15	Wil-Mar Park - Concord	3.21 mi	0	Insufficient Data	30	Gordon Heights - Concord	4.53 mi	45	Insufficient Data

Belhaven Hightsville Summerfield Stem Wanchese Yancevville Prospect Alamance Pineville Plymout Hochville Franklin Hildebran Butner Rockingham Altamahaw Elm City Intercultural Institute Foxfire Winterville Burlington Turkey Brevard Pittsboro Pleasant for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Wadesboro Robbins Kitty Hawk Clipton Jamesville

Using the Spirituality Indicators

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

Issues for Your Consideration

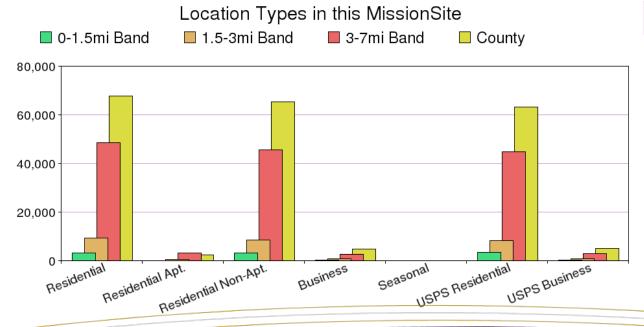
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAP
1990 Population	98,935	2,748	2.78%	1990 Housel
2000 Population	131,063	6,158	4.7%	2000 Housel
2010 Population	176,963	8,626	4.87%	2010 Housel

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	37,515	996	2.65%
2000 Households	49,519	2,187	4.42%
2010 Households	65,723	3,023	4.6%

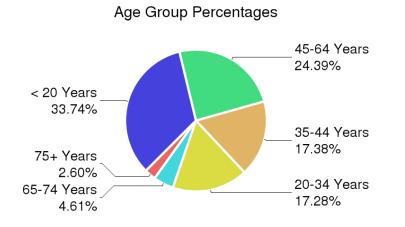


Location Type	0-1.5mi Band
Residential	3,177
Residential Apt.	40
Residential Non-Apt.	3,137
Business	154
Seasonal	0
USPS Residential	3,570
USPS Business	273

Bogue Wagram Ahoskie Taylorsville Sparta Pollocksville Pinehurst Sharpsburg Banner Elk Lasker G Rexobel Stanley Ashley Heights Mineral Springs Spindale Ruth Turkey Intercultural Institute Intercultural Institute For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

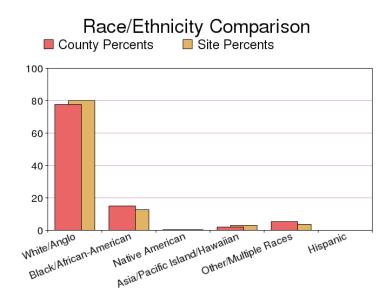


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.71%	6.47%	113.31
4-5 Years	3.09%	3.88%	125.57
6-8 Years	4.74%	6.42%	135.44
9-11 Years	4.64%	5.54%	119.4
12-13 Years	3.04%	3.3%	108.55
14-17 Years	5.69%	5.52%	97.01
18-19 Years	2.75%	2.6%	94.55
0-5 Years	8.8%	10.35%	117.61
6-12 Years	10.9%	13.67%	125.41
13-19 Years	9.95%	9.71%	97.59
< 20 Years	29.65%	33.73%	113.76
20-34 Years	18.36%	17.27%	94.06
35-44 Years	15.35%	17.37%	113.16
45-64 Years	25.19%	24.38%	96.78
65-74 Years	6.42%	4.61%	71.81
75+ Years	5.04%	2.6%	51.59
Median Age	36	34	94.58
Median Age (Male)	35	34	94.91
Median Age (Female)	37	35	95.17

untain View Mount Gilead Lake Norman of Catawba Hildebran Mars Hill Seaboard Dundarrach Garland Lake Harden Magnolia Creswell Fair Bluff Berner Burn Ranlo Five Points Hapel Hill Grover Grantsboro Parmele Magnolia Creswell Fair Bluff Intercultural Institute West Marion Fairview Oriental Matthews Lattimore Severn Earl Burlington Woo Lake Junaluska Linden South 16 Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	77.63%	80.11%	103.19
Black, African-American	14.87%	12.81%	86.16
Native American	0.41%	0.46%	112.72
Asian	1.83%	2.89%	158.1
Pacific Island, Hawaiian	0.02%	0%	0
Other/Multiple Races	5.25%	3.72%	70.93
Hispanic	0%	5.39%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	114,143	5,356	
Less than 9th Grade	5.06%	3.51%	144.29
No High School Diploma	8.94%	3.57%	250.81
High School Graduate	29.3%	22.91%	127.88
Some College, no degree	22.54%	22.35%	100.88
Associate Degree	11.11%	11.3%	98.35
College Degree	16.31%	23.24%	70.17

6.73%

13.13%

51.27

Surf City Emerald Isle Troy Dobson Seagrove Cerro Gordo Faison Marshville Maysville Cove City Cleveland Whispering Pines Princeville Cherryville Clinton Atkinson <u>Intercultural Institute</u> w London Statesville Erwin West Marion Davidson Mar-Mac Foxfire States <u>Intercultural Institute</u> view Carolina Covers Contextual Ministry City Cashiers Pittsboro Marion Greenville Spindale 17

Graduate/Prof. degree

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	5.51%	3.44%	72.98
\$10,000 to \$19,999	8.98%	4.1%	45.65
\$20,000 to \$29,999	10.1%	8.83%	87.42
\$30,000 to \$49,999	19.24%	13.03%	67.74
\$50,000 to \$59,999	9.15%	9.76%	106.66
\$60,000 to \$69,999	8.42%	6.78%	80.55
\$70,000 to \$79,999	7.57%	7.54%	99.7
\$80,000 to \$89,999	6.16%	7.51%	121.98
\$90,000 to \$99,999	4.26%	5.62%	131.86
\$100,000 to \$124,999	9.26%	14.65%	158.2
\$125,000 to \$149,999	3.42%	6.91%	202.22
\$150,000 to \$199,999	4.62%	9.06%	196.28
\$200,000 to \$249,999	1.24%	1.59%	127.89
\$250,000 or more	2.07%	1.16%	55.99
Median Household	56,722	75,430	132.98
Average Household	70,093	81,569	116.37
Per Capita Household	26,278	28,586	108.78
Family/Non-Family Household			
Income			
Median Family Income	67,784	87,054	128.43
Average Family Income	82,277	91,447	111.15
Median Non-Family Income	34,481	47,843	138.75
Average Non-Family Income	43,861	53,784	122.62

Princeton Boone Shannon Locust Garland Badin Cullowhee Midway Norman Newport Southern saf Chapel Hill Bostic Pittsboro Castalia Fairmont Brogden Half Moon Intercultural Institute rs Kirkland Hudson Bogue High Point Elm City Hickory Grifton Mari for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	68.28%	73.24%	107.26
Families with Children	35.18%	41.58%	118.19
Families without Children	33.1%	31.66%	95.63
Non-Family Households			
% Non-Family Households	31.72%	26.76%	84.38
Non-Families with Children	0.36	0.13	36.39
Non-Families without Children	31.35	26.63	84.93
Housing Units			Index
Total Housing Units	71,814	3,246	
Vacant percent	8.48%	6.87%	81
Owned percent	64.91%	77.82%	119.88%
Rented Percent	26.6%	15.31%	57.55
Households by Size			Index
Avg household size	2.66	2.85	107.14
Avg family hh size	3.35	3.48	103.88
Avg non-family hh size	1.19	1.14	95.8
Households By Count of Persons			Percent
One	17,339	658	3.79%
Тwo	18,560	794	4.28%
Three or Four	22,858	1,225	5.36%
Five+	6,966	348	5%

rkers Island Winfall Reckwell Kings Mountain Hightsville Fairview Sparta Bermuda Run Wanchese Gre Hill Duck Balfour Graham Askewville Autryville Parmele White Lake Intercultural Institute Tremont Fairfield Harbour Cashiers Rhodhiss Barker Ten Mile Hillsborou (ortestual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

