MissionSite top unreached locations

Well Elroy Sugar Mountain Myrtle Grove Parmele Atlantic Beach HAMPTONVILLE, NC

v-Varina Murraysville Kenansville Boone Lewiston CENSUS TRACT: 37197050400 ccovill Multiply Four Oaks Bermuda Run Cullowhee City Langergational land Forest City Wanchese Farmville Du Bermuda Run Cullowhee REGION: Region 7: Northwest Wanchese Farmville Dur COUNTY: Yadkin Benson Pow Millers Creek Fairfield HarSITESCAPE: Townscape eth In partnership with the: Northwest Elon East RockingDENSITY PATTERN: I3 sboro Tarboro Intercultural Institute Ansonville Delway Murfre for Contextual Ministry Hills rn Pines Oak Island Newtor Linden Oxford Salemburg Havelock North Carolina Baptists Caring. Sharing. Daring. Cherryvh Is@Copyright 2013, Intercultural Institute for Contextual Ministry iling Spring Lakes Bayboro Pine Knoll Shores

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Site Location Summary

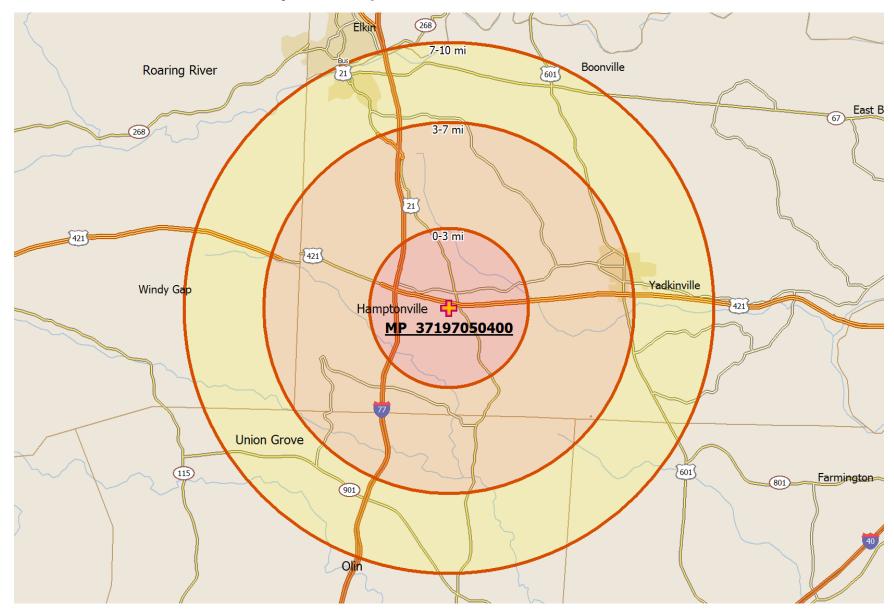
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	3707	Region 7: Northwest
3	County Location	37197	Yadkin
4	Zipcode	27020	Yadkin
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.13	Small towns adjacent to a small town
8	Sitescape Density Pattern	13	10000-10000-50000



Flat Rock Lake Park Indian Beach Dundarrach Lenoir Middleburg Stonewalt Snow Hill Hightsville Fair South Henderson Bonnetsville Cedar Rock Biltmore Forest Seven Lake Charlotte Falcon Youngsville Myrtle Grove Elrod Duck High Point Pine Knoll Shores East Rockingh Intercultural Institute For Confectual Ministry Confectual Ministry Forest Hills Stem Burnsville Enfield Cherryville 3 Confectual Ministry Confectual Ministry Forest Hills Stem Burnsville Enfield Cherryville 3

Site Location Summary - Map of the Site Location



e Pink Hill Franklin West Marion Seven Springs Kirkland Williamston Blowing Rock Richlands Belville Chapel Hill Murraysville Minnesott Beach Severn Conway Cleveland Intercultural Institute Lenoir Stantonsburg Pumpkin Center Glen Raven Ramseur Ossipee Jos Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Falcon Mar-Mac Harmony Welcome Henderson Green

