MissionSite top unreached locations

Ashley Heights Alliance CHARLOTTE, NC **Bent** Creek Clayton Vass Knightdale Spencer Mountain CENSUS TRACT: 37119005807 dian Tra Multiply Peachland Kill Devil Hills **REGION: Region 6: Central Piedmont** Green CONGREGATIONAL REPRODUCTION COUNTY: Mecklenburg Askewville SITESCAPE: Suburbscape Dundarrach In partnership with the: Marshville **Haw River** DENSITY PATTERN: K Intercultural Institute Zebulon lantic Beach Elrov St for Contextual Ministry vba Gibson Albemar Lumberton Beulaville North Carolina Baptists Caring. Sharing. Daring. Ocracoke ©Copyright 2011, Intercultural Institute for Contextual Ministry e

MissionSite (TM) Table of Contents

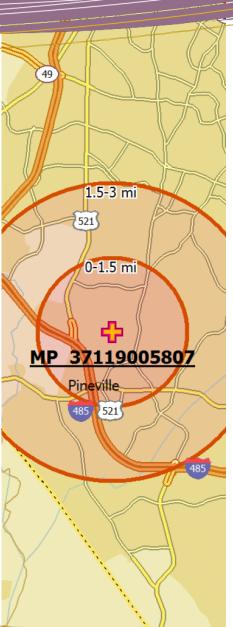
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Site Location Summary

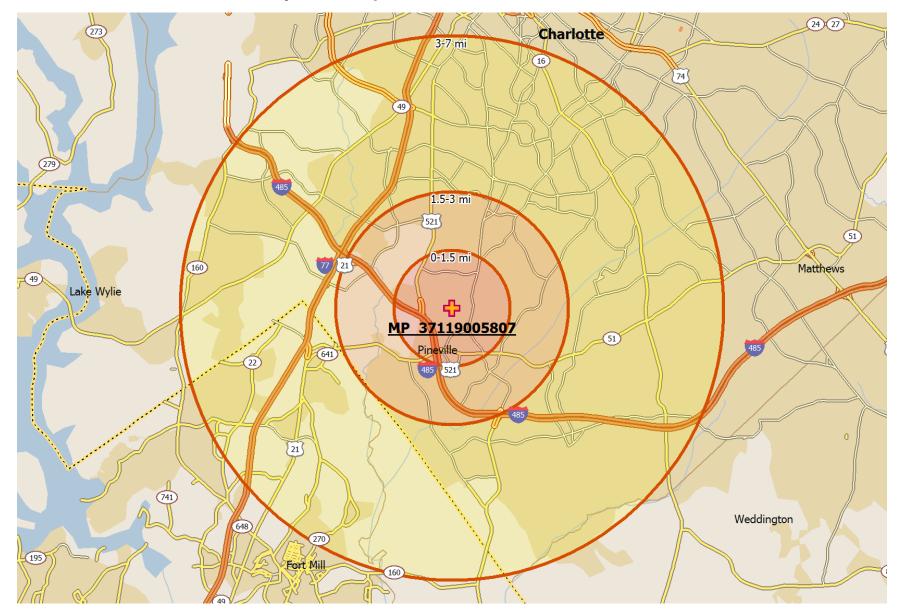
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	37119	Mecklenburg
4	Zipcode	28210	Mecklenburg
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
8	Sitescape Density Pattern	K	100000-250000-250000



Eden Stantonsburg Chadbourn Walnut Cove Proctorville Stanley Oak City Moravian Falls Kenly Fre RuraTHall Bethlehem Clayton Ahoskie Harkers Island Buies Creek Intercultural Institute Vandemere Brunswick East Bend Cerro Gordo Marion Monroe Center Intercultural Institute (or Contextual Ministry eland Robbinsville Cramerton Peachland Mesic The 3 Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Stony Point Emerald Isle Edenton Thomasville Parmele Jamestown East Spencer Bowmore Centerville Dum Clarkton Southern Shores Raemon Maggie Valley Hightsville **For Store Chimney Rock Village** othtown Five Points Harmony Manteo Mocksville Topsail Beach Murphy **Contextual Ministry** 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	CODE	EXPLANATION
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	1	Large Central Metro - counties in metropolitan statistical area of 1 million or more population
5	NCES Urban Centric Locale	11	City: Large: Territory inside an urbanized area and inside a principal city with
	Codes		population of 250,000 or more
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting	1	Metropolitan area core: primary flow within an urbanized area
	Value		
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

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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	18,617	44,262	242,699
2010 Households	8,389	18,364	94,880
2010 Group Quarters Population	106	564	1,641

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	57	60	64
Language Diversity National Index	67	50	59
Foreign Born Diversity National Index	44	96	44
Ancestry Diversity National Index	55	84	32
Racial Diversity National Index	79	49	76

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ake Centerville Woodfin Fletcher Lake Lure Rosman Liberty Southern Pines South Rosemary Stokesda Creedmoor Skippers Corner West Marion Ogden Lucama Mooresbore Intercultural Institute ood Bunn Foxfire Southport Gorman Aurora East Spencer Saratoga Confertual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Confertual Spindale Grabam Savapabaw Roseboro Momeyer Clen

Site Location Summary - County Environment

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

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

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

ell Lucama Steval Plain View Marshville Parkton Edenton Stony Point Kelly White Plains Sandyfield Seven Springs Warsaw New Bern Green Level Robbins Northlakes Autryville Franklinville Dobbins Heights Whitakers Pleasant Garden Boy Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bethania Benson Severn Roseboro Boonville Eastor

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	3,505	41.78%
Mainstay Communities	Established, Diverse Households	693	8.26%
Working Communities	Blue-collar, Working Families	448	5.34%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	3,677	43.83%
Urban Communities	High Density, Inner-city Neighborhoods	65	0.77%

Hildebran Richlands Waxhaw Snow Hill Whiteville Yadkinville Stoneville Brices Creek Lilesville Lock ansboro Lincolnton Stedman Bladenboro Aurora Thomasville Lowesville Intercultural Institute oer Navassa Connelly Springs Wallace Chocowinity Midland Whitakers for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Fairmont Delway Lake Park Chapel Hill Wesley Chapel James City Denton Mars Hill Oak Island High Stedman East Bend Randleman Garysburg Peletier Newton Grove Lines Intercultural Institute Surf City Mint Hill Sylva Micro Rockfish Matthews Asheboro Pur for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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

Vake Forest Norman Wrightsboro Walnut Cove Waxhaw Swepsonville Calabash Cerro Gordo China Grov t Holly Buies Creek Morven Chocowinity Fairmont Rural Hall Dundarrace Intercultural Institute rrisville Weldon Pollocksville Proctorville Pilot Mountain South Rosemar for Contextual Ministry Covers and South Weldon Pollocksville Spivers 10 Covers and South Weldon South Weldon South Medane Spivers 10 Newport Mebane Spivers 10 Covers and South Weldon South Weldon South Weldon South Weldon Spivers 10 Covers and South Weldon South Weldon South Weldon South Weldon Spivers 10 Covers South Weldon Spivers 10 Covers South Weldon Spivers South Weldon South Weldon South Weldon South Weldon Spivers 10 South Park Carolina Shores Shores South Beach Pirces Creek Danbury Saluda Oak City Caswell Beach Pirces 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	261,034	6,189	2.37%
Unreached %	71.17%	73.78%	103.67
Religious But NOT Evangelical HH	70,896	1,262	1.78%
Religious But NOT Evangelical %	19.33%	15.04%	77.8
Spiritual But NOT Relig or Evang HH	39,966	1,162	2.91%
Spiritual But NOT Relig or Evang %	10.9%	13.85%	127.09
Not Evangelical, Not Interested HH	150,766	3,766	2.5%
Not Evangelical, Not Interested %	41.1%	44.89%	109.21



Gen Raven Indian Trail Norman Millers Creek Snow Hill Patterson Springs Northlakes Woodland Spruce Rock Rose Hill China Grove Fremont Lansing Mooresville Bonneter Intercultural Institute Castle Hayne Southern Pines Boonville West Marion Cary Seven Spring for Contextual Ministry Contextual Ministry Rich Square Dover Laurel Park Greenville Yancey 11 Contextual Ministry Rich Square Dover Laurel Park Greenville Yancey 11

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	148	3	2.03%
Active BCNC Attenders	22,756	644	2.83%
Active Evangelical Households	46,416	3,208	6.91%
Active Evangelical Percent	12.65%	11.99%	94.76
Inactive Evangelical Households	59,342	4,102	6.91%
Inactive Evangelical Percent	16.18%	15.33%	94.76
# New Churches Needed	35	10	29.32%





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	Stough Memorial - Pineville	1.55 mi	450	Insufficient Data	-	16	Victory International	7.10 mi	0	Insufficient Data
2	Christ Center	1.65 mi	0	Insufficient Data	· · · · · ·	17	Southside - Charlotte	7.12 mi	75	Plateauing
3	Sharon - Charlotte	2.62 mi	194	Growing	-	18	Iglesia Bautista Principe De Paz - Charlo	7.12 mi	0	Insufficient Data
4	Southview - Charlotte	4.01 mi	42	Plateauing	-	19	Camino De Salvacion	7.12 mi	0	Insufficient Data
5	Trinity - Charlotte	4.41 mi	83	Plateauing	2	20	Dilworth - Charlotte	7.33 mi	28	Insufficient Data
6	Covenant - Charlotte	4.49 mi	80	Declining	2	21	Steele Creek - Charlotte	7.41 mi	50	Insufficient Data
7	Wedgewood - Charlotte	4.50 mi	0	Insufficient Data	2	22	Antioch - Charlotte	7.95 mi	0	Insufficient Data
8	True Destiny Christian Church	4.74 mi	18	Insufficient Data	2	23	Broken Vessel Restoration - Charlotte	7.96 mi	0	Insufficient Data
9	Nations Ford Community - Charlotte	5.10 mi	1,650	Growing	2	24	Lake Wylie - Charlotte	7.96 mi	0	Insufficient Data
10	Candlewyck - Charlotte	5.32 mi	97	Insufficient Data	2	25	Korean Baptist Church of Charlotte	7.99 mi	200	Insufficient Data
11	Woodlawn - Charlotte	5.98 mi	137	Insufficient Data	2	26	Christian Mission - Charlotte	8.17 mi	0	Insufficient Data
12	Providence - Charlotte	6.62 mi	0	Plateauing	2	27	New Shiloh - Charlotte	8.29 mi	0	Insufficient Data
13	Carmel - Charlotte	6.77 mi	2,422	Plateauing	2	28	Greater Mount Sinai - Charlotte	8.36 mi	0	Insufficient Data
14	McKee Road - Charlotte	7.00 mi	76	Insufficient Data	2	29	Greater Galilee Baptist Church	8.43 mi	0	Insufficient Data
15	Victory - Cha	7.09 mi	0	Insufficient Data	3	30	First Baptist Church of Matthews	8.43 mi	736	Declining