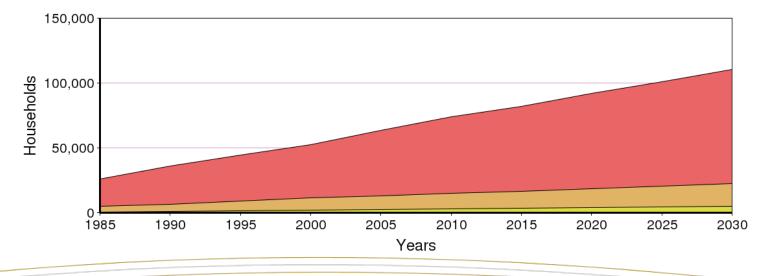
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	98,935	2,748	2.78%
2000 Population	131,063	6,158	4.7%
2010 Population	176,963	8,626	4.87%
2015 Population	200,665	9,724	4.85%

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 👘 🔲 0-3mi Ring

📕 0-7mi Ring

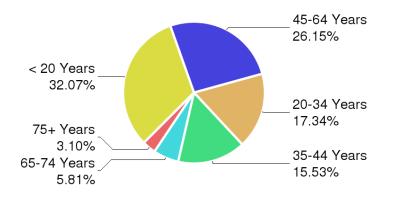


Bend Barker Heights Sea Breeze Boonville Robbins Spring Lake Highlands Boiling Spring Lakes Albert A City Moravian Falls Asheville Hillsborough Bessemer City Kill Devil Hillson Intercultural Institute King Sneads Ferry Weaverville Enochville Jackson Bailey Gaston Golder Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Salem Canton Fairmont Lawndale Wake Forest Spring

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

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

Projected Age Group Percentages

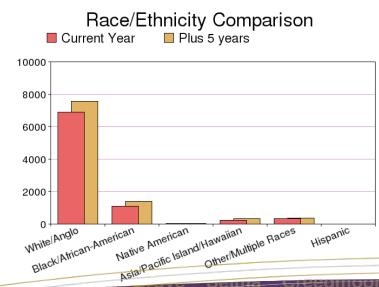


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.47%	5.23%	80.83
4-5 Years	3.88%	3.26%	84.02
6-8 Years	6.42%	5.58%	86.92
9-11 Years	5.54%	5.38%	97.11
12-13 Years	3.3%	3.54%	107.27
14-17 Years	5.52%	6.13%	111.05
18-19 Years	2.6%	2.96%	113.85
0-5 Years	10.35%	8.49%	82.03
6-12 Years	13.67%	12.75%	93.27
13-19 Years	9.71%	10.84%	111.64
< 20 Years	33.73%	32.08%	95.11
20-34 Years	17.27%	17.35%	100.46
35-44 Years	17.37%	15.54%	89.46
45-64 Years	24.38%	26.16%	107.3
65-74 Years	4.61%	5.81%	126.03
75+ Years	2.6%	3.1%	119.23
Median Age	36	36	98.9
Median Age (Male)	35	35	98.08
Median Age (Female)	37	37	99.33

II Kill Devil Hills Warrenton Fairmont Castle Hayne Davidson Rich Square Newland Rockwell Brices G Honewall Barker Heights Patterson Springs Winterville Carrboro East Rock Intercultural Institute boro Dundarrach Silver City Severn Whitakers Falkland Seven Devils ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Moleansville Hone Mills Sandyfield Oakboro Coolean

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	80.11%	77.82%	97.14
Black, African-American	12.81%	14.41%	112.47
Native American	0.46%	0.49%	106.45
Asian	2.89%	3.35%	116.14
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	3.72%	3.93%	105.57
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	5,356	6,109	
Less than 9th Grade	3.51%	2.83%	80.68
No High School Diploma	3.57%	2.91%	81.71
High School Graduate	22.91%	21.84%	95.32
Some College, no degree	22.35%	21.87%	97.85
Associate Degree	11.3%	12.75%	112.89
College Degree	23.24%	23.51%	101.12
Graduate/Prof. degree	13.13%	14.29%	108.88

Sandy Creek Eureka Ellenboro Robbinsville Graham Eden Concord St. Pauls Kingstown Polkton F Sedalia Sunset Beach Gatesville Lewiston Woodville Star Vann Cross in Parkton Bowmore Bermin Newton Grove Polkville Pantego Half Moon Siler City Claremont Fair for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Balifax Vanceboro Belwood Greenville Sawmills Beau

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	3.44%	3.17%	92.15
\$10,000 to \$19,999	4.1%	3.96%	96.43
\$20,000 to \$29,999	8.83%	8.24%	93.33
\$30,000 to \$49,999	13.03%	12.05%	92.43
\$50,000 to \$59,999	9.76%	9.03%	92.51
\$60,000 to \$69,999	6.78%	6.19%	91.27
\$70,000 to \$79,999	7.54%	7.49%	92.48
\$80,000 to \$89,999	7.51%	7.55%	95.7
\$90,000 to \$99,999	5.62%	5.5%	97.72
\$100,000 to \$249,999	14.65%	15.94%	108.79
\$125,000 to \$149,999	6.91%	7.1%	102.63
\$150,000 to \$199,999	9.06%	10.27%	113.26
\$200,000 to \$249,999	1.59%	2.05%	129.31
\$250,000 or more	1.16%	1.15%	99.1
Median Household	75,430	79,294	105.12
Average Household	81,569	86,446	105.98
Per Capita Household	28,586	29,444	103
Family/Non-Family Household			
Income			
Median Family Income	87,054	94,787	108.88
Average Family Income	91,447	98,203	107.39
Median Non-Family Income	47,843	52,648	110.04
Average Non-Family Income	53,784	58,233	108.27

wmills Micro Ocean Isle Beach Rural Hall McFarlan Hobgood Kings Grant Littleton East Spencer Miller Benson Sanford Bent Creek Beech Mountain Rockwell East Arcadia Intercultural Institute Morven Staley Ranlo Earl Valley Hill Columbia Spring Hope Boo Governational Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	73.24%	70.17%	95.81
Families with Children	41.58	39.58	95.2
Families without Children	31.66	32.22	101.77
Non-Family Households			
% Non-Family Households	26.76%	29.83%	111.47
Non-Families with Children	0.13	0.15	111.47
Non-Families without	26.63	29.68	111.46
Children			
Housing Units			
Total Housing Units	3,246	3,564	109.8%
Vacant percent	6.87%	7.07%	102.92
Owned percent	77.82%	76.99%	98.94
Rented Percent	15.31%	15.94%	104.09
Households by Size			
Avg household size	2.85	2.94	103.16%
Avg family hh size	3.48	3.72	106.9%
Avg non-family hh size	1.14	1.10	96.49%
Households By Count of			
Persons			
One	658	813	123.56%
Тwo	794	710	89.42%
Three or Four	1,225	1,347	109.96%
Five+	348	441	126.72%

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Ethnographic Summary

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

BORN IN:	0-1.5	1.5-3	3-7	BORN IN:	BORN IN: 0-1.5	BORN IN: 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	123	1,790	5,076	Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	10	68	125	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	6	35	105	Northern Africa	Northern Africa 0	Northern Africa 0 4
Southern Europe	4	27	17	Southern Africa	Southern Africa 0	Southern Africa 0 6
Eastern Europe	0	8	35	Western Africa	Western Africa 0	Western Africa 0 24
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 17
Eastern Asia	35	165	295	Oceania	Oceania 0	Oceania 0 0
So. Central Asia	19	65	338	Caribbean	Caribbean 3	Caribbean 3 74
SE Asia	3	51	235	Central Amer.	Central Amer. 36	Central Amer. 36 1,077
Western Asia	0	0	91	South America	South America 0	South America 0 97
Other Asia	0	0	19	North America	North America 7	North America 7 72
				Born at sea	Born at sea 0	Born at sea 0 0