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	CO DE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale Codes	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	28	Small town low commuting: Secondary flow 10% to 30% to an Urban Area
7	ERS RUCA Commuting Value	9	Small town low commuting: primary flow 10% to 30% to a small urban cluster
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

manite Quarry Ocracoke Dallas Rom

Aar-Mac Kure Beach Hamilton Ayden Knightdale Carthage Castle Hayne Catawba Hount Give Roxobel Lewesvile Eureka Rose Hill Morrisville Fletcher Wagram High Point Intercultural Institute Stanfield Turkey Pollocksville Barker Ten Mile Polkton Sanford Fair Blue for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	2,794	9,163	16,269
2010 Households	1,052	3,597	6,452
2010 Group Quarters Population	0	18	478

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	15	12	25
Language Diversity National Index	51	35	32
Foreign Born Diversity National Index	0	0	2
Ancestry Diversity National Index	44	51	55
Racial Diversity National Index	34	26	33

Red Springs Turkey Taylorsville Pink Hill Hayesville Denton Whitakers Ellerbe Greenville Middleb Bostic Pinebluff Burlington Stallings Micro Bayshore Vander Burgen Intercultural Institute Rich Square Wagram Chadbourn Ramseur Rockwell Piney Green Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

Cashiers Welcome Alamance Wilmington Keener Walkertown Maxton Clemmons Swepsonville Four tan South Henderson Crossnore Catawba Jacksonville Beech Mountain Intercultural Institute earrington Thomasville Beaufort Bonnetsville East Laurinburg Louisbur forest City Seven Devils Weaverville Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	17	1.62%
Mainstay Communities	Established, Diverse Households	158	15.02%
Working Communities	Blue-collar, Working Families	360	34.22%
Country Communities	Rural, Agri. & Mining Families	509	48.38%
Aspiring Communities	Young Singles / Aspiring-Multihousing	0	0%
Urban Communities	High Density, Inner-city Neighborhoods	10	0.95%

Leggett Lake Junaluska Patterson Springs Lake Lure East Bend Castalia Rennert Fairmont Wanche Leard Fairview Hot Springs Louisburg Mayodan Bogue Columbus April Intercultural Institute Int Holly Marvin Vann Crossroads Varnamtown Robbins Myrtle Grove for Contestual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

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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.

Aven Arapahoe <u>Scotland Neck Ingold Concord Sylva Pinehurst</u> Woodlawn Hemby Bridge Five Points Burnsville Trenton Delway Westport Staley Danbury Myrtle Grove <u>Intercultural Institute</u> Burns Ville Trenton Delway Westport Staley Danbury Myrtle Grove <u>Intercultural Institute</u> Butner Elrod Murfreesboro East Laurinburg Harmony Chadbourn Lumb Souther 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Decopyright 2013, 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?



Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	9,318	601	6.45%
Unreached %	61.36%	57.09%	93.04
Religious But NOT Evangelical HH	1,880	120	6.39%
Religious But NOT Evangelical %	12.38%	11.42%	92.3
Spiritual But NOT Relig or Evang HH	1,527	86	5.61%
Spiritual But NOT Relig or Evang %	10.05%	8.15%	81.02
Not Evangelical, Not Interested HH	5,914	395	6.67%
Not Evangelical, Not Interested %	38.94%	37.52%	96.35



The Roseboro Swanshoro Cofield Kill Devil Hills Asheville Kirkland Avery Creek Murraysville Hudson Hemby Bridge Wentworth Atkinson North Wilkesboro Kingstown Oak Root Intercultural Institute Fallston Altamahaw Mar-Mac Vann Crossroads Catawba McAdenvi Confectual Ministry Bridgeton Richlands Lowell Fairplains Edenton L Copyright 2013, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCNC Churches	29	6	20.69%
Active BCNC Attenders	3,365	588	17.47%
Active Evangelical Households	2,391	185	7.73%
Active Evangelical Percent	15.75%	17.57%	111.55
Inactive Evangelical Households	3,476	268	7.72%
Inactive Evangelical Percent	22.89%	25.50%	111.4
# New Churches Needed	0	0	0%





Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Oak Grove - Hamptonville	1.57 mi	107	Declining	16	Jonesville First - Jonesville	8.88 mi	173	Plateauing
2	Shiloh - Hamptonville	1.57 mi	66	Declining	17	Mineral Springs - Jonesville	8.88 mi	98	Declining
3	River City	1.57 mi	0	Insufficient Data	18	New Prospect - Statesville	8.97 mi	121	Plateauing
4	Flat Rock - Hamptonville	1.73 mi	33	Plateauing	19	Harmony - Harmony	9.04 mi	79	Growing
5	West Yadkin - Hamptonville	2.55 mi	121	Growing	20	Rock Spring - Harmony	9.18 mi	74	Declining
6	Mountain View - Hampton	2.76 mi	261	Plateauing	21	Arlington First - Jonesville	9.35 mi	104	Plateauing
7	Zion - Union Grove	3.15 mi	52	Declining	22	Mount Vernon - Olin	9.35 mi	152	Plateauing
8	Union - Hamptonville	4.96 mi	254	Plateauing	23	Mount Pisgah - North Wilkesboro	9.56 mi	112	Plateauing
9	Swaims - Hamptonville	6.03 mi	77	Declining	24	Northside - Harmony	9.66 mi	15	Insufficient Data
10	Holly Springs - Harmo	6.07 mi	67	Growing	25	Bethel - Yadkinville	9.77 mi	106	Growing
11	Sandy Springs - Yadkin	6.13 mi	71	Declining	26	Maplewood - Yadkinville	9.77 mi	133	Plateauing
12	Living Water Cowboy Church	6.49 mi	0	Insufficient Data	27	Bautista Hispana Bethel - Yadkinville	9.77 mi	61	Declining
13	Grassy Knob - Union Grove	7.09 mi	84	Declining	28	Yadkinville First - Yadkinville	9.77 mi	129	Declining
14	South Oak Ridge - Yadkinville	8.52 mi	194	Growing	29	Forbush - Yadkinville	9.77 mi	103	Declining
15	Shady Grove - N. Wilkesboro	8.70 mi	72	Growing	30	Union Grove - Yadkinville	9.77 mi	348	Plateauing

Pilet Mountain Woodlawn Erwin Weddington Wilkesboro Boiling Springs Roxboro Wade Ayden Wa Fest City Greenville Bear Grass Kitty Hawk Yadkinville Murphy Half Mode Intercultural Institute outman Spencer Tobaccoville Northlakes Grover Saratoga Ruth Rut for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Steel Provide State For Contextual Ministry

Using the Spirituality Indicators

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

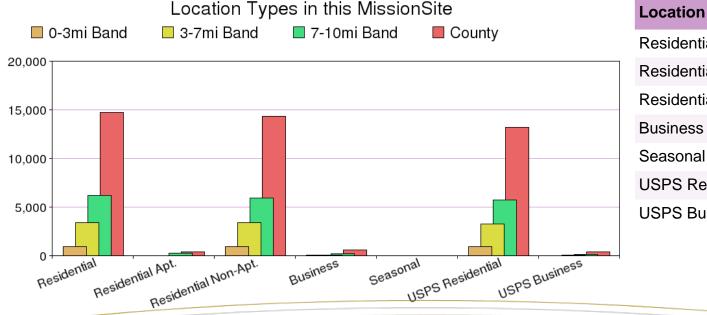
Issues for Your Consideration

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

St Stephens Simpson Pittsboro Lake Waccamaw Macclesfield Lexington Kill Devil Hills McLeansville W Thomasville Westport Wrightsville Beach Chocowinity Brevard Clinter Intercultural Institute Ocean Isle Beach Butters Brunswick East Laurinburg Drexel Silver Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

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

EMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	30,488	2,162	7.09%
2000 Population	36,348	2,655	7.3%
2010 Population	37,826	2,794	7.39%

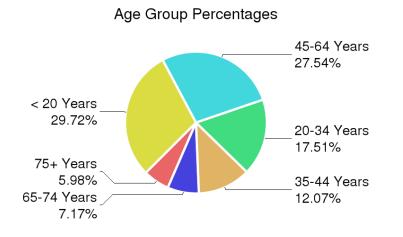


Location Type0-3mi BandResidential941Residential Apt.6Residential Non-Apt.935Business36Seasonal0USPS Residential950USPS Business32

ring Pines Butner Edenton Thomasville Middlesex Aurora Foxfire Oak City Belmont Wendell Kitty Ha Shannon Conover Eureka Landis Sawmills Apex Mineral Springs Intercultural Institute Newland Asheville Cofield Duck Tarboro Whitsett Rennert Coats Los Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Skippers Corner Murphy Badin Holly Ridge Trent Woods Troy Elizabeth City Polkton Havesville Carth