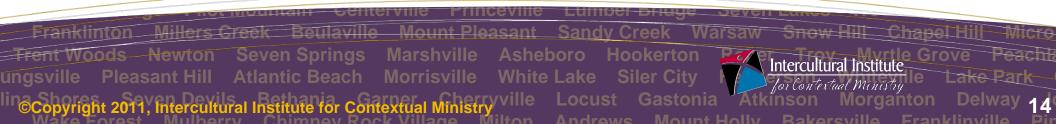
evers Pikeville Fairfield Harbour Lewiston Woodville Love Valley Vander Mountain View Bermuda Run ast Spencer Piney Green Pleasant Hill Wrightsville Beach Catawba River in Homby Bridge Patterson S Godwin Marietta Lake Waccamaw Garysburg Skippers Corner New Confestual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Bantego Highlands Mooresboro Haw River Emerald Isla

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

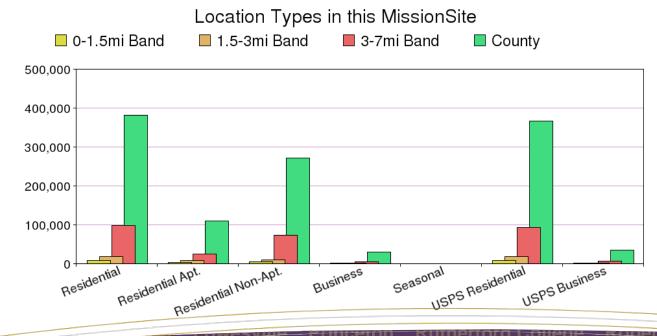
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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
1990 Population	511,163	12,327	2.41%
2000 Population	695,454	17,026	2.45%
2010 Population	937,663	18,617	1.99%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	200,107	5,250	2.62%
2000 Households	273,416	7,632	2.79%
2010 Households	366,792	8,389	2.29%

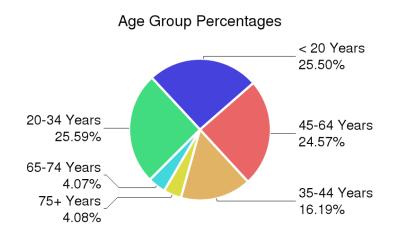


Location Type	0-1.5mi Band
Residential	8,513
Residential Apt.	3,517
Residential Non-Apt.	4,996
Business	837
Seasonal	0
USPS Residential	8,531
USPS Business	897

over Holly Ridge Lewiston Woodville Bolivia Kenansville Biscoe Castalia Lake Lure Southport Baybo Brevard Stonewall Summerfield Goldsboro Chimney Rock Village Brever Intercultural Institute Ver City Louisburg Coats Erwin Franklin Polkton Beulaville Barker Terver Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Newton Grove Lattimore New Bern Sherrills Ford

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.

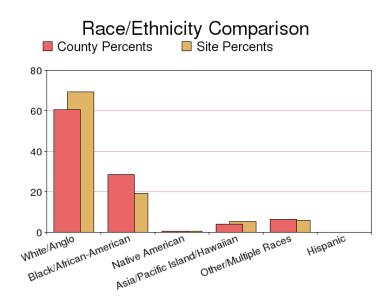


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.34%	6.04%	95.27
4-5 Years	3.07%	2.65%	86.32
6-8 Years	4.54%	3.76%	82.82
9-11 Years	4.24%	3.64%	85.85
12-13 Years	2.69%	2.5%	92.94
14-17 Years	5.2%	4.71%	90.58
18-19 Years	2.54%	2.2%	86.61
0-5 Years	9.4%	8.69%	92.45
6-12 Years	10.13%	8.66%	85.49
13-19 Years	9.08%	8.14%	89.65
< 20 Years	28.61%	25.49%	89.09
20-34 Years	22.3%	25.58%	114.71
35-44 Years	16.07%	16.19%	100.75
45-64 Years	23.74%	24.57%	103.5
65-74 Years	5.27%	4.07%	77.23
75+ Years	4.01%	4.08%	101.75
Median Age	34	36	104.24
Median Age (Male)	33	35	103.77
Median Age (Female)	35	37	103.25

Valdese Sanford Morrisville Bayshore Mills River Stem Dover Scotland Neck Hays Kelly Belmont See City Mount Olive Gatesville Waynesville Wilmington Huntersville <u>Intercultural Institute</u> Bakersville Newton Sharpsburg Swepsonville Crossnore Lincolnton Wallburg Rolesville <u>Intercultural Institute</u> Bakersville Sta Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-1.5 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	60.63%	69.26%	114.22
Black, African-American	28.53%	19.11%	66.96
Native American	0.54%	0.41%	77.18
Asian	3.9%	5.17%	132.64
Pacific Island, Hawaiian	0.13%	0.06%	48.55
Other/Multiple Races	6.27%	5.98%	95.46
Hispanic	0%	10.89%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	608,952	12,589	
Less than 9th Grade	4.09%	2.46%	165.93
No High School Diploma	6.37%	3.69%	172.74
High School Graduate	21%	17.84%	117.73
Some College, no degree	19.56%	18.95%	103.21
Associate Degree	8.07%	8.45%	95.53
College Degree	27.74%	33.14%	83.71
Graduate/Prof. degree	13.17%	15.47%	85.14

bury Macon Sherrills Ford Oak City Half Moon Clemmons Mount Gilead Belwood Newton Grove Bethan an Ranio Maggie Valley Black Creek East Rockingham McAdenville More Intercultural Institute Statesville Faith Woodland East Flat Rock Hightsville Princeville Alama for Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	4.97%	3.3%	73.78
\$10,000 to \$19,999	8.27%	7.19%	86.87
\$20,000 to \$29,999	9.74%	10.39%	106.69
\$30,000 to \$49,999	19.13%	21.35%	111.57
\$50,000 to \$59,999	9.04%	9.37%	103.64
\$60,000 to \$69,999	7.91%	7.89%	99.75
\$70,000 to \$79,999	6.92%	6.13%	88.56
\$80,000 to \$89,999	5.44%	4.92%	90.43
\$90,000 to \$99,999	4.02%	3.72%	92.54
\$100,000 to \$124,999	8.94%	6.27%	70.12
\$125,000 to \$149,999	5.22%	6.07%	116.27
\$150,000 to \$199,999	5.18%	6.65%	128.39
\$200,000 to \$249,999	1.81%	2.67%	147.12
\$250,000 or more	3.39%	4.08%	120.24
Median Household	58,654	63,831	108.83
Average Household	82,011	82,657	100.79
Per Capita Household	32,656	37,266	114.12
Family/Non-Family Household			
Income			
Median Family Income	71,577	93,081	130.04
Average Family Income	99,468	108,977	109.56
Median Non-Family Income	42,692	42,912	100.52
Average Non-Family Income	53,590	50,816	94.82

Pilot Mountain Elizabeth City Fairview Bayshore Cove City St. Pauls Millers Creek Boardman Coole ance Bayboro Light Oak Grover Franklin Avery Creek Enochville Haw Harrisburg Lowesville St. Ayden Newton Grove Waxhaw Bowmore Walnut Cove Pleasant Hill W To Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Tryon Hightsville Seven Lakes Shelby Jefferson 18

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

For each category both county and 0-1.5 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	61.95%	50.45%	81.43
Families with Children	33.85%	27.54%	81.35
Families without Children	28.1%	22.91%	81.53
Non-Family Households			
% Non-Family Households	38.05%	49.55%	130.23
Non-Families with Children	0.4	0.18	44.83
Non-Families without Children	37.65	49.37	131.13
Housing Units			Index
Total Housing Units	405,664	9,225	
Vacant percent	9.58%	9.06%	94.57
Owned percent	57.54%	49.81%	86.56%
Rented Percent	32.87%	41.13%	125.1
Households by Size			Index
Avg household size	2.51	2.21	88.05
Avg family hh size	3.27	3.16	96.64
Avg non-family hh size	1.27	1.24	97.64
Households By Count of Persons			Percent
One	113,032	3,382	2.99%
Two	106,697	2,367	2.22%
Three or Four	110,837	2,088	1.88%
Five+	36,226	551	1.52%

Midland Mount Holly Norfina Black Mountain New London Holden Beach Carrboro Yadkinville Baybor Clinton Kenansville Bath Chapel Hill Holly Ridge Sugar Mountain Milton Intercultural Institute Lake Park Red Oak Teachey Marvin Swansboro Maiden Mooresboro Tor Contextual Ministry Contextual Ministry Peletier Bolton Maggie Valley China Grove Newton C19

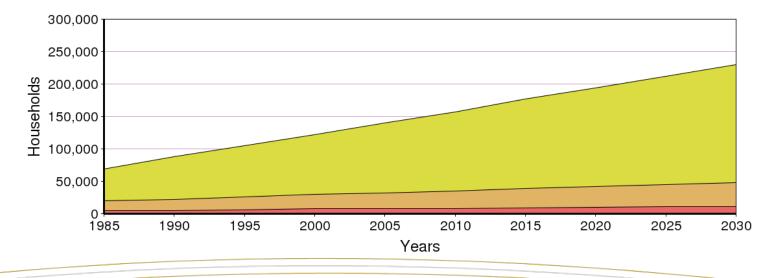
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 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	511,163	12,327	2.41%
2000 Population	695,454	17,026	2.45%
2010 Population	937,663	18,617	1.99%
2015 Population	1,057,744	19,874	1.88%