Language Summary

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

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES	SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MIL
English only	4,419	16,826	72,868	Other Indo-Euro	0	6	29
Spanish	58	1,692	5,065	Asian/PI languages	0	0	0
Other Indo-Euro	44	309	1,028	Chinese	47	26	92
language		000	1,020	Japanese	8	13	54
French (incl. Patois,	0	65	322	Korean	22	92	134
Cajun)	-			Mon-Khmer,	0	0	0
French Creole	0	0	7	Cambodian			
Italian	17	28	32	Miao, Hmong	0	0	85
Portuguese	0	3	21	Thai	0	0	12
German	6	67	236	Laotian	0	0	38
Yiddish	0	0	2	Vietnamese	0	17	74
Other West Germanic	0	10	13	Other Asian	0	0	37
A Scandinavian	0	10	14	Tagalog	0	11	33
Language				Other Pacific Is	0	0	0
Greek	7	33	27	Other languages	0	19	206
Russian	0	0	0	Navajo	0	0	0
Polish	0	8	41	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	5	11
Armenian	0	0	0	Arabic	0	6	104
Persian	0	0	5	Hebrew	0	0	1
Gujarathi	0	28	99	African languages	0	8	90
Hindi	5	9	25	Other unspecified	0	0	0
Urdu	9	14	86				

Pineville Elizabethtown Roxboro Midway Roanoke Rapids Dallas Clarkton Hamilton Parkton Castalia Beulaville Marietta High Shoals Royal Pines Nags Head Carrboro Intercultural Institute Etowah Cajah's Mountain Casar Wentworth Stonewall Foxfire Duck for Confextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Departing apportu			
Reporting ancestry	3,705	14,889	61,310
Arab	20	15	239
Armenian	0	0	9
Austrian	0	2	24
British	14	90	301
Canadian	7	32	192
Croatian	4	12	49
Czech	0	33	129
Czechoslovak	10	17	32
Danish	0	19	119
Dutch	27	167	992
English	317	1,334	5,412
European	34	114	721
Finnish	0	22	35
French (not Basque)	96	238	704
French Canadian	41	69	250
German	632	2,070	7,582
Greek	38	67	120
Hungarian	7	23	119
Iranian	0	4	14

Parkton Nashville Stem Lowesville Cedar Rock Saxapahaw Kittrell Bald Head Island St. Pauls Bent Grass McFarlan Mars Hill Wadesboro Lilesville Scheville Matthews Gorman Raleigh Chadbourn Canton Rocky Mount Contextual Institute Pinchurst A Copyright 2011, Intercultural Institute for Contextual Ministry Castalia Hot Springs Lewiston Woodville Woodland Rocky Contextual Ministry Castalia Hot Springs Lewiston Woodville Woodland Rocky Mount Lewiston Woodville Woodland Rocky Mount Lewiston Woodville Statement of Contextual Ministry Castalia Hot Springs Lewiston Woodville Woodland Rocky Mount Canton Rocky Mount Lewiston Woodville Woodland Rocky Mount Lewiston Woodville Woodland Rocky Mount Canton Rocky Mount Lewiston Woodville Woodland Rocky Mount Lewiston Woodville Woodland Rocky Mount Canton Rocky Mount Lewiston Woodville Woodland Rocky Mount Canton Rocky Mount Canton Winterville Enochyille

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

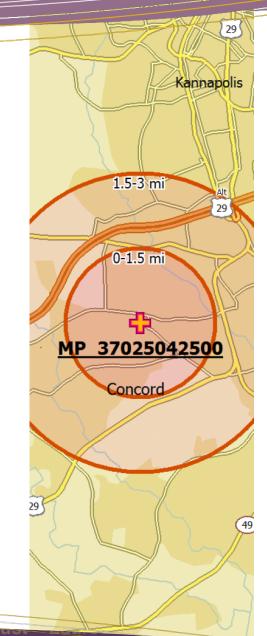
Issues for Your Consideration - continued

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

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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.



airview Pittsbore Leggett Hillsborough Clinton Welcome Bald Head Island Zebulon Faith Hendersonvill Segue Winton Pembroke Stony Point McDonald Warsaw Mint Hill Law Intercultural Institute alkland Clarkton Black Creek Summerfield Maysville Millers Creek Ceour Intercultural Institute for Contextual Ministry Piney Green Troy Southern Pines Belwood Lexingto 30 Copyright 2011, Intercultural Institute for Contextual Ministry Piney Green Troy Southern Pines Belwood Lexingto 30

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	3,023	100%	2,117	100%
AFFLUENT SUBURBIA	1,821	60.24%	1,243	58.72%
America's Wealthiest	0	0%	0	0%
Dream Weavers	107	3.54%	77	3.64%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	519	17.17%	359	16.96%
New Suburbia Fam.	1,195	39.53%	807	38.12%
UPSCALE AMERICA	142	4.7%	96	4.53%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	135	4.47%	91	4.3%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	7	0.23%	5	0.24%
SM TWN SUCCESS	287	9.49%	192	9.07%
Successful Urban Sprawl	0	0%	5	0.24%
2nd City Homebodies	284	9.39%	0	0%
Prime Middle America	0	0%	185	8.74%
Urban Optimists	3	0.1%	0	0%
Family Convenience	0	0%	2	0.09%
Mid-Market Enterprise	0	0%	0	0%

ington Windsor Middlesex Rutherford College Harrellsville Lattimore Walkertown Charlotte Grover Hig Raeford Cape Carteret Silver City Bolton Indian Trail Minnesott Beach Intercultural Institute III Morganton Shallotte Butner Powellsville West Canton Fairmont No for Contestual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Wendell Lake Santeetlah Pineville Swansboro Trinity 31

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	3,023	100%	2,117	100%
BLUE COLLAR BACKBONE	21	0.69%	14	0.66%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	21	0.69%	14	0.66%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	492	16.28%	337	15.92%
Steadfast Conservative	492	16.28%	337	15.92%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

obaccoville Ahoskie Bethlehem Indian Trail Concord Winton Boardman Banner Ek. Valley Hill Bunn F an Denton Cofield Gaston Nags Head Chimney Rock Village Greensborg Caterial City Longett Centerville Vilkesboro Vander Roanoke Rapids Midland Cleveland Brogden Maxto Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 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 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	3,023	100%	2,117	100%
REMOTE AMERICA	9	0.3%	5	0.24%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	9	0.3%	5	0.24%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	235	7.77%	176	8.31%
Young Cosmopolitans	140	4.63%	110	5.2%
Minority Metro Communities	33	1.09%	24	1.13%
Stable Careers	0	0%	0	0%
Aspiring Hispania	62	2.05%	42	1.98%
RURAL VILLAGES & FARMS	17	0.56%	54	2.55%
Aspiring Hispania	17	0.56%	42	1.98%
Industrious Country Living	0	0%	12	0.57%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

ane Green Level Grover Stony Point Winston-Salem Harrells Hope Mills Orrum Flat Rock Brunswick Holy Ridge Toast Avery Creek Cofield Stanley Bear Grass Falkland Intercultural Institute Unionville Four Oaks Aberdeen Elizabethtown Vandemere Aulande for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	3,023	100%	2,117	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	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%

Jarkton Bethel <u>Knightdale</u> Biscoe Pumpkin Center Fayetteville Ronda Pembroke Belvood Fairmont Rock Orrum Dunn Lexington Sims Lake Santeetlah Seven Devils Santeetlah Intercultural Institute Intercultural Institute Convertight 2011, Intercultural Institute for Contextual Ministry Bath Cooleemee Cajah's Mountain Bunn Forest Hills 34

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

rd Keener Pollocksville Sims Boiling Springs Icard Gastonia Ramseur Varnamtown Fremont Pikeville Silver Lake Erwin Boone Carolina Beach Faith River Bend Ossipee Intercultural Institute Stanfield Pembroke Parmele China Grove Sharpsburg Dobbins Heights Intercultural Institute To Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

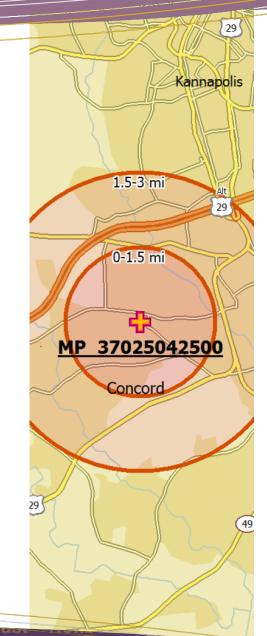
Potential Cultural Bridges

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).