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

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

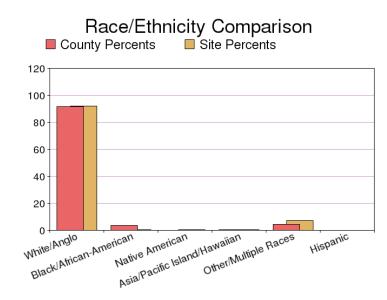


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.71%	6.87%	120.32
4-5 Years	2.58%	2.83%	109.69
6-8 Years	3.74%	4.15%	110.96
9-11 Years	3.76%	4.65%	123.67
12-13 Years	2.52%	2.97%	117.86
14-17 Years	5.1%	5.55%	108.82
18-19 Years	2.55%	2.68%	105.1
0-5 Years	8.28%	9.7%	117.15
6-12 Years	8.77%	10.34%	117.9
13-19 Years	8.91%	9.66%	108.42
< 20 Years	25.96%	29.7%	114.41
20-34 Years	16.05%	17.5%	109.03
35-44 Years	13.28%	12.06%	90.81
45-64 Years	28.08%	27.52%	98.01
65-74 Years	9.27%	7.16%	77.24
75+ Years	7.36%	5.98%	81.25
Median Age	41	37	88.53
Median Age (Male)	40	37	91.94
Median Age (Female)	43	38	88.97

olden Beach Calypso Ronda Maiden Swansboro Washington Woodland Cullowhee Richfield Norman Jamesville Askewville Henderson Shannon Walstonburg Woodlawn Intercultural Institute Morrisville Saxapahaw Conetoe Drexel Salem Bunn Varnamtown for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Balden Beaufort Laurinburg Biscoe Bayboro Beulay

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	91.51%	91.91%	100.44
Black, African-American	3.74%	0.43%	11.5
Native American	0.19%	0.21%	116.04
Asian	0.25%	0.29%	115.22
Pacific Island, Hawaiian	0.04%	0%	0
Other/Multiple Races	4.28%	7.16%	167.14
Hispanic	0%	18.47%	0
Education of Adults (25 yrs+)			

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	25,853	1,802	
Less than 9th Grade	8.19%	8.27%	99.03
No High School Diploma	15.11%	18.09%	83.51
High School Graduate	41.3%	37.79%	109.28
Some College, no degree	15.71%	18.15%	86.56
Associate Degree	9.65%	9.43%	102.3
College Degree	6.91%	5.55%	124.56
Graduate/Prof. degree	3.13%	2.72%	115.22

Beach Wagram Erwin Rose Hill Eastover Raleigh Polkton Landis Polkville Durham Sylva Trent We are Junaluska Buies Creek Mocksville Avery Creek Ogden St. Pauls Bergen Fast Areadia Mar-Mac Street tryville Harmony Harkers Island Youngsville Valley Hill Marion Roxboro for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX	
ESTIMATES				
Household Income				
< \$10,000	9.76%	9.89%	131	
\$10,000 to \$19,999	16.49%	17.59%	106.65	
\$20,000 to \$29,999	11.73%	11.12%	94.78	
\$30,000 to \$49,999	22.91%	26.71%	116.59	
\$50,000 to \$59,999	10.2%	10.74%	105.31	
\$60,000 to \$69,999	7.11%	7.7%	108.37	
\$70,000 to \$79,999	5.26%	5.32%	101.17	
\$80,000 to \$89,999	3.71%	2.66%	71.66	
\$90,000 to \$99,999	2.42%	1.81%	74.53	
\$100,000 to \$124,999	4.71%	3.71%	78.74	
\$125,000 to \$149,999	3.96%	2%	50.44	
\$150,000 to \$199,999	1.59%	0.76%	47.72	
\$200,000 to \$249,999	0.12%	0.1%	80.2	
\$250,000 or more	0.03%	0%	0	
Median Household	39,270	38,330	97.61	
Average Household	49,217	45,319	92.08	
Per Capita Household	19,980	17,063	85.4	
Family/Non-Family Household				
Income				
Median Family Income	53,147	46,309	87.13	
Average Family Income	63,162	53,974	85.45	
Median Non-Family Income	17,984	22,493	125.07	
Average Non-Family Income	22,320	21,801	97.67	