Household Change from 1985 to 2030

📕 0-1.5mi Ring 👘 🔲 0-3mi Ring

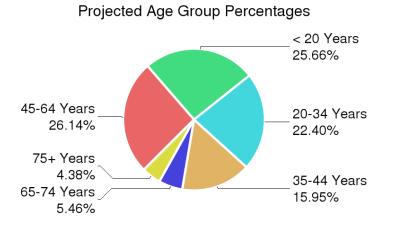
📒 0-7mi Ring



Seagrove Lewiston Woodville River Bend East Flat Rock New London Statesville Rockwell Maggie Valley For Springs Angier Royal Pines Woodland Asheboro Knightdale Elm City Intercultural Institute Dive Orrum Bladenboro Blowing Rock Wade Tobaccoville Clinton Bay Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

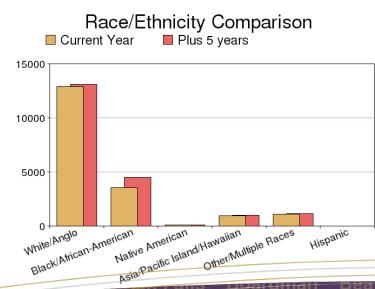


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.04%	5.42%	89.74
4-5 Years	2.65%	2.55%	96.23
6-8 Years	3.76%	3.84%	102.13
9-11 Years	3.64%	3.92%	107.69
12-13 Years	2.5%	2.71%	108.4
14-17 Years	4.71%	4.93%	104.67
18-19 Years	2.2%	2.3%	104.55
0-5 Years	8.69%	7.97%	91.71
6-12 Years	8.66%	9.12%	105.31
13-19 Years	8.14%	8.57%	105.28
< 20 Years	25.49%	25.66%	100.67
20-34 Years	25.58%	22.4%	87.57
35-44 Years	16.19%	15.95%	98.52
45-64 Years	24.57%	26.14%	106.39
65-74 Years	4.07%	5.46%	134.15
75+ Years	4.08%	4.38%	107.35
Median Age	34	37	107.35
Median Age (Male)	33	35	105.65
Median Age (Female)	35	38	108.53

La Grange Macon Boardman Swansboro Spiveys Corner Edenton Middleburg Mount Olive Falkland Dobbins Heights Lawndale Elon Jamesville Oxford Skippers Corner in Intercultural Institute nteo Cornelius Cedar Point McAdenville North Wilkesboro Montreat Kever Contextual Ministry Contextual Ministry ©Copyright 2014, Intercultural Institute for Contextual Ministry aven Leachey Applier Carteret Simpson Pineville Wendell Northwest South Henderson Supset Be

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	69.26%	65.95%	95.22
Black, African-American	19.11%	22.61%	118.33
Native American	0.41%	0.53%	128.96
Asian	5.17%	5.03%	97.38
Pacific Island, Hawaiian	0.06%	0.09%	140.51
Other/Multiple Races	5.98%	5.8%	96.87
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	12,589	13,441	
Less than 9th Grade	2.46%	2.39%	96.98
No High School Diploma	3.69%	3.15%	85.59
High School Graduate	17.84%	18.31%	102.63
Some College, no degree	18.95%	17.59%	92.8
Associate Degree	8.45%	8.97%	106.07
College Degree	33.14%	33.08%	99.81
Graduate/Prof. degree	15.47%	16.52%	106.79

Bregden Red Oak Shallotte Elizabeth City Pikeville Hendersonville Zebulon Seven Springs Carrboro keville Garner Arapahoe South Weldon Centerville Lake Lure Patters Marrisville Mint Hill B Belwood Grandfather Garland Trinity Winterville Oak City Waynesv For Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 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	3.3%	3.18%	96.28
\$10,000 to \$19,999	7.19%	7.2%	100.16
\$20,000 to \$29,999	10.39%	9.91%	95.37
\$30,000 to \$49,999	21.35%	20.23%	94.74
\$50,000 to \$59,999	9.37%	9.25%	98.71
\$60,000 to \$69,999	7.89%	7.76%	98.4
\$70,000 to \$79,999	6.13%	6.04%	94.55
\$80,000 to \$89,999	4.92%	4.88%	97.2
\$90,000 to \$99,999	3.72%	3.61%	97.09
\$100,000 to \$249,999	6.27%	6.77%	107.94
\$125,000 to \$149,999	6.07%	6.6%	108.8
\$150,000 to \$199,999	6.65%	7.37%	110.74
\$200,000 to \$249,999	2.67%	2.87%	107.44
\$250,000 or more	4.08%	4.21%	103.25
Median Household	63,831	67,008	104.98
Average Household	82,657	87,064	105.33
Per Capita Household	37,266	39,572	106.19
Family/Non-Family Household			
Income			
Median Family Income	93,081	98,648	105.98
Average Family Income	108,977	116,212	106.64
Median Non-Family Income	42,912	44,276	103.18
Average Non-Family Income	50,816	53,324	104.94

Boiling Spring Lakes Summerfield Cricket Autryville Pantego Raleigh Sims Mars Hill Statesville En debran Macon Eastover Pembroke Pikeville Oak Ridge McAdenville Brown Trinity St Pauls Rural Fountain Bent Creek Neuse Forest Woodlawn Columbus Dobbins Heigt (on Contextual Ministry Kittee Copyright 2011, Intercultural Institute for Contextual Ministry Kittee 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	50.45%	49.31%	97.75
Families with Children	27.54	26.89	97.67
Families without Children	22.91	23.73	103.56
Non-Family Households			
% Non-Family Households	49.55%	50.69%	102.29
Non-Families with Children	0.18	0.2	102.29
Non-Families without	49.37	50.49	102.25
Children			
Housing Units			
Total Housing Units	9,225	9,937	107.72%
Vacant percent	9.06%	9.14%	100.83
Owned percent	49.81%	49.09%	98.55
Rented Percent	41.13%	41.77%	101.57
Households by Size			
Avg household size	2.21	2.19	99.1%
Avg family hh size	3.16	3.22	101.9%
Avg non-family hh size	1.24	1.19	95.97%
Households By Count of			
Persons			
One	3,382	3,814	112.77%
Two	2,367	2,421	102.28%
Three or Four	2,088	2,190	104.89%
Five+	551	603	109.44%

Vick Bogue Salem Robbins New Bern Pink Hill Wingate Vanceboro Stony Point Navassa Graham Hi Whiteville Moravian Falls Newton Bayboro Mint Hill Waynesville Union Intercultural Institute xapahaw Belhaven Midland Carthage Sawmills Columbia Conetoe Plever Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Statesville Turkey Dillsboro Burgaw Benson Middleb

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	1,726	3,617	16,249	Eastern Africa	Eastern Africa 13	Eastern Africa 13 35
Northern Europe	53	188	974	Middle Africa	Middle Africa 4	Middle Africa 4 6
Western Europe	149	244	1,046	Northern Africa	Northern Africa 3	Northern Africa 3 16
Southern Europe	69	179	671	Southern Africa	Southern Africa 14	Southern Africa 14 13
Eastern Europe	92	246	586	Western Africa	Western Africa 15	Western Africa 15 91
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	267	190	1,344	Oceania	Oceania 18	Oceania 18 16
So. Central Asia	153	446	1,152	Caribbean	Caribbean 30	Caribbean 30 108
SE Asia	101	195	1,639	Central Amer.	Central Amer. 546	Central Amer. 546 913
Western Asia	42	121	262	South America	South America 131	South America 131 518
Other Asia	2	6	104	North America	North America 24	North America 24 86
				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			SPOKEN AT HOME	0-1.5	1.5-3		
	MILES	MILES	MILES		MILES	MILES	
English only	13,997	23,116	139,333	Other Indo-Euro	15	10	
Spanish	866	2,227	10,122	Asian/PI languages	0	0	
Other Indo-Euro	588	1,210	5,790	Chinese	155	118	(
language				Japanese	41	96	
French (incl. Patois,	59	148	888	Korean	79	112	7
Cajun)				Mon-Khmer,	4	41	4
French Creole	25	16	73	Cambodian			
Italian	31	29	329	Miao, Hmong	0	0	C
Portuguese	0	6	244	Thai	0	0	7
German	141	213	1,316	Laotian	4	57	5
Yiddish	15	0	17	Vietnamese	28	78	1
Other West Germanic	0	9	111	Other Asian	17	58	2
A Scandinavian	2	8	90	Tagalog	5	11	2
Language				Other Pacific Is	36	14	2
Greek	80	194	1,036	Other languages	129	227	g
Russian	0	45	235	Navajo	0	0	0
Polish	36	47	58	Other Native N.	0	0	3
Serbo-Croatian	21	21	109	American			
Other Slavic Language	16	69	87	Hungarian	0	5	2
Armenian	0	0	11	Arabic	102	86	5
Persian	64	37	223	Hebrew	0	0	6
Gujarathi	17	91	462	African languages	20	129	1
Hindi	19	45	132	Other unspecified	7	7	1
Urdu	0	58	81				

ville Fairplains Red Cross Roxboro Wade Wrightsboro King Southern Shores Candor Ranlo Hamilton Tan Stonewall Fairview Kitty Hawk Askewville Albemarle Chimney Rock Intercultural Institute Holly Springs Franklin La Grange Bermuda Run West Marion Norman (Soute tual Ministry So Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Lincolnton South Henderson Neuse Forest Beech Mov26 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	ANCESTRY	ANCESTRY 0-1.5	ANCESTRY 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	13,732	24,118	141,179	Irish	Irish 1,471	Irish 1,471 2,368
Arab	110	162	835	Italian	Italian 658	Italian 658 1,297
Armenian	0	0	51	Lithuanian	Lithuanian 24	Lithuanian 24 55
Austrian	11	39	338	Norwegian	Norwegian 77	Norwegian 77 171
British	108	224	1,198	Polish	Polish 274	Polish 274 517
Canadian	34	50	486	Portuguese	Portuguese 16	Portuguese 16 33
Croatian	15	23	139	Romanian	Romanian 2	Romanian 2 16
Czech	26	59	260	Russian	Russian 98	Russian 98 126
Czechoslovak	19	17	167	Scandinavian	Scandinavian 20	Scandinavian 20 16
Danish	11	42	284	Scotch-Irish	Scotch-Irish 659	Scotch-Irish 659 1,229
Dutch	137	201	1,433	Scottish	Scottish 402	Scottish 402 653
English	1,390	2,412	16,400	Slovak	Slovak 34	Slovak 34 56
European	210	464	1,955	Subsaharan African	Subsaharan African 110	Subsaharan African 110 312
Finnish	2	19	296	Swedish	Swedish 127	Swedish 127 231
French (not Basque)	246	477	2,669	Swiss	Swiss 29	Swiss 29 72
French Canadian	88	149	538	Ukrainian	Ukrainian 26	Ukrainian 26 75
German	1,532	2,982	16,778	US/American	US/American 1,398	US/American 1,398 2,040
Greek	100	270	1,587	Welsh	Welsh 95	Welsh 95 104
Hungarian	53	110	464	West Indian	West Indian 27	West Indian 27 145
Iranian	60	40	307	Yugoslavian	Yugoslavian 24	Yugoslavian 24 22
				Other	Other 4,008	Other 4,008 6,839