Lumberton Earl Clyde Falcon Turkey Goldston Four Oaks Grandfather Greenevers Sandy Creek Indiae Garner Mars Hill Proctorville Sylva Stantonsburg Mineral Spring Intercultural Institute or Elk Rolesville Pinehurst Reidsville Hightsville Badin Faith Linden Jor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

RIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
PC-HH Own	89%	83%	82%
Use Comp. for Internet/E-mail	77%	69%	67%
Internet Use: E-Mail	64%	58%	56%
Use Comp. for Word	57%	49%	46%
Processing			
Use Comp. for Shopping	53%	44%	42%
Use Comp. for Banking	50%	42%	39%
Use Comp. for Comp. Games	49%	44%	44%
Use Comp. for Digital Camera	47%	40%	39%
Photo Editing			
Use Comp. for Education	45%	40%	38%
HH Owns DVD Player	39%	34%	33%

Purchase

Vallburg Troy Bethel Brookford Lincolnton Momeyer Lowesville Columbia Mooresville Franklinville Fran

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

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Listening To Music	71%	69%	69%
Dining Out (Not Fast Food)	65%	61%	60%
Reading Books	57%	55%	55%
Card Games	46%	44%	43%
Go To A Beach/Lake	44%	41%	40%
Board Games	37%	36%	35%
Cooking for Fun	37%	37%	37%
Gardening	37%	35%	35%
Going To	25%	22%	22%
Bars/Nightclubs/Dancing			
Visit Museum	24%	22%	22%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Any Ailment	64%	66%	67%
Gen./Fam. Practitioner	41%	41%	41%
Dentist	32%	29%	29%
None Of These	24%	22%	21%
Eye Dr.	20%	20%	21%
Backache	19%	20%	21%
High Cholesterol	17%	17%	18%
Hypertension/High Blood	15%	16%	18%
Pressure			
OB/GYN	14%	13%	12%
Acid Reflux Disease (GERD)	13%	13%	14%

Five Points Archdale Red Oak Pleasant Hill Pineville Gaston Summerfield Marietta Marvin Hoffman s Corner Goldston Skippers Corner Wake Forest Denton Wesley Chapel Intercultural Institute Wilson's Mills Saluda Butters Grover Greenevers Centerville Bailey for Contextual Ministry discopyright 2011, Intercultural Institute for Contextual Ministry Gibson Coats Haw River Asbeville Falcon Cullowbe

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

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Concert	33.78%	30.95%	30.63%
Live Theater	23.56%	21.4%	21.56%
Rock/Pop Concerts Most	19.67%	17.6%	17.45%
Often			
Live Theater Most Often	19.03%	17.43%	17.7%
Comedy Club	11.89%	11.25%	10.73%
Dance Performance	9.62%	8.99%	8.98%
Movies: Action/Adventure	45.37%	42.65%	41.81%
Movies: Comedy	45.19%	41.93%	41.84%
Movies: Fam.	24.68%	22.96%	22.43%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Romantic Comedy	23.01%	21.18%	21.19%
Movies: Drama	22.69%	21.13%	21.09%
Movies: Mystery	17.55%	16.53%	16.89%
MLB Baseball Reg.	11.84%	10.34%	9.47%
Season			
NFL Football Reg. Season	10.22%	8.82%	8.24%
College Football Reg.	9.67%	8.03%	7.64%
Season			
College Basketball Reg.	6.67%	5.24%	5.14%
Season			
NBA Basketball Reg.	6.36%	5.31%	4.86%
Season			
NHL Hockey Reg. Season	5.31%	4.25%	3.86%

Princeville Hebgood Bonnetsville Smithfield Ruth Weldon Sims Lake Norman of Catawba Creswell Mint Hill Atlantic Beach Newton Grove Hamlet Crossnore Harrisburg Intercultural Institute pravian Falls Grandfather Red Springs Bayshore Burgaw New London Bridgeton 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Silver City Everetts Aurora Cape Carteret Como Indian

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

BRIDGES	0-1.5	1.5-3	3-7	BRIDGES	BRIDGES 0-1.5	BRIDGES 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	46.96%	43.31%	43.06%	Baseball	Baseball 11.8%	Baseball 11.8% 12.12%
Swimming	41.2%	37.23%	36.51%	Aerobics	Aerobics 11.17%	Aerobics 11.17% 10.35%
Bowling	27.33%	25.05%	24.38%	Tennis	Tennis 9.86%	Tennis 9.86% 8.28%
Weight Training	22.43%	20%	19.06%	Power Boating	Power Boating 9.81%	Power Boating 9.81% 8.87%
Billiards/Pool	22.34%	21.29%	20.98%	Target Shooting	Target Shooting 9.68%	Target Shooting 9.68% 9.53%
Using Cardio Machine	21.15%	17.69%	16.93%	Football	Football 9.43%	Football 9.43% 10.06%
Jogging/Running	20.14%	17.45%	17.05%	Volleyball	Volleyball 9.2%	Volleyball 9.2% 8.68%
Golf	19.79%	16.26%	16.2%	Soccer	Soccer 9.02%	Soccer 9.02% 8.16%
Camping Trips	17.48%	17.13%	16.32%	Yoga	Yoga 8.6%	Yoga 8.6% 8.04%
Mountain/Road Biking	17.27%	14.83%	14.58%	Hunting	Hunting 8.23%	Hunting 8.23% 8.95%
Basketball	17.06%	16.01%	16.24%	Saltwater Fishing	Saltwater Fishing 8.08%	Saltwater Fishing 8.08% 7.98%
Freshwater Fishing	16.2%	17.5%	17.22%	Softball	Softball 8.02%	Softball 8.02% 7.97%
Stationary Cycling	14.82%	13.74%	13.38%	Canoeing/Kayaking	Canoeing/Kayaking 7.17%	Canoeing/Kayaking 7.17% 7.31%
Backpacking/Hiking				Motorcycling	Motorcycling 6.9%	Motorcycling 6.9% 6.59%

Severn Raemon Mount Airy Biscoe Boardman Welcome East Arcadia Sunset Beach St. James East Faison Wrightsboro Butner Mount Olive Winton Pollocksville Davids Pantego Youngsville Chape Fairview Fair Bluff Hildebran Roanoke Rapids Lansing Proctorville Coats Roseboro St. Pauls 40 Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-1.5	1.5-3	3-7	BR
	MILES	MILES	MILES	
Jet Skiing	6.89%	5.85%	5.76%	Rad
Downhill & X-Country	6.84%	6.06%	5.53%	Arc
Skiing				Sno
Roller Skating	6.5%	6.25%	6.04%	Aut
Ice Skating	6.18%	5.76%	5.76%	Sai
Water Skiing	6.13%	5.26%	5.12%	Rov
Snorkeling	5.98%	5.29%	5.33%	Hoo
Horseback Riding	5.31%	5.48%	5.61%	Sno
Martial Arts	4.76%	4.13%	3.97%	Ska
Rock Climbing	4.42%	4.15%	4.12%	Sur
Fly Fishing	4.14%	4.73%	4.61%	

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Racquetball	4.14%	4.15%	4.17%
Archery	3.96%	4.54%	4.44%
Snowboarding	3.8%	3.79%	3.79%
Auto Racing	3.79%	3.76%	3.66%
Sailing	3.77%	3.42%	3.44%
Rowing	3.39%	3.12%	3.08%
Hockey	3.31%	3.32%	3.53%
Snowmobiling	3.31%	3.33%	3.54%
Skateboarding	3.05%	3.29%	3.32%
Surfing & Windsurfing	2.84%	3.09%	2.98%

Roxobel Stedman Sylva Clyde Maysville Morganton Forest Oaks Aberdeen Belwood Old Fort Burlin Toast Walkertown East Bend Winterville River Bend Franklinville Share Intercultural Institute Stallings Farmville Glen Raven Elizabeth City Lake Lure Biltmore Fores for Confectual Ministry Confectual Ministry Danbury Barker Heights Grandfat 41

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.

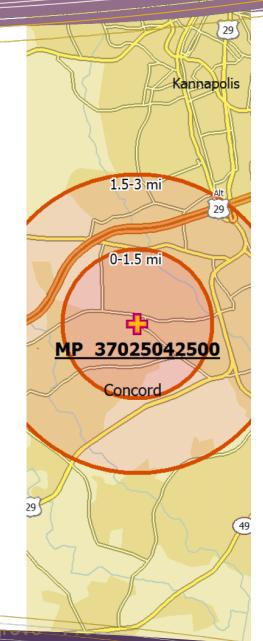
BIBLICAL BARRIERS

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.