Vass McFarlan Red Cross Pilot Mountain Oak City Bogue Taylorsville Boone Pantago North Topsail Reservanty Boiling Springs East Laurinburg Danbury Cramerton Millers Creating Intercultural Institute ese Connelly Springs Grantsboro Skippers Corner South Henderson Kin Confectual Ministry Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	65.86%	69.3%	105.22
Families with Children	27.93%	31.18%	111.64
Families without Children	37.93%	38.12%	100.5
Non-Family Households			
% Non-Family Households	34.14%	30.7%	89.93
Non-Families with Children	0	0	0
Non-Families without Children	34.14	30.7	89.93
Housing Units			Index
Total Housing Units	17,135	1,207	
Vacant percent	11.37%	12.84%	112.9
Owned percent	68.74%	64.95%	94.5%
Rented Percent	19.89%	22.2%	111.64
Households by Size			Index
Avg household size	2.46	2.66	108.13
Avg family hh size	3.20	3.34	104.38
Avg non-family hh size	1.03	1.12	108.74
Households By Count of Persons			Percent
One	4,813	291	6.05%
Two	4,388	302	6.88%
Three or Four	4,792	337	7.03%
Five+	1,193	122	10.23%

Thiss Coats Hoffman leard Bunn Raynham Bald Head Island Green Level Wentworth Ansonville Taylor Grantsboro Hope Mills Lasker Whispering Pines Catawba Apex Wallace Intercultural Institute Ison Wilkesboro Stem James City Raeford Clayton Centerville Delway Jor Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

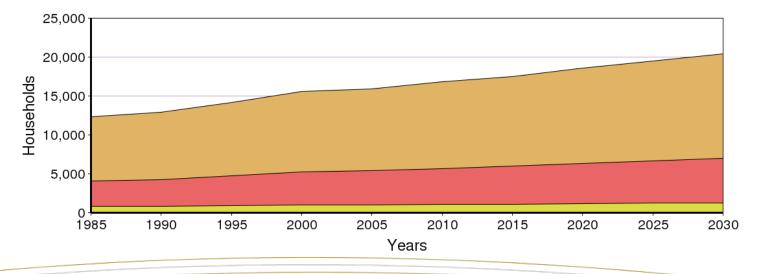
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	30,488	2,162	7.09%
2000 Population	36,348	2,655	7.3%
2010 Population	37,826	2,794	7.39%
2015 Population	38,383	2,882	7.51%

Household Change from 1985 to 2030

🗖 0-3mi Ring 👘 🗖 0-7mi Ring

📕 0-10mi Ring

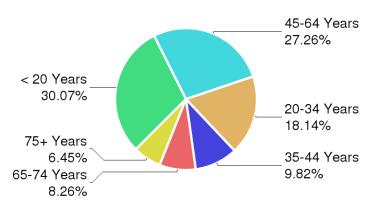


anton Coats Southern Shores Rosman Hildebran Spencer Mountain Magnolia Wingate Ingold Columbia IIIs River Orrum Bent Creek Sneads Ferry Holden Beach Hamilton Black Wrightsville Beach Burn IIIe Burgaw Franklinton Gastonia Mount Olive Oriental Cramerton Standing Contextual Institute Jon Contextual Ministry Gatesville Reidsville Kings 20 Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Constant Contextual Ministry Contextual Mi

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

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

Projected Age Group Percentages

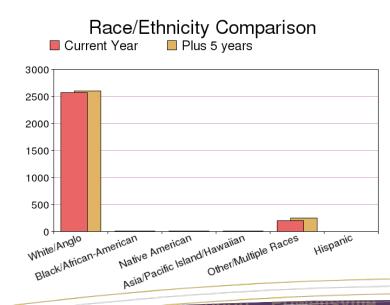


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.87%	7.39%	107.57
4-5 Years	2.83%	2.95%	104.24
6-8 Years	4.15%	4.72%	113.73
9-11 Years	4.65%	4.58%	98.49
12-13 Years	2.97%	2.85%	95.96
14-17 Years	5.55%	5.27%	94.95
18-19 Years	2.68%	2.32%	86.57
0-5 Years	9.7%	10.34%	106.6
6-12 Years	10.34%	10.79%	104.35
13-19 Years	9.66%	8.95%	92.65
< 20 Years	29.7%	30.08%	101.28
20-34 Years	17.5%	18.15%	103.71
35-44 Years	12.06%	9.82%	81.43
45-64 Years	27.52%	27.27%	99.09
65-74 Years	7.16%	8.26%	115.36
75+ Years	5.98%	6.45%	107.86
Median Age	41	36	88.31
Median Age (Male)	40	37	93.85
Median Age (Female)	43	37	85.88

Pinebluff Cherryville Hickory Cricket Butters Gatesville Macon Rockingham Mayodan West Marion He Rutherfordton Kittrell Maxton Fuquay-Varina