Enochvitte Burnsville Ranto Watha Sawmills Misenheimer Midland Shallotte Bayboro Ocracoke Le Laurinburg Windsor Bethania Mountain View Boiling Spring Lakes Rich Intercultural Institute Brices Creek Sugar Mountain New London Snow Hill Roseboro Love Valle for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

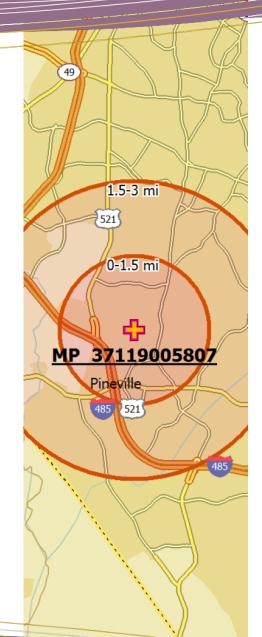
Issues for Your Consideration - continued

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



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

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



Wirst Kitty Hawk Wendelf Asheboro Macclesfield Maxton Wrightsboro Seven Lakes High Shoals Glen A Fymouth Westport Shannon Fairplains Wilkesboro New Bern Boardman Intercultural Institute Whiteville Ronda James City Angier Forest City Robersonville Souther Joi Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 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	8,389	100%	6,252	100%
AFFLUENT SUBURBIA	2,130	25.39%	1,614	25.82%
America's Wealthiest	0	0%	0	0%
Dream Weavers	796	9.49%	570	9.12%
White Collar Suburbia	1,008	12.02%	821	13.13%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	57	0.68%	38	0.61%
Small Town Success	207	2.47%	143	2.29%
New Suburbia Fam.	62	0.74%	42	0.67%
UPSCALE AMERICA	1,375	16.39%	974	15.58%
Status Conscious Consumers	616	7.34%	432	6.91%
Affluent Urban Professionals	20	0.24%	16	0.26%
Urban Commuter Fam.	342	4.08%	230	3.68%
Solid Suburban Mix	59	0.7%	45	0.72%
2nd Generation Success	296	3.53%	219	3.5%
Successful Urban Sprawl	42	0.5%	32	0.51%
SM TWN SUCCESS	649	7.74%	465	7.44%
Successful Urban Sprawl	0	0%	32	0.51%
2nd City Homebodies	389	4.64%	0	0%
Prime Middle America	16	0.19%	253	4.05%
Urban Optimists	0	0%	11	0.18%
Family Convenience	244	2.91%	0	0%
Mid-Market Enterprise	0	0%	169	2.7%

ads Ferry East Spencer Spiveys Corner Roxboro Bakersville Creedmoor Swannanoa Fallston Centerville Harletta Etowah Weaverville Dobson Jamestown Lillington Stedman <u>Intercultural Institute</u> Bladenboro Granite Falls New London Earl Bostic Kinston Bryson Cit Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Hightsville Albemarie Montreat Cashiers Bockwell

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	8,389	100%	6,252	100%
BLUE COLLAR BACKBONE	4	0.05%	2	0.03%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	4	0.05%	2	0.03%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	44	0.52%	32	0.51%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	44	0.52%	32	0.51%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	444	5.29%	306	4.89%
Steadfast Conservative	204	2.43%	140	2.24%
Moderate Conventionalists	99	1.18%	67	1.07%
Southern Blues	141	1.68%	99	1.58%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Cajah's Mountain Chapel Hill Fairplains Northwest Whitsett Saxapahaw Harmony Newton Grove Cook The Chimney Rock Village Kings Mountain Lowesville Lewisville Midlan Intercultural Institute Halifax Piney Green Centerville Cramerton Blowing Rock Swansboro for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 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	8,389	100%	6,252	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	3,677	43.83%	2,784	44.53%
Young Cosmopolitans	2,124	25.32%	1,663	26.6%
Minority Metro Communities	112	1.34%	83	1.33%
Stable Careers	1,397	16.65%	1,008	16.12%
Aspiring Hispania	44	0.52%	30	0.48%
RURAL VILLAGES & FARMS	0	0%	30	0.48%
Aspiring Hispania	0	0%	30	0.48%
Industrious Country Living	0	0%	0	0%
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%

reek Blowing Rock Lake Park Ocracoke Sylva Hayesville Lewiston Woodville Plymouth North Wilkesborg White Plains Godwin Northwest McFarlan Norwood Stony Point Charon Hill Weldon Burlington Skip n Kittrell Mount Airy Waynesville White Lake Castalia Marion Wanche Godertaal Ministry Confertual Ministry Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 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	8,389	100%	6,252	100%
STRUGGLING SOCIETIES	3	0.04%	2	0.03%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	3	0.04%	2	0.03%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	62	0.74%	43	0.69%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	62	0.74%	43	0.69%
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%

Lumberton Wingate Racford South Weldon Delway Sedalia Holden Beach South Resemany JAARS Por ayodan Flat Rock Princeville Tabor City Warsaw Enfield Wallburg Herry Intercultural Institute Morrisville Maiden Beaufort Lumber Bridge Richlands Old Fort Wiln Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Rennert Blowing Rock Charlotte Bermuda Run Glen 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?

Valley Hill Ashley Heights Vann Crossroads Mooresboro Bryson City Welcome White Lake Dobbins Heights Country Kelford Spencer Mountain Glen Alpine Red Cross Fuquay-Varina Intercultural Institute Airy Grifton Biscoe Walnut Cove Magnolia Green Level Earl Shallotte for Contextual Ministry Contextual Ministry Rex Bent Creek Fallston Red Springs Tabor City 35 Copyright 2011, Intercultural Institute for Contextual Ministry Rex Bent Creek Rosman Sawmills Raemon Proctorville

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).



Grifton Landis Saluda Spruce Pine Robersonville Red Cross Northlakes Paikland Fairmont Fremont Fre-Canton Kenansville Boone Asheville Duck Rolesville Creswell Correction Intercultural Institute Bunn Rosman Cedar Rock Mount Holly Bladenboro Nashville Bayboro Fairford Ministry To Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-1.5	1.5-3	3-7	E	BRIDGES	BRIDGES 0-1.5	BRIDGES 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
PC-HH Own	83%	82%	85%	ι	Use Comp. for Education	Use Comp. for Education 35%	Use Comp. for Education 35% 35%
Use Comp. for Internet/E-mail	70%	69%	72%	F	HH Owns DVD Player	HH Owns DVD Player 34%	HH Owns DVD Player 34% 34%
Internet Use: E-Mail	63%	61%	63%	ι	Use Comp. for News/Info./Data	Use Comp. for News/Info./Data 30%	Use Comp. for News/Info./Data 30% 30%
Use Comp. for Word	51%	49%	52%	S	Service	Service	Service
Processing				F	PC-Network-HH Has One	PC-Network-HH Has One 24%	PC-Network-HH Has One 24% 24%
Use Comp. for Shopping	43%	43%	47%	ι	Use Comp. for Personal Financial	Use Comp. for Personal Financial 20%	Use Comp. for Personal Financial 20% 20%
Use Comp. for Banking	42%	41%	43%	Ν	Mngmnt	Mngmnt	Mngmnt
Use Comp. for Comp. Games	40%	39%	42%	h	Internet Use: Shopping: Gathered	Internet Use: Shopping: Gathered 19%	Internet Use: Shopping: Gathered 19% 19%
Use Comp. for Digital Camera	38%	38%	41%	Ir	Info. for Shopping	Info. for Shopping	Info. for Shopping
Photo Editing				ι	Use Comp. for Accounting	Use Comp. for Accounting 19%	Use Comp. for Accounting 19% 18%
Internet Use: News/ Weather	38%	37%	38%	Ir	Internet Use: Shopping: Made A	Internet Use: Shopping: Made A 18%	Internet Use: Shopping: Made A 18% 17%
Internet Use: Banking	36%	35%	35%	F	Purchase	Purchase	Purchase
				Ir	Internet Use: Research/ Education	Internet Use: Research/ Education 17%	Internet Use: Research/ Education 17% 17%

Kannapolis Ogdan Vass Seven Lakes Chimney Rock Village Ossipee River Bend Alamance Askew Hickeansville Marvin Mooresboro Stantonsburg Louisburg Concord Melcome Marshall Pine East Arcadia Cornelius Polkton Etowah Chocowinity Oakboro Lucam Veddington Asheville West Marshall Pine Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry

Internet Use: Read Magazines/

Newspapers

17%

16%

15%

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%	70%	70%
Dining Out (Not Fast Food)	64%	64%	65%
Reading Books	61%	61%	61%
Go To A Beach/Lake	42%	42%	43%
Cooking for Fun	41%	40%	40%
Card Games	40%	39%	42%
Board Games	32%	32%	34%
Gardening	31%	31%	34%
Visit Museum	28%	28%	29%
Going To	26%	25%	24%
Bars/Nightclubs/Dancing			