Hands Bryson City Northwest Bowmore Forest Oaks Franklinton Granite Fails Pineville Avery Creek R Hands Bryson City Northwest Bowmore Forest Oaks Franklinton Granite Fails Pineville Avery Creek R Intercultural Institute Intercultural Institute for Contextual Ministry Green Level Rutherfordton Wendell Cleveland Woo42 Intercultural Institute for Contextual Ministry Green Level Rutherfordton Wendell Cleveland Woo42

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.

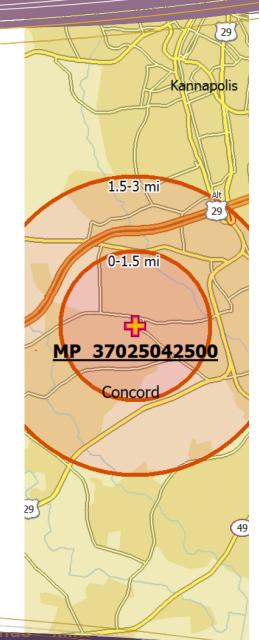
CULTURAL BARRIERS OF ACCEPTANCE

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.



Pinebluff Mesic Gamer Lake Park Creswell Pembroke Asheboro Pine Level Oxford Hillsborough Lov Avery Creek Kings Grant Whitsett Jackson Wallace Holly Springs Show Intercultural Institute Holden Beach Woodland Midland Trinity Silver Lake Harrells Hightsvi Active 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 -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES	BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MIL
Important Continue Learning New Things	49%	50%	50%	Too Much Sponsorship In Arts/Sports	21%	22%	22%
Find It Difficult To Say No To My Kids	42%	39%	40%	Like to Stand Out In A Crowd I Am A Workaholic	19% 17%	20% 17%	21% 18%
Prefer To Have Few Possessions As Possible	37%	35%	35%	Like To Pursue Challenge/Novelty/Change	17%	17%	17%
Woman's Place Is In The Home Speak My Mind Even If It	36% 34%	35% 34%	35% 35%	Rarely Sit Down to a Meal Together At Home	16%	17%	17%
Upsets People If Won Lottery Would Never	31%	29%	29%	We Should Strive for Equality for All	13%	13%	13%
Work Again Like Control Over People And	30%	31%	32%	Only Work Current Job for The Money	13%	13%	13%
Resources Like To Do Unconventional	27%	28%	28%	Happy With My Standard Of Living	12%	12%	12%
Things Don't Judge People/Way They	27%	28%	28%	On Whole People Get What They Deserve	9%	10%	10%
Live Life	26%	25%	26%	Indulge My Kids With The Little Extras	9%	9%	9%
Friends More Important Than My Fam.				Little I Can Do To Change My	7%	8%	8%
Money Is Best Measure Of Success	24%	25%	25%	Life I Am A Perfectionist	7%	7%	7%
Marijuana Should Be Legalized	22%	21%	21%				

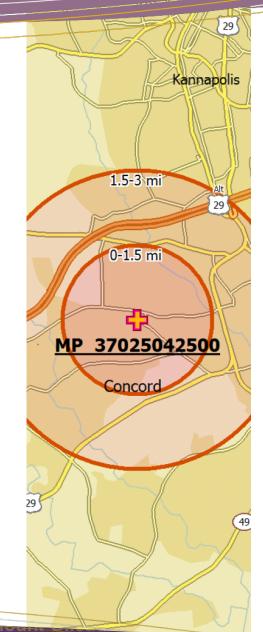
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Spindale Aboskie Ansonville Salemburg Robersonville Marshville Show Hit South Rosemary Rocky Pine Level Neuse Forest Beaufort Micro Lincolnton Red Cross Robbins Rutherfordton Whispering Pines River Road Clyde Jones Intercultural Institute Jos Contextual Ministry Candor Mars Hill Conetoe South Weldon Weaverville 44 Copyright 2011, Intercultural Institute for Contextual Ministry Candor Mars Hill Conetoe South Weldon Weaverville 44

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.



Creswell Murraysville Albemarle Faith Vanceboro Toast Highlands Watha Seven Lakes Lake Norm Forest Hills Green Level High Point Belmont Linden Plymouth Teacher Intercultural Institute Williamston Red Springs Lasker Laurinburg Falkland Lattimore Plain for Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

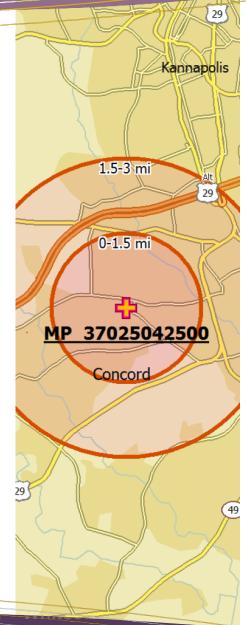
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

Important To Respect Customs73%68%67%Consider Myself Interested In The18%19%And BeliefsYou Should Seize Opportunities56%57%Real Men Don't Cry16%16%In LifeLike To Understand About38%38%38%Home	3-7
And BeliefsArtsYou Should Seize Opportunities56%57%Real Men Don't Cry16%16%In Life16%16%16%16%16%Like To Understand About38%38%38%Home	MILES
In LifeLooking for New Ideas To Improve 16%16%Like To Understand About38%38%38%	19%
Like To Understand About 38% 38% 38% Home	16%
	16%
Nature Try Not To Worry About The 15% 14%	
	14%
Prefer To Have Few 37% 35% 35% Future	
	15%
Prefer Work Part Of Team Than 33%33%34%Enjoy Spending Time With My13%12%AloneFam.	12%
Important Feel Respected By30%32%32%Provide My Kids With The Little9%11%My PeersExtras	11%
People Have To Take Me As27%25%24%Like Spending Most Time With5%6%5%They Find MeFam.	5%
Have Keen Sense Of Adventure 26% 26% 27% Children Should Be Allowed To 5% 6% 6%	6%
Important To Juggle Various 26% 28% 29% Express Themselves	
	5%
Good At Fixing Things 26% 27% 27% Decor Particular Interest To Me 4% 4%	4%
Worried About Pollution Caused 24%21%Would Like To Set Up Own3%3%3%By CarsBusiness	3%
Like To Just Enjoy Life 23% 23% 22%	

Mountain View Parmele High Shoals Morganton Kenansville Rich Square Durham Cullowhee Midland Keener Pembroke West Marion Faith Valdese Red Oak Clarkton Intercultural Institute Vanceboro Nags Head Franklinton Indian Beach Walkertown Badin Confertual Ministry Confertual 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.



ston Chapel Hill Halifax Cedar Rock Roanoke Rapids Light Oak Mesic Henderson Navassa Leggett Si Hewhee Greensboro Denton Farmville Jefferson Godwin Hudson Asker Intercultural Institute West Marion Matthews Boone Bayboro Elon Red Oak Waynesville 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 - 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fam. Restaurants/Steak	87.85%	85.08%	84.79%
Houses-Visit Any			
Fast Food/Drive-In	87.72%	87.22%	87.13%
Restaurant-Visit Any			
McDonald's	59.06%	57.9%	57.81%
Burger King	36.04%	37.95%	37.41%
Subway	35.17%	33.65%	33.37%
Applebee's	34.65%	32.38%	32.44%
Wendy's	33.63%	31.87%	31.97%
Taco Bell	32.33%	31.36%	30.82%
Kentucky Fried Chicken (KFC)	27.12%	27.61%	28.52%
Arby's	26.78%	24.79%	24.67%
Olive Garden	25.93%	23.22%	22.65%
Pizza Hut	21.97%	22.64%	22.73%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Chili's Grill and Bar	20.24%	17.5%	16.6%
Chick-Fil-A	20.17%	17.03%	16.36%
Starbucks	19.53%	16.55%	15.41%
Outback Steakhouse	18.78%	16.75%	16.59%
Cracker Barrel	17.71%	16.17%	16.39%
Dairy Queen	16.85%	17.69%	17.9%
Sonic	16.83%	16.08%	15.35%
Red Lobster	16.59%	16.78%	17.08%
TGI Friday's	15.94%	14.28%	14.11%
IHOP (International House Of	15.04%	15.08%	14.9%
Pancakes)			
Quiznos Sub	14.46%	11.9%	11.94%
Domino's Pizza	14.06%	14.77%	14.88%

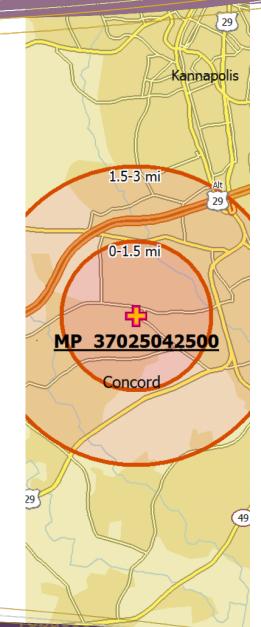
Lincolnton Catawba Jacksonville Sims Star Andrews Benson Hertford Burgaw Beech Mountain A Silver City Duck White Oak Maysville Murfreesboro Sawmills Louisburg Intercultural Institute Patterson Springs Bostic Oxford Greenville Half Moon James City Red Contextual Ministry Contextual Ministry Balance Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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!