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Any Ailment	64%	65%	64%
Gen./Fam. Practitioner	39%	39%	39%
Dentist	33%	33%	34%
None Of These	23%	23%	23%
Eye Dr.	21%	22%	22%
Backache	20%	19%	19%
High Cholesterol	17%	17%	17%
Hypertension/High Blood	16%	16%	16%
Pressure			
OB/GYN	14%	14%	14%
Pharmacist	12%	12%	11%

stle Hayne Carthage Polkville Mooresboro Hobgood Castalia Richfield Bladenboro Mars Hill Flat Rock ington Conway Chimney Rock Village Alamance Snow Hill Highlands Stonewall Falcon Siler City Vass Oxford Marietta Lincolnton Fairm Joi Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Concert	34.82%	34.58%	35.07%
Live Theater	27.61%	27.72%	28.62%
Live Theater Most Often	22.58%	22.52%	23.34%
Rock/Pop Concerts Most	20.31%	19.26%	18.86%
Often			
Dance Performance	11.36%	11.17%	11.29%
Comedy Club	10.6%	10.77%	11.35%
Movies: Comedy	44.87%	43.44%	43.74%
Movies: Action/Adventure	43.88%	42.01%	42.9%
Movies: Drama	25.87%	24.99%	25.47%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Romantic Comedy	23.88%	23.11%	24.23%
Movies: Mystery	19.97%	19.38%	18.98%
Movies: Fam.	19.6%	19.2%	21.25%
MLB Baseball Reg.	13.74%	12.37%	12.38%
Season			
NFL Football Reg. Season	9.59%	9.11%	9.65%
College Football Reg.	7.83%	7.92%	9.53%
Season			
College Basketball Reg.	6.21%	5.88%	6.7%
Season			
NBA Basketball Reg.	6.15%	5.67%	6.07%
Season			
NHL Hockey Reg. Season	5.76%	5.18%	5.09%

Oriental East Rockingham Henderson Winterville Swepsonville King Roxobel Yancevville Balfour Staley Morehead City Hildebran Red Cross Clyde Highlands Survey Intercultural Institute ht Oak Prospect Stovall Wallburg Ellerbe Old Fort Jackson Stallings Contextual Ministry Contextua

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

3-7

MILES 12.75% 9.68% 10.49% 10.31% 9.16% 8.85% 7.35% 7.13% 6.87% 7.66% 8.45% 7.28%

6.77%

5.92%

		· · · · · · · · · · · · · · · · · · ·		1		
BRIDGES	0-1.5	1.5-3	3-7		BRIDGES	
	MILES	MILES	MILES			
Walking for Exercise	45.36%	45.17%	46.56%		Aerobics	
Swimming	36.32%	36.43%	38.34%		Yoga	
Weight Training	21.88%	20.42%	21.85%		Tennis	
Bowling	20.43%	20.59%	23.21%		Baseball	
Billiards/Pool	20.27%	19.5%	19.57%		Soccer	
Jogging/Running	19.72%	18.77%	19.94%		Football	
Using Cardio Machine	19.44%	18.96%	20.36%		Softball	
Golf	14.83%	15.12%	18.41%		Canoeing/Kayaking	
Basketball	14.07%	14.22%	15.47%		Saltwater Fishing	
Iountain/Road Biking	13.93%	14.46%	15.72%		Volleyball	
Stationary Cycling	13.82%	13.86%	14.9%		Power Boating	
Camping Trips	13.37%	12.84%	13.65%		Downhill & X-Count	ry
Backpacking/Hiking	13.17%	12.74%	12.56%		Skiing	
Freshwater Fishing	12.48%	12.56%	13.17%		Target Shooting	
					Hunting	

Belhaven Pinetops Candor Snow Hill Farmville Hot Springs Sneads Ferry Euroka Broadway Shanne Fore Davidson Calypso Pine Knoll Shores Belwood Mulberry Sugar More Intercultural Institute Fore Springs Wade Aurora Biscoe Macclesfield Oxford Alamance Elm (or Contextual Ministry Ogden Faith Copyright 2011, Intercultural Institute for Contextual Ministry Chapel Hill Boiling Spring Lakes Wallburg Waxhaw 40

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
	MILES	MILES	MILES
Horseback Riding	5.56%	5.56%	5.35%
Ice Skating	5.54%	5.48%	6.28%
Snorkeling	5.51%	5.48%	5.83%
Roller Skating	5.37%	5.27%	5.58%
Motorcycling	4.52%	4.73%	5.31%
Martial Arts	4.24%	4.33%	4.45%
Jet Skiing	3.96%	4.06%	5%
Rock Climbing	3.58%	3.89%	3.89%
Sailing	3.51%	3.49%	3.85%
Water Skiing	3.37%	3.77%	4.83%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Snowboarding	3.34%	3.39%	3.58%
Racquetball	3.2%	3.18%	3.85%
Fly Fishing	2.96%	3.09%	3.58%
Hockey	2.87%	3.09%	3.47%
Surfing & Windsurfing	2.59%	2.57%	2.71%
Archery	2.34%	2.76%	3.3%
Snowmobiling	2.29%	2.48%	2.9%
Rowing	2.24%	2.57%	3.06%
Skateboarding	2.18%	2.32%	2.68%
Auto Racing	2.07%	2.17%	2.6%

Flat Rock Mooresbore Garland Five Points Mar-Mac Walnut Creek Cashiers Ossiper Atkinson Black E City West Canton Kingstown Icard Tar Heel Butters Varnamtown Error Brunswick Ivanhoe Catavity ex Momeyer Rowland Elm City Rockwell Ansonville Saratoga Scotlar For Confectual Ministry City Confectual Institute for Contextual Ministry are Readered For Contextual Ministry are Readered For Contextual Ministry are Readered For Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

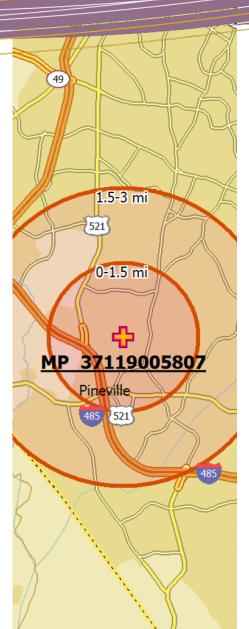
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Parmele Disenheimer Parkton Ayden Stantonsburg Stony Point Winterville Proctor de Butters Prince River Road White Lake Welcome Carthage Rural Hall Bogue Lillin <u>Intercultural Institute</u> bel Middlese Mountain Bridgeton Castalia Littleton Peachland Canton Kitty Hawk Confectual Ministry Boone Everetts Brices Creek Sawmills High Point 42

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.

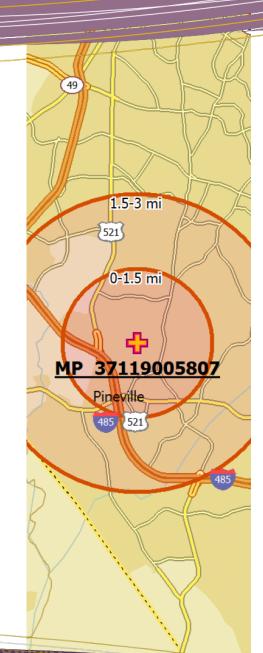
CULTURAL BARRIERS OF ACCEPTANCE

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.



Rose Hill Boone Myrtle Grove Mountain Home Bladenboro Stem Garland Hamlet Milton Seagrove Lecust Proctorville Cerro Gordo Speed Butters Seven Lakes Holly Spring Intercultural Institute Gaston Lenoir Whitakers Harrisburg Vass Goldston Middleburg Coopyright 2011, Intercultural Institute for Contextual Ministry Mooresboro Badin Mocksville Cooleemee Tar Heel 43

Potential Cultural Barriers:

Challenge/Novelty/Change

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 MI
Important Continue Learning	49%	49%	50%	Marijuana Should Be Legalized	21%	21%	239
New Things				I Am A Workaholic	19%	19%	189
Prefer To Have Few	45%	44%	43%	Like to Stand Out In A Crowd	19%	18%	19
Possessions As Possible				Too Much Sponsorship In	18%	19%	209
Find It Difficult To Say No To	39%	39%	39%	Arts/Sports			
My Kids	000/	000/	000/	Happy With My Standard Of	18%	19%	179
Speak My Mind Even If It	33%	33%	33%	Living Barahy Sit Down to a Maal	14%	14%	159
Upsets People If Won Lottery Would Never	32%	33%	34%	Rarely Sit Down to a Meal Together At Home	1470	1470	10
Work Again	JZ /0	5570	5470	We Should Strive for Equality	14%	15%	149
Woman's Place Is In The Home	32%	32%	33%	for All		1070	
Friends More Important Than	31%	31%	31%	Only Work Current Job for The	13%	13%	149
My Fam.				Money			
Like Control Over People And	29%	31%	31%	On Whole People Get What	12%	12%	119
Resources				They Deserve			
Don't Judge People/Way They	29%	30%	29%	Indulge My Kids With The Little	9%	10%	9%
Live Life				Extras	0 01	0 .0/	
Money Is Best Measure Of	26%	26%	26%	I Am A Perfectionist	8%	8%	8%
Success	000/	000/	050/	Little I Can Do To Change My	7%	7%	7%
Like To Do Unconventional Things	22%	23%	25%	Life			
Like To Pursue	22%	22%	20%				

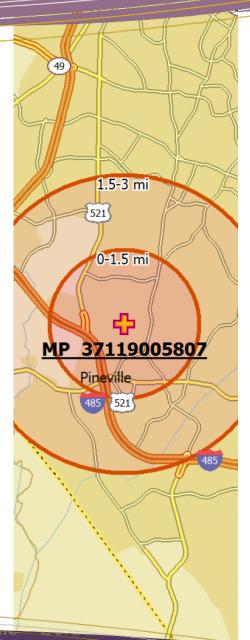
ASNEDOTO BERMUGA KUN FILOL MOULLAIT

Centervite Middleburg Fayetteville Newton Harrellsville Ossipee Sur City Pinctops Spivers Corner Gamewell Pittsboro Maggie Valley Grantsboro Conway Hickory Intercultural Institute Intworth Dillsboro China Grove Lucama Webster Ashley Heights Valdes (or Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bent Creek Garysburg Connelly Springs Mountain Home

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.



n Welcome Columbus Hount Olive Seaboard Belwood Sandyfield Fuquay-Varina Parkton Navassa Fe HadeSboro Gaston Milton Long View Piney Green Summerfield Belmon Intercultural Institute gnolia Weaverville St. Stephens Woodfin Beech Mountain Hickory Mid for Contextual Ministry Scopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