Keener Brevard Balfour Momeyer Silver City Harrells Autryville Bethlehem Bolivia Andrews Blowing Keener Brevard Balfour Momeyer Silver City Harrells Autryville Bethlehem Bolivia Andrews Blowing Keener Brevard Balfour Minfall Earl Dundarrach Dunn Statesville Sea Breeze (<u>Intercultural Institute</u> Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	51.93%	48.46%	48.71%
Recycled products	43.72%	38.63%	38.05%
Worked as volunteer (non political)	21.54%	19%	18.75%
Engaged in fund raising	12.67%	11.92%	11.81%
Religious club member	8.04%	7.67%	7.88%
Wrote to elected offcl about publ bus	7.49%	6.73%	6.56%

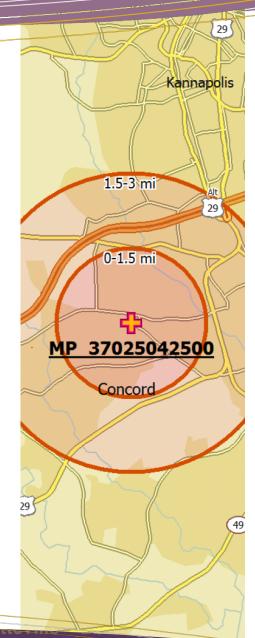
PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Wrote to editor of mag or	6.77%	6.36%	6.23%
newspaper			
Addressed a public meeting	6.15%	5.38%	5.28%
Charitable Organization	5.78%	5.41%	5.37%
Took active part in local civic	5.44%	5.15%	5.25%
issue			
Union member	5.41%	5.28%	5.43%
Wrote to editor of mag or	4.84%	4.39%	4.23%
newspaper			



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.



Yanceyville King Princeville Webster Oakboro Taylorsville Boone Autryville Altamahaw St. James Summerfield Buies Creek Long View Marion Winfall Graham Creek Intercultural Institute China Grove Garland Reidsville Dobson Morven Rosman Rolesville for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Maiden R51

Potential Print Media Content:

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

BOOKS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Novel	21.58%	19.2%	18.67%
Children's Books	16.02%	14.49%	14.35%
Mystery	14.6%	13.23%	12.72%
Cookbooks	11.58%	10.81%	10.88%
Religious (not Bibles)	9.82%	9.44%	9.38%
Personal/Business	9.61%	8.07%	7.87%
Self-help			
History	9.35%	8.25%	7.75%
Biography	8.05%	7.26%	7.15%
Romance	7.99%	7.59%	7.39%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	72.64%	69.72%	69.83%
Gen. Editorial	46.94%	46.21%	46.92%
Womens	44.41%	42.55%	42.97%
Service	40%	37.58%	37.03%
Business/Finance	21.95%	19%	19.46%
Mens	20.49%	19.48%	19.49%
Sports	18.53%	16.57%	16.43%
Parenthood	15.78%	14.81%	14.76%
Automotive	13.64%	13.7%	13.51%

Roxobel Beautort Faison Caston Barker Heights Midway Erwin Southern Pines Hildebran Orienta ston Woodville Oakboro Wilson's Mills Spindale Bent Creek Waynes intercultural Institute Plymouth Saxapahaw Mocksville Bethania Wanchese Havelock Color for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	59.32%	56.59%	56.48%
Sport	35.71%	33.54%	33.17%
Business/Finance	35.63%	31.72%	31.3%
Classified	31.78%	33.23%	32.9%
Editorial Page	31.67%	30.7%	30.74%
Movie Listings & Reviews	29.47%	27.32%	27.05%
Comics	27.45%	27.62%	27.47%
Food/Cooking	26.83%	25.56%	25.76%
Home/Gardening	24.7%	22.53%	22.45%
Travel	24.42%	21.28%	21.08%
TV/Radio Listings	23.68%	23.3%	23.57%
Science/Technology	21.16%	18.81%	18.91%
Fashion	15.52%	14.59%	14.82%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Country	22.76%	22.47%	21.45%
Adult Contemporary	22.46%	19.92%	19.17%
CHR Contemp Hit Radio	19.51%	19.29%	18.84%
News/Talk	17.58%	14.58%	14.14%
Rock	14.62%	14.11%	13.49%
Alternative	14.19%	11.48%	11.13%
Classic Rock	13.33%	11.87%	11.29%
Oldies	11.81%	11.72%	11.63%
Soft Contemporary	9.54%	8.04%	7.77%
Urban Contemporary	8.6%	11.35%	13.48%
Variety	7.57%	8.2%	8.47%
Religious	7.25%	6.8%	6.75%
Sports	6.47%	4.9%	4.79%
Classic Hits	5.83%	5.42%	4.93%
All Talk	5.49%	4.77%	4.55%
All News	5.45%	5.09%	5.4%
Jazz	4.92%	4.41%	5.37%
Public	4.34%	3.42%	3.17%

S Oakboro Seven Lakes St. Stephens Cullowhee Winton Lucama Norman South Weldon Mooresville Hrightsville Beach Morganton Yadkinville Long View Mount Airy Vasse Intercultural Institute one Clinton Mayodan Goldsboro Black Creek Knightdale Morrisville For Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fox News Channel	70.59%	67.18%	66.55%
Satellite Dish	64.39%	59.8%	58.99%
Soapnet	54.75%	52.7%	52.64%
Other Video-On-Demand	43.18%	41.55%	42.72%
Sci-Fi Channel	40.94%	39.38%	38.68%
Comedy Central	39.8%	34.7%	34.28%
MSNBC	37.93%	35.94%	35.63%
Adult Pay Per View TV	35.21%	34.21%	34.98%
Adult Swim	33.47%	30.56%	29.98%
Nickelodeon	32.66%	31.33%	30.47%
TV Info From Sunday TV	32.15%	30.4%	30.18%
Magazine			
Video-On-Demand Movies	31.62%	27.31%	26.17%

MULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Hallmark Channel	31.54%	28.46%	27.84%
ABC Fam.	31.35%	27.67%	27.08%
Subscribe Digital Cable	30.39%	29.25%	29.82%
TV Info From Newspapers	29.9%	28.28%	27.99%
Nick At Nite	29.55%	28.38%	27.9%
The Golf Channel	29.46%	26.2%	25.77%
TCM (Turner Classic	28.36%	26.66%	26.5%
Movies)			
ESPN Classic	28.19%	24.07%	23.5%
Encore	28.06%	22.95%	22.96%
TV Info From Monthly Cable	27.9%	26.6%	26.06%
Guide			
USA Network	27.42%	25.29%	25.2%
BET (Black Entertainment TV)	26.7%	25.76%	25.41%

Shallotte Pinebluff Creedmoor Maiden Ayden Pine Knoll Shores Norlina Gamer Richlands Calabash Loeds Rocky Mount Elizabeth City Kirkland Centerville Bailey Tobaccov Castalia Castalia Walstonbur reville Raemon Varnamtown Buies Creek Beulaville Pleasant Garden Blog Contextual Ministry Contextual Ministry Corpyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

Communication Media Usage

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

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

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



apolis Columbus Forest Hills Grantsboro Vann Crossroads Chocowinity Williamston Lexington Bakersv Red Cross Jacksonville Murfreesboro Castalia Zebulon Pink Hill <u>Intercultural Institute</u> Tabor City Grove Claremont Maysville Wrightsboro Lake Waccamaw South Rosemary Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

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

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	24.65%	21.87%	21.52%
Medium Users (4-6)	13.61%	12.13%	11.74%
Light Users (1-3)	21.59%	21.24%	20.92%
Quintiles (20%)			
Newspaper I (Heavy)	1.67%	2.03%	1.65%
Newspaper II	1.17%	1.3%	1.31%
Newspaper III	2.86%	2.57%	2.37%
Newspaper IV	0.76%	0.76%	0.68%
Newspaper V (Light)	1%	1.18%	1.12%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	22.44%	21.76%	20.88%
Magazines II	9.79%	9.76%	9.24%
Magazines III	10.42%	10.9%	10.48%
Magazines IV	13.49%	13.4%	12.49%
Magazines V (Light)	0.44%	0.52%	0.59%
Outdoor I (Heavy)	6.04%	6.67%	6.67%
Outdoor II	2.34%	2.99%	2.94%
Outdoor III	3.37%	3.5%	3.48%
Outdoor IV	14.53%	15.27%	15.5%
Outdoor V (Light)	22.79%	23.79%	24.21%
Yellow Pages I	12.99%	14.39%	14.53%
(Heavy)			
Yellow Pages II	4.84%	5.68%	5.76%
Yellow Pages III	4.03%	5.17%	5.49%
Yellow Pages IV	19.36%	21.27%	21.54%
Yellow Pages V	2.53%	3.31%	3.25%
(Light)			

ain Murraysville Seven Devils Newton Weldon Hightsville Sanford Rich Square Banner Elk Harrisburg Vallace Cedar Point North Wilkesboro Crossnore Milton Star Centerville <u>Intercultural Institute</u> Simpson We Vandemere Ocracoke Middlesex Sims Burgaw Valley Hill Topsail Beau for Contextual Ministry Per Ocopyright 2011, Intercultural Institute for Contextual Ministry Shelby White Oak Northlakes Rose Hill Elkin Marv56

Potential Multimedia Usage

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

EDIUM 0-1.5 1.5-3 3-7 I	MEDIUM	MEDIUM 0-1.5
MILES MILES MILES		MILES
adio Drive Time Quntiles T	V Prime Time Quntiles (fifths	V Prime Time Quntiles (fifths
ths / 20%) / 20	0%)	0%)
ive Time I & II (Heavy) 2.88% 3.56% 3.26% Prim	ne Time I & II (Heavy)	ne Time I & II (Heavy) 3.1%
ive Time III (Medium) 0.39% 0.58% 0.52% Prime Ti	ime III (Medium)	ime III (Medium) 2.31%
adio IV & V (Light) 2.31% 3.03% 2.57% Prime Time	e IV & V (Light)	e IV & V (Light) 11.25%
adio Media Quntiles (fifths / TV Early/Late	e Fringe Quntiles	e Fringe Quntiles
%) (fifths / 20%)		
adio I & II (Heavy) 11.58% 10.54% 10.11% Fringe I & II (He	avy)	avy) 38.13%
adio III (Medium) 5.97% 5.68% 5.26% Fringe III (Medium	n)	n) 48.54%
adio IV & V (Light) 3.28% 3.96% 3.63% Fringe IV (Light)		52.55%
ble TV Quntiles (fifths / TV All Day Quntiles	(fifths /	(fifths /
%) 20%)		
ble I & II (Heavy) 18.35% 16.96% 16.02% All Day I & II (Heavy)) 12.96%
Able III (Medium) 4.68% 4.65% 4.61% All Day III (Medium)		22.63%
ble IV & V (Light) 32.75% 32.63% 33.13% All Day IV (Light)		11.93%



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	12.9%	12.39%	12.3%
6:00am - 10:00am	20.9%	18.2%	17.62%
10:00am - 3:00pm	6.68%	6.63%	7.21%
3:00pm - 7:00pm	13.63%	13.97%	14.04%
7:00pm - Midnight	14.39%	14.04%	13.86%
Midnight - 6:00am	5.17%	5.32%	5.62%
Weekend Radio			
Listeners			
Dayparts [summary]	15.98%	16.13%	15.74%
6:00am - 10:00am	4.28%	3.86%	3.97%
10:00am-3:00pm	7.81%	6.46%	6.23%
3:00pm - 7:00pm	7.81%	7.5%	7.49%
7:00pm - Midnight	9.43%	9.61%	9.58%
Midnight - 6:00am	10.22%	10.59%	10.84%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	12.65%	10.16%	10.05%
Saturday:	7.67%	8.14%	7.89%
8:00-11:00pm			
Sunday: 7:00-11:00pm	13%	10.96%	11.05%
9:00am-1:00pm	29.55%	28.38%	27.9%
9:00am-4:00pm	33.08%	32.22%	31.71%
4:00pm-7:00pm	33.55%	31.94%	31.63%
11:00pm-1:00am	45.89%	43.87%	43.81%
AVG Prime time Mon-Sun	3.24%	3.28%	3.36%

alfour Haw River Staley Bethania Swansboro Peletier Holly Springs Stedman Lincolnton Avery Creek Cajah's Mountain Surf City Murphy Red Cross Kenly Gaston Bereit Intercultural Institute Marion Canton Spiveys Corner Eastover Morganton Wagram Black Creek Jor Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-1.5	1.5-3	3-7	TV VIEW	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	19.6%	18.88%	18.56%	Sat: 7-10a	Sat: 7-10am 22.1%	Sat: 7-10am 22.1% 20.17%
7-9am	26.29%	24.1%	23.89%	Sat: 10an	Sat: 10am-1pm 8.99%	Sat: 10am-1pm 8.99% 8.23%
9am-12noon	25.11%	23.83%	23.47%	Sat: 1-4pr	Sat: 1-4pm 28.4%	Sat: 1-4pm 28.4% 26.66%
12noon-4pm	7.97%	8.39%	8.23%	Sat: 4-6pi	Sat: 4-6pm 8.37%	Sat: 4-6pm 8.37% 7.46%
4-6pm	58.88%	53.96%	52.92%	Sat: 6-7pi	Sat: 6-7pm 1.87%	Sat: 6-7pm 1.87% 1.86%
6-7pm	20.66%	20.13%	19.54%	Sat: 7-8pr	Sat: 7-8pm 1.25%	Sat: 7-8pm 1.25% 1.4%
7-7:30pm	1.66%	2.1%	1.85%	Sat: 8-11	Sat: 8-11pm 7.67%	Sat: 8-11pm 7.67% 8.14%
7:30-8pm	12.09%	11.72%	11.66%	Sat: 11pn	Sat: 11pm-1am 4.87%	Sat: 11pm-1am 4.87% 5.04%
8-11pm	12.65%	10.16%	10.05%	Sat: 1am-	Sat: 1am-7pm 27.42%	Sat: 1am-7pm 27.42% 25.29%
11pm-12am	37.93%	35.94%	35.63%	Sun: 7-10	Sun: 7-10am 2.01%	Sun: 7-10am 2.01% 2.37%
11pm-1am	45.89%	43.87%	43.81%	Sun: 10ar	Sun: 10am-1pm 7.17%	Sun: 10am-1pm 7.17% 7.24%
1-6am	36.09%	33.54%	33.4%	Sun: 1-4p	Sun: 1-4pm 8.12%	Sun: 1-4pm 8.12% 6.86%
				Sun: 4-7p	Sun: 4-7pm 17.77%	Sun: 4-7pm 17.77% 15.72%
				Sun: 7-11	Sun: 7-11pm 13%	Sun: 7-11pm 13% 10.96%
				Sun: 11pr	Sun: 11pm-1am 6.86%	Sun: 11pm-1am 6.86% 6.29%
				Sun: 1-7a	Sun: 1-7am 26.96%	Sun: 1-7am 26.96% 24.27%

Sneads Ferry McDonald Rowland Fairview Mountain View Pineville Danbury Pumpkin Center Walstonk Oakboro Flat Rock Boonville Cramerton Spring Hope Richlands Turk <u>Hissbethtown</u> Plain View B Chapel Hill Lansing Zebulon Kenansville Taylorsville Walkertown Por Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Weddington Sunset Beach Sanford White Plains