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

THEMES	0-1.5	1.5-3	3-7	THEMES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	69%	68%	70%	Consider Myself Interested In The Arts	18%	19%	18%
You Should Seize Opportunities	59%	59%	59%	Real Men Don't Cry	18%	18%	17%
In Life				Is An Important Part Of Who I Am	16%	16%	15%
Prefer To Have Few Possessions As Possible	45%	44%	43%	Try Not To Worry About The Future	14%	14%	15%
Like To Understand About Nature	38%	40%	40%	Looking for New Ideas To Improve Home	12%	13%	14%
Important Feel Respected By My Peers	34%	35%	34%	Enjoy Spending Time With My Fam.	12%	12%	11%
Important To Juggle Various Tasks	29%	29%	28%	Provide My Kids With The Little Extras	8%	9%	9%
People Have To Take Me As They Find Me	28%	27%	28%	Children Should Be Allowed To Express Themselves	5%	6%	5%
Prefer Work Part Of Team Than	28%	30%	32%	Feel Very Alone In The World	5%	5%	5%
Alone				Like Spending Most Time With	4%	4%	5%
Like To Just Enjoy Life	26%	26%	26%	Fam.			
Have Keen Sense Of Adventure	26%	27%	28%	Decor Particular Interest To Me	4%	4%	4%
Worried About Pollution Caused By Cars	26%	26%	25%	Would Like To Set Up Own Business	4%	4%	4%
Good At Fixing Things	25%	27%	26%				

Haw River Jackson Fletcher Vander Gibsonville Leland Lexington Madison Salemburg Stonewall Pleasant Hill Brookford Cove City Lake Norman of Catawba Spring Hoper Chapter Newton Balfour H Alpine Indian Trail Tarboro Wilson Cameron Waco Cullowhee Waln for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bald Head Island 46

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.

Grover Faison Baid Head Island Cornelius Barker Ten Mile Kenansville Mar Mac Ellerbe Bayshore Foxfire Harrellsville Fairfield Harbour Lewiston Woodville Gibsonville Intercultural Institute Henderson Ivanhoe Light Oak Red Cross Grifton Casar Erwin Glen Los Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

49

1.5-3 mi

0-1.5 mi

MP 37119005807

Pineville

521

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
Fast Food/Drive-In	82.66%	82.57%	83.38%
Restaurant-Visit Any			
Fam. Restaurants/Steak	81.9%	81.64%	83.29%
Houses-Visit Any			
McDonald's	54.72%	54.36%	55.09%
Burger King	34.95%	34.55%	33.87%
Taco Bell	28.83%	27.75%	28.1%
Wendy's	28.79%	27.97%	29.94%
Subway	27.87%	28.6%	29.97%
Applebee's	27.76%	28.23%	29.4%
Kentucky Fried Chicken (KFC)	23.73%	22.96%	23.73%
Olive Garden	21.23%	21.04%	22.7%
Starbucks	19.54%	18.12%	19.37%
Arby's	19.41%	19.23%	20.94%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Pizza Hut	18.38%	17.98%	18.67%
Outback Steakhouse	17.68%	17.58%	18.03%
Chili's Grill and Bar	17.11%	16.19%	18.01%
IHOP (International House Of	15.77%	15.89%	15.64%
Pancakes)			
TGI Friday's	15.22%	14.66%	15.32%
Red Lobster	15.12%	15.22%	15.73%
Chick-Fil-A	13.95%	13.94%	16.44%
Domino's Pizza	13.94%	13.83%	13.52%
Quiznos Sub	13.55%	12.77%	13.04%
Denny's	13.13%	13.16%	12.59%
Panera Bread	13.11%	12.41%	13.14%
Dairy Queen	12.5%	13.12%	13.9%

ance Fairview Tabor City Elon Bowmore Mesic Forest City Macon Landis Ossipee Zebulon Light Os Blowing Rock Hickory Foxfire Goldsboro Roper Broadway Bailey Intercultural Institute Laurinburg Lake Norman of Catawba St. Pauls Calabash Bolton Whitev for Contextual Ministry Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry St. Helena Pleasant Hill Godwin Seven Lakes Whitekers

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!



on Sugar Mountain Garner Gaston Bakersville Clyde Oxford Moravian Falls Rockingham Carolina Shor Bath Silver City Beech Mountain Elroy Morrisville Dobbins Heights Fields Marietta Salemburg by Bridge Colerain Cricket Waxhaw China Grove Cameron Vanceboro Field For Contextual Institute Intercultural Institute of Contextual Ministry Gibson Winton Bald Head Island Cape Carteret Whi49 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	48.98%	48.65%	51.28%
Recycled products	43.05%	41.83%	43.51%
Worked as volunteer (non political)	20.16%	19.64%	20.99%
Engaged in fund raising	11.59%	11.57%	12.77%
Religious club member	7.7%	7.62%	8.01%
Wrote to elected offcl about publ bus	7.53%	7.47%	7.86%

PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Wrote to editor of mag or	6.88%	6.77%	6.66%
newspaper			
Charitable Organization	6.61%	6.49%	6.81%
Took active part in local civic	5.73%	5.78%	6.01%
issue			
Addressed a public meeting	5.2%	5.25%	5.84%
Union member	5.15%	5.04%	5.21%
Wrote to editor of mag or	4.75%	4.7%	4.81%
newspaper			

Mac Harrisburg Flat Reck Micro Apex Norlina Kenansville Bethlehem Murraysville Henderson Kings Rateigh Boonville Edenton Wingate Brevard Enochville Albemarle Snow Hill Eden Bowmore Belmont Washington Park Fuquay-Varina Copyright 2011, Intercultural Institute for Contextual Ministry Stallings Gastonia Mebane Topsail Beach Robbinsville

Communication Media Content

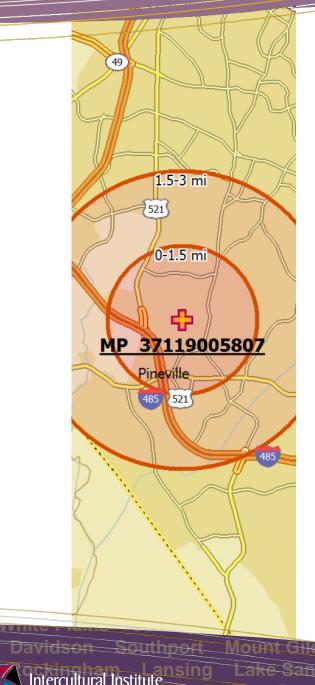
Nashville

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.

Biltmore Forest

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los Contextual Ministry

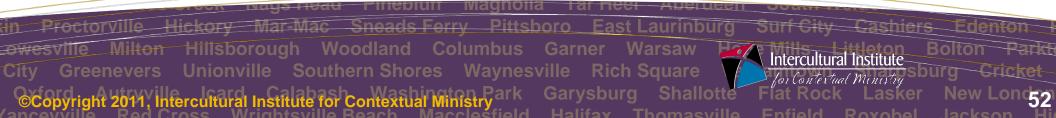
51

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-1.5 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	23.35%	22.62%	22.93%
Mystery	15.02%	14.59%	14.6%
Children's Books	14.77%	14.35%	15.37%
Cookbooks	12.81%	12.46%	11.84%
History	9.57%	9.3%	9.61%
Personal/Business	9.31%	8.89%	9.32%
Self-help			
Biography	8.93%	8.8%	9.04%
Religious (not Bibles)	8.59%	8.47%	8.88%
Romance	6.54%	6.43%	7.02%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	70.61%	70.63%	72.27%
Gen. Editorial	49.26%	49.5%	50.18%
Womens	43.86%	43.36%	44.41%
Service	36.96%	36.59%	38.62%
Business/Finance	23.57%	23.24%	24.93%
Mens	21.63%	21.63%	20.68%
Sports	17.66%	17.83%	18.28%
Health	13.19%	13.32%	13.39%
Parenthood	13.06%	12.91%	13.71%



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	57.09%	56.64%	57.91%
Business/Finance	35.08%	34.45%	36.24%
Sport	33.95%	33.46%	34.65%
Editorial Page	30.75%	30.44%	31.08%
Movie Listings & Reviews	29.01%	28.72%	29.31%
Classified	28.83%	28.81%	28.43%
Comics	26.99%	26.85%	26.63%
Food/Cooking	26.58%	26.25%	27.2%
Travel	24.03%	23.15%	24.62%
TV/Radio Listings	22.95%	23.31%	24.17%
Home/Gardening	22.9%	22.21%	24.07%
Science/Technology	20.72%	20.16%	20.94%
Fashion	15.73%	15.73%	16.45%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Adult Contemporary	21.44%	20.85%	20.73%
CHR Contemp Hit Radio	20.75%	20.9%	19.56%
News/Talk	16.68%	16.1%	17.29%
Country	15.48%	15.33%	15.89%
Alternative	14.71%	13.76%	13.62%
Rock	13.84%	13.36%	12.6%
Oldies	11.9%	11.7%	12.01%
Urban Contemporary	11.64%	12.19%	12.14%
Classic Rock	11.3%	11.36%	11.53%
Variety	9.97%	10.05%	9.61%
All News	9.15%	9%	9.77%
Soft Contemporary	8%	7.74%	8.5%
All Talk	6.45%	6.36%	6.25%
Religious	6.42%	6.43%	6.71%
Jazz	6.14%	6.08%	6.61%
Sports	6.06%	5.85%	6.62%
Classical	6.06%	5.96%	5.95%
Classic Hits	5.09%	4.69%	4.6%



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	MUL
	MILES	MILES	MILES	
Fox News Channel	65.95%	64.83%	67.61%	Hallr
Soapnet	53.05%	52.76%	54.27%	Nick
Satellite Dish	50.24%	50.15%	55.95%	TCM
Comedy Central	43.32%	42.33%	43.25%	Mov
Other Video-On-Demand	38.54%	38.88%	40.78%	BET
Sci-Fi Channel	37.58%	36.78%	38.27%	TV)
ABC Fam.	34.53%	33.26%	33.25%	Adul
ESPN Classic	33.47%	31.96%	32.53%	Vide
MSNBC	33.35%	33.02%	34.57%	Mov
TV Info From Sunday TV	30.58%	30.62%	32.42%	TV li
Magazine				New
ESPN2	29.09%	28%	28.45%	The
Adult Pay Per View TV	28.86%	28.7%	31.85%	ESP
				0.1

MULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Hallmark Channel	28.83%	27.98%	30.09%
Nickelodeon	27.89%	27.64%	28.65%
TCM (Turner Classic Movies)	27.69%	27.28%	28.26%
BET (Black Entertainment TV)	27.69%	26.74%	26.8%
Adult Swim	27.58%	27.55%	29.34%
Video-On-Demand	26.72%	24.79%	27.77%
Movies			
TV Info From	26.65%	26.26%	27.61%
Newspapers			
The Golf Channel	26.52%	26.23%	28.51%
ESPN News	26.43%	25.54%	26.73%
Subscribe Digital Cable	26.38%	26.62%	30.17%
USA Network	26.24%	26.48%	28.15%
Discovery Health Channel	26.01%	25.05%	25.57%

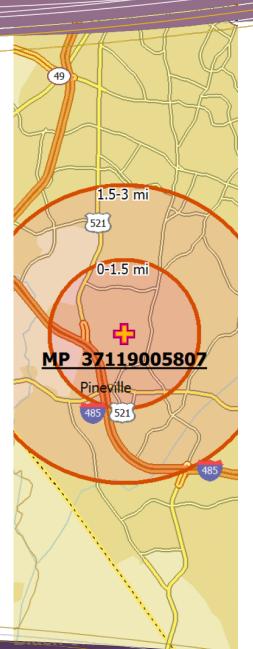
W Silver Lake Hamilton Raleigh Cerro Gordo Goldsboro Sawmills Mooresboro Hildebran Tar Heel Lake Good Mount Gilead Southport Beulaville Swannanoa Spring Lake North Intercultural Institute Cove Summerfield Nags Head McAdenville East Bend Conway Cashier Fairfield Harbour Chocowinity 54 Cove Summerfield Nags Head McAdenville East Bend Conway Cashier Fairfield Harbour Chocowinity 54

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.



ot Mountain Kernersville Whitsett Rex Tryon New Bern Lake Santeetlah Cashiers Froutman Light Oak Oak City Andrews Moravian Falls Boiling Spring Lakes Bethel Archdar Intercultural Institute Roanoke Rapids Magnolia Ramseur Gastonia McAdenville Mayodan Scopyright 2011, Intercultural Institute for Contextual Ministry Scopyright 2011, Intercultural Institute for Contextual Ministry Scopyright 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+)	25.66%	24.84%	25.06%
Medium Users (4-6)	12.69%	12.6%	13.15%
Light Users (1-3)	21.26%	21.12%	21.27%
Quintiles (20%)			
Newspaper I (Heavy)	1.57%	1.72%	1.38%
Newspaper II	1.52%	1.61%	1.37%
Newspaper III	2.43%	2.22%	2.52%
Newspaper IV	0.45%	0.51%	0.46%
Newspaper V (Light)	1%	0.88%	0.95%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	19.65%	19.68%	20.42%
Magazines II	8.95%	9%	9.03%
Magazines III	8.95%	9.36%	9.81%
Magazines IV	10.87%	10.6%	11.7%
Magazines V (Light)	0.82%	0.72%	0.66%
Outdoor I (Heavy)	9.48%	9.34%	8.42%
Outdoor II	2.22%	2.31%	2.73%
Outdoor III	3.52%	3.43%	3.67%
Outdoor IV	16.02%	15.98%	15.38%
Outdoor V (Light)	23.17%	23.63%	23.9%
Yellow Pages I	13.21%	13.58%	13.12%
(Heavy)			
Yellow Pages II	6.77%	7.27%	7.07%
Yellow Pages III	5.9%	6.32%	5.49%
Yellow Pages IV	22.48%	22.46%	20.24%
Yellow Pages V	3.22%	3.35%	3.21%
(Light)			

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Copyright 2011, Intercultural Institute for Contextual Ministry Gibsonville Weddington Windsor Waynesville Baston Baston Clevel Contextual Ministry Sound Seven Devils Tryon Cove City Easton Cover Seven Devils Tryon Cover City Easton

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.

IUM 0-1.5 1.5-3 3-7 MED
MILES MILES MILES
o Drive Time Quntiles TV Prime Ti
s / 20%) / 20%)
e Time I & II (Heavy) 2.57% 3% 2.85% Prime Time I & II (
e Time III (Medium) 0.78% 0.66% 0.65% Prime Time III (Mediu
o IV & V (Light) 2.06% 2.12% 2.08% Prime Time IV & V (Lig
o Media Quntiles (fifths / TV Early/Late Fringe Q
) (fifths / 20%)
o I & II (Heavy) 8.77% 8.48% 10% Fringe I & II (Heavy)
o III (Medium) 5.29% 5.27% 5.28% Fringe III (Medium)
o IV & V (Light) 3.51% 3.4% 3.2% Fringe IV (Light)
e TV Quntiles (fifths / TV All Day Quntiles (fifths
20%)
e I & II (Heavy) 18.04% 16.67% 17.25% All Day I & II (Heavy)
e III (Medium) 4.7% 4.81% 4.59% All Day III (Medium)
e IV & V (Light) 33.47% 33.41% 33.21% All Day IV (Light)



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	13.62%	12.9%	12.84%
6:00am - 10:00am	24.03%	22.52%	23.11%
10:00am - 3:00pm	8.71%	8.59%	8.25%
3:00pm - 7:00pm	13.8%	13.67%	13.53%
7:00pm - Midnight	16.91%	16.53%	16.31%
Midnight - 6:00am	6.45%	6.38%	6.13%
Weekend Radio			
Listeners			
Dayparts [summary]	14.12%	14.08%	14.45%
6:00am - 10:00am	6.03%	6.04%	5.48%
10:00am-3:00pm	8.73%	8.51%	9.11%
3:00pm - 7:00pm	6.61%	6.45%	7%
7:00pm - Midnight	9.15%	9.29%	9.89%
Midnight - 6:00am	12.22%	12.09%	12.43%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	9.58%	9.72%	10.89%
Saturday:	8.63%	8.41%	8.56%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.3%	10.49%	11.12%
9:00am-1:00pm	25.27%	24.93%	26.34%
9:00am-4:00pm	29.17%	28.7%	30.1%
4:00pm-7:00pm	30.08%	29.73%	32.3%
11:00pm-1:00am	40.55%	40.03%	42.1%
AVG Prime time	3.11%	2.98%	3.55%
Mon-Sun			

Apex Centerville Valley Hill Stantonsburg Shannon Aurora Whiteville Randleman Middlesex Mar-Mac Harrisburg Clemmons Flat Rock Wilson's Mills Biltmore Forest Rox Intercultural Institute Waynesville Peachland Gibsonville Speed Tar Heel Cullowhee Gast Contextual Ministry Copyright 2017, 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 VIEWERS	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	21.24%	20.44%	20.25%	Sat: 7-10am	Sat: 7-10am 23.55%	Sat: 7-10am 23.55% 22.72%
7-9am	29.09%	28%	28.45%	Sat: 10am-1pm	Sat: 10am-1pm 8.81%	Sat: 10am-1pm 8.81% 8.29%
9am-12noon	21.47%	21.12%	22.13%	Sat: 1-4pm	Sat: 1-4pm 25.63%	Sat: 1-4pm 25.63% 25.67%
12noon-4pm	7.69%	7.58%	7.97%	Sat: 4-6pm	Sat: 4-6pm 8.61%	Sat: 4-6pm 8.61% 7.98%
4-6pm	53.59%	52.59%	57.46%	Sat: 6-7pm	Sat: 6-7pm 2.12%	Sat: 6-7pm 2.12% 2.03%
6-7pm	18.02%	17.16%	18.26%	Sat: 7-8pm	Sat: 7-8pm 1.36%	Sat: 7-8pm 1.36% 1.33%
7-7:30pm	1.86%	1.73%	1.85%	Sat: 8-11pm	Sat: 8-11pm 8.63%	Sat: 8-11pm 8.63% 8.41%
7:30-8pm	11.13%	10.33%	10.45%	Sat: 11pm-1am	Sat: 11pm-1am 5.77%	Sat: 11pm-1am 5.77% 5.73%
8-11pm	9.58%	9.72%	10.89%	Sat: 1am-7pm	Sat: 1am-7pm 26.24%	Sat: 1am-7pm 26.24% 26.48%
11pm-12am	33.35%	33.02%	34.57%	Sun: 7-10am	Sun: 7-10am 1.76%	Sun: 7-10am 1.76% 1.96%
11pm-1am	40.55%	40.03%	42.1%	Sun: 10am-1pm	Sun: 10am-1pm 5.33%	Sun: 10am-1pm 5.33% 5.68%
1-6am	35.1%	35.16%	37.23%	Sun: 1-4pm	Sun: 1-4pm 7.39%	Sun: 1-4pm 7.39% 7.17%
				Sun: 4-7pm	Sun: 4-7pm 12.99%	Sun: 4-7pm 12.99% 13.17%
				Sun: 7-11pm	Sun: 7-11pm 10.3%	Sun: 7-11pm 10.3% 10.49%
				Sun: 11pm-1am	Sun: 11pm-1am 5.41%	Sun: 11pm-1am 5.41% 5.11%
				Sun: 1-7am	Sun: 1-7am 22.73%	Sun: 1-7am 22.73% 22.51%

Madison Winfall Lake Junaluska Forest Oaks Wadesboro St. Stephens Liberty Ranto Bethania Badi armete Castle Hayne Ivanhoe Wake Forest Askewville Lewiston Woodviller Intercultural Institute boro Bladenboro Carolina Shores Garland Belmont Garner Rutherford (or Contextual Ministry) Good Contextual Ministry Bayboro Stovall Whitsett Brookford Vander Falk 59 Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

Harrisburg Lillington Pleasant Hill Robersonville Southport Wilson's Mills Franklin Red Oak Breval South Weldon Fuquay-Varina Gastonia Lincolnton Washington Park Intercultural Institute Castalia Boonville Asheville Star Hamilton Lilesville Roanoke Rapio for Contextual Ministry b Copyright 2011, Intercultural Institute for Contextual Ministry Apex Fairview Wesley Chapel Flat Rock Lake Santeet 60

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

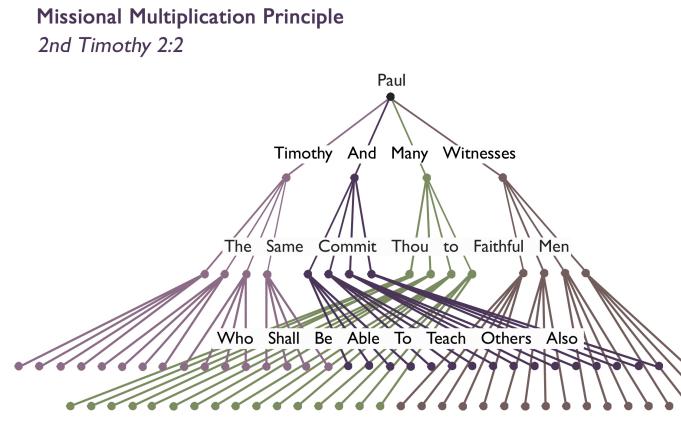
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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



Biblical Missional Multiplication

Biblical missional multiplication builds upon disciplemaking and spiritual reproduction. Jesus and his disciples multiplied their efforts by investing in relationships with others. The diagram to the right illustrates how social networking in the New Testament era was behind the success of this multiplication.

The MissionSite report provides insights into ways that we too can build redemptive relationships and foster missional multiplication at this site location.



Garland Grantsberg Dillsborg Mooresborg Hoffman Trent Woods Midland Zebulen James City Stantons Waxhaw Beulaville Cleveland Kenly Leggett Bethania Bald Head Store Intercultural Institute Franklin Haw River Matthews Mar-Mac Rutherfordton Northwest Center of Confectual Ministry Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



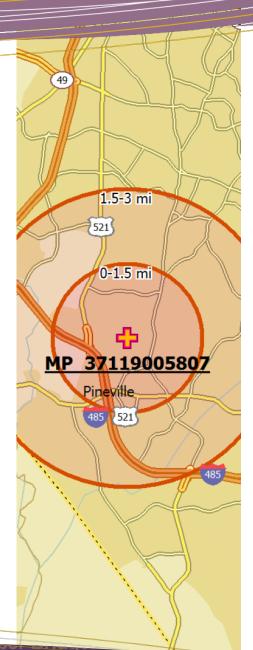


Your MissionSite and the Missional Suite

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

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

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



indale North Wilkesbore Sparta Statesville Goldsboro Sharpsburg Beautort Simpson Bent Creek Seven Finey Green Raynham Scotland Neck Pinehurst Patterson Springs Turk Intercultural Institute ind Bowmore Elkin Spencer South Weldon Bayshore Stallings Brookf Golfettual Ministry Confectual Ministry Eastover Laurinbur 64 Copyright 2011, Intercultural Institute for Contextual Ministry Speed Granite Quarry Vanceyville Denton Bridgeton

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.
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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.

Norling Middlesex Stony Point Boone Holly Ridge Cajah's Mountain Montreat Granite Quarry Stone Castalia Spring Lake Walnut Cove Enochville Saxapahaw Sparta Woon Intercultural Institute Macon Ansonville Belwood Skippers Corner Maysville Fearrington Wing Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry offerson South Henderson Askewville Buies Creek C65

APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Stough Memorial - Pineville	705 Lakeview Dr Pineville, NC 28134	1.55 mi	450	Insufficient Data
2	Christ Center	1505 Kellen Way Apt 338 Charlotte, NC 28210	1.65 mi	0	Insufficient Data
3	Sharon - Charlotte	6411 Sharon Rd Charlotte, NC 28210	2.62 mi	194	Growing
4	Southview - Charlotte	100 Ann Marie Dr Charlotte, NC 28217	4.01 mi	42	Plateauing
5	Trinity - Charlotte	2009 W Arrowood Rd Charlotte, NC 28217	4.41 mi	83	Plateauing
6	Covenant - Charlotte	11724 Elm Ln Charlotte, NC 28277	4.49 mi	80	Declining
7	Wedgewood - Charlotte	4800 Wedgewood Dr Charlotte, NC 28210	4.50 mi	0	Insufficient Data
8	True Destiny Christian Church	Kennedy Middle School Charlotte, NC 28273	4.74 mi	18	Insufficient Data
9	Nations Ford Community - Charlotte	5901 Nations Ford Rd Charlotte, NC 28217	5.10 mi	1,650	Growing
10	Candlewyck - Charlotte	7200 Providence Rd Charlotte, NC 28226	5.32 mi	97	Insufficient Data
11	Woodlawn - Charlotte	4622 Nations Crossing Rd Charlotte, NC 28217	5.98 mi	137	Insufficient Data
12	Providence - Charlotte	4921 Randolph Rd Charlotte, NC 28211	6.62 mi	0	Plateauing
13	Carmel - Charlotte	1145 Pineville Matthews Rd Matthews, NC 28105	6.77 mi	2,422	Plateauing
14	McKee Road - Charlotte	4300 McKee Rd Charlotte, NC 28270	7.00 mi	76	Insufficient Data
15	Victory - Cha	326 Regency Dr Charlotte, NC 28211	7.09 mi	0	Insufficient Data

wick Lincolnton Moeresboro Lewiston Woodville Four Oaks Ranlo Millers Creek Kelly Sandy Creek Re Bethel Red Springs Granite Falls Toast Wade Eureka Drexel Mars Hur Intercultural Institute Intercultural Institute Stover Severn Jos Confectual Ministry Troy Calypso Jefferson Hoffman Oak Island Carth 66

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Victory International	801 Clanton Rd Charlotte, NC 28217	7.10 mi	0	Insufficient Data
17	Southside - Charlotte	301 Elmhurst Rd Charlotte, NC 28209	7.12 mi	75	Plateauing
18	Iglesia Bautista Principe De Paz - Charlo	301 Elmhurst Rd Charlotte, NC 28209	7.12 mi	0	Insufficient Data
19	Camino De Salvacion	301 Elmhurst Rd Charlotte, NC 28209	7.12 mi	0	Insufficient Data
20	Dilworth - Charlotte	825 McDonald Ave Charlotte, NC 28203	7.33 mi	28	Insufficient Data
21	Steele Creek - Charlotte	9526 Shopton Rd W Charlotte, NC 28278	7.41 mi	50	Insufficient Data
22	Antioch - Charlotte	232 Skyland Ave Charlotte, NC 28205	7.95 mi	0	Insufficient Data
23	Broken Vessel Restoration - Charlotte	11412 Wingate Pond Rd Charlotte, NC 28278	7.96 mi	0	Insufficient Data
24	Lake Wylie - Charlotte	16105 Palisades Pkwy Charlotte, NC 28278	7.96 mi	0	Insufficient Data
25	Korean Baptist Church of Charlotte	1015 S Trade St Matthews, NC 28105	7.99 mi	200	Insufficient Data
26	Christian Mission - Charlotte	2400 West Blvd Charlotte, NC 28208	8.17 mi	0	Insufficient Data
27	New Shiloh - Charlotte	2600 Elmin St Charlotte, NC 28208	8.29 mi	0	Insufficient Data
28	Greater Mount Sinai - Charlotte	1243 West Blvd Charlotte, NC 28208	8.36 mi	0	Insufficient Data
29	Greater Galilee Baptist Church	501 W Park Ave Charlotte, NC 28203	8.43 mi	0	Insufficient Data
30	First Baptist Church of Matthews	185 S Trade St Matthews, NC 28105	8.43 mi	736	Declining



APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	East Baptist - Charlotte	6850 Monroe Rd Charlotte, NC 28212	8.47 mi	115	Declining
32	Pritchard Memorial - Charlotte	1117 South Blvd Charlotte, NC 28203	8.47 mi	390	Plateauing
33	Oakhurst - Charlotte	5037 Monroe Rd Charlotte, NC 28205	8.48 mi	98	Declining
34	GetReady International Outreach Ministri	6033 Florence Ave Ste 100 Charlotte, NC 28212	8.51 mi	0	Insufficient Data
35	Weddington First - Weddington	348 Providence Rd S Weddington, NC 28173	8.53 mi	206	Growing
36	Watershed - Charlotte	650 E Stonewall St Charlotte, NC 28202	8.61 mi	0	Insufficient Data
37	Asian Indian-Huntersville	328 W Carson Blvd Charlotte, NC 28203	8.76 mi	0	Insufficient Data
38	Tsimmeej - Charlotte	328 W Carson Blvd Charlotte, NC 28203	8.76 mi	0	Insufficient Data
39	Charlotte First - Charlotte	301 S Davidson St Charlotte, NC 28202	8.83 mi	1,262	Declining
40	Charlotte First Deaf - Charlotte	301 S Davidson St Charlotte, NC 28202	8.83 mi	28	Insufficient Data
41	All Nations - Charlotte	301 S Davidson St Charlotte, NC 28202	8.83 mi	0	Insufficient Data
42	Pleasant Plains - Mat	3316 Pleasant Plains Rd Matthews, NC 28105	9.00 mi	120	Plateauing
43	Greater Fellowship - Charlotte	2300 McClintock Rd Charlotte, NC 28205	9.13 mi	0	Insufficient Data
44	Westview - Charlotte	2604 Midland Ave Charlotte, NC 28208	9.18 mi	19	Declining
45	Green Memorial - Charlotte	1324 The Plaza Charlotte, NC 28205	9.28 mi	0	Growing

Stallings Minnesott Beach Valdese Yanceyville Benson Boardman East Arcadia Sandyfield Macclesfie Haynesville Morven Light Oak Blowing Rock Belwood Nags Head <u>Hay River</u> New London Jon toneville Kenansville Earl Elrod Manteo Salemburg Fallston Ramseu Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Bath Mar-Mac Spiveys Corper, Concord, Kelford, Fairying



6 Wateroak Court North Augusta, SC 29841 In Partnership with:



CONTACT US:

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cwatke@iicm.net
803-279-5828
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