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

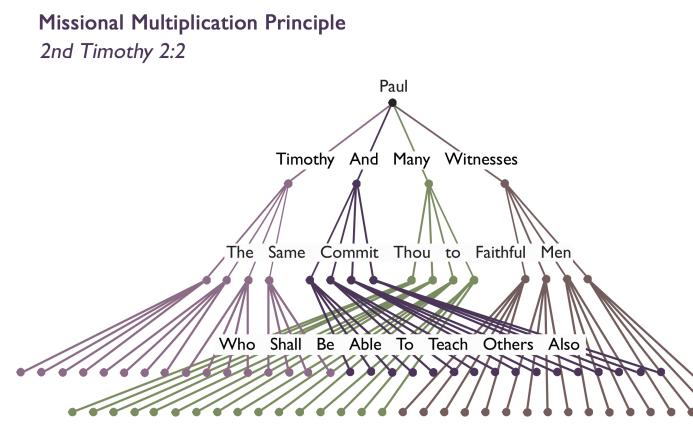
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Barker Ten Mile Green Level Goldston Middlesex Belwood East Bend Rhodhiss Godwin Surf City Clemmons Clayton Louisburg Sherrills Ford Landis Vandemere Lucama Asheboro Mount Olive Emerald Isle Brunswick Spring Hope Copyright 2011, Intercultural Institute for Contextual Ministry ightdale Wilkesboro Matthews Bethlehem Columbia 61

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.



ro Gordo Ashley Heights Mount Olive Fayetteville Plain View Seven Devils East Flat Rock Bridgeton Jeff Leuntain Home Southport James City Fair Bluff Boonville Harkers Island Intercultural Institute lifax Fearrington White Plains Asheville Cedar Rock Aurora Red Spring for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Whitewille Boiling Spring Lakes Croodmoor Dover Grab

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



Marshville Midway Bonnetsville Brices Creek Grandfather Foxfire Tabor City Barker Heights Seven Spencer Mountain Southern Pines Aberdeen Ruth Harrells Northlaw For Contextual Ministry Seven Biscoe Burlington Belhaven High Point Boli 64. Contextual Institute for Contextual Ministry Contextual Ministry Addition Biscoe Burlington Belhaven High Point Boli 64.

Notes and Sources

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



APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Poplar Grove - Concord	3476 Poplar Tent Rd Concord, NC 28027	0.92 mi	165	Plateauing
2	Covenant Family Worship	9505 Moss Plantation Ave NW Concord, NC 28027	1.50 mi	0	Insufficient Data
3	West Cabarrus - Concord	7655 Bruton Smith Blvd Concord, NC 28027	1.50 mi	570	Plateauing
4	Eva Drive - Concord	2390 Eva Dr Concord, NC 28027	1.88 mi	86	Declining
5	Bethlehem - Concord	42 Liske Ave Concord, NC 28027	2.26 mi	75	Declining
6	Pitts - Concord	140 Pitts School Rd NW Concord, NC 28027	2.51 mi	647	Plateauing
7	Camino Del Rey	1030 Central Dr NW Ste B Concord, NC 28027	2.75 mi	0	Insufficient Data
8	Roberta - Concord	3301 Roberta Rd Concord, NC 28027	2.87 mi	0	Insufficient Data
9	Parkwood - Concord	1069 Central Dr Concord, NC 28027	2.88 mi	525	Plateauing
10	Odell - Concord	6320 Davidson Hwy Concord, NC 28027	2.94 mi	116	Declining
11	West Concord - Concord	99 White St S Concord, NC 28027	2.96 mi	227	Plateauing
12	University City Fellowship - Harrisburg	4010 Dearborn Place Concord, NC 28027	2.96 mi	400	Insufficient Data
13	Friendship Southern - Concord	180 West Ave SW Concord, NC 28027	3.11 mi	77	Declining
14	Cornerstone - Concord	225 Botany Dr Concord, NC 28027	3.14 mi	150	Insufficient Data
15	Wil-Mar Park - Concord	584 Wilmar St NW Concord, NC 28025	3.21 mi	0	Insufficient Data

Rexobel Elrey Walstonburg Nags Head Brunswick Cary Roseboro Bakersville Savmills Conetoe S Spindale Clyde Lake Santeetlah Morrisville Gamewell Sandyfield Norling Intercultural Institute Weaverville High Point Cajah's Mountain McFarlan Reidsville Ellerbe Gontextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	First International - Concord	117 Peachtree Ave NW Concord, NC 28025	3.22 mi	30	Insufficient Data
17	Southside - Concord	561 Union Cemetery Rd SW Concord, NC 28027	3.33 mi	116	Declining
18	Fisher Street - Concord	810 Fisher St Concord, NC 28027	3.39 mi	0	Insufficient Data
19	Tabernacle of Praise	2995 Deep Cove Dr NW Concord, NC 28027	3.40 mi	0	Insufficient Data
20	Broadus Memorial - Concord	59 Green St Concord, NC 28027	3.51 mi	383	Declining
21	Sharon - Concord	2628 Shady Lane Ave Concord, NC 28027	3.60 mi	75	Insufficient Data
22	Eastside - Concord	199 Elgin Dr NE Concord, NC 28025	3.94 mi	35	Plateauing
23	River Rock	930 Lee Ann Dr NE Concord, NC 28025	3.95 mi	0	Insufficient Data
24	Concord First - Chestnut	59 Chestnut Dr SW Concord, NC 28025	3.97 mi	0	Insufficient Data
25	Pennsylvania Avenue - Kannapolis	3006 Pennsylvania Ave Kannapolis, NC 28083	4.02 mi	77	Declining
26	Brookdale - Kann	2511 S Ridge Ave Kannapolis, NC 28083	4.21 mi	112	Insufficient Data
27	Mission 217	536 Garrison Ct SW Concord, NC 28025	4.36 mi	0	Insufficient Data
28	Cabarrus Asian Indian Fellowship	7655 Speedway Blvd Concord, NC 28027	4.36 mi	0	Insufficient Data
29	Concord First - Branchview	200 Branchview Dr SE Concord, NC 28025	4.47 mi	333	Declining
30	Gordon Heights - Concord	510 Highway 49 S Concord, NC 28025	4.53 mi	45	Insufficient Data



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Northwest - Concord	3500 Trinity Church Rd Concord, NC 28027	4.60 mi	73	Plateauing
32	Immanuel - Concord	600 Spring St SW Concord, NC 28025	4.63 mi	80	Insufficient Data
33	Royal Oaks - Kannapolis	904 Texas St Kannapolis, NC 28083	4.63 mi	124	Growing
34	Mallard Creek - Charlotte	14901 Mallard Creek Rd Charlotte, NC 28262	5.14 mi	35	Growing
35	Shadybrook - Kannapolis	1009 Oakwood Ave Kannapolis, NC 28081	5.27 mi	84	Plateauing
36	Memorial - Kannapolis	1785 Dale Earnhardt Blvd Kannapolis, NC 28083	5.32 mi	252	Growing
37	Carolina Cowboy Church - Midland	4370 Zion Church Rd Concord, NC 28025	5.43 mi	5	Insufficient Data
38	Eastwood - Kannapolis	320 Cook St Kannapolis, NC 28083	5.43 mi	112	Growing
39	Harrisburg - Har	6525 Morehead Rd Harrisburg, NC 28075	5.53 mi	0	Insufficient Data
40	Coldwater - Concord	1045 Union St S Concord, NC 28025	5.55 mi	111	Declining
41	Calvary - Kan	703 Buick Ave Kannapolis, NC 28083	5.77 mi	108	Declining
42	Rocky River Community - Harrisburg	5000 Highway 49 S Harrisburg, NC 28075	5.81 mi	0	Insufficient Data
43	New Way - Kannapolis	600 Ford St Kannapolis, NC 28083	5.82 mi	0	Insufficient Data
44	Kerr Memorial - Concord	25 Highway 49 S Concord, NC 28025	5.89 mi	275	Plateauing
45	Agape Chinese Mission - Harrisburg	5315 Highway 49 S Harrisburg, NC 28075	5.93 mi	0	Insufficient Data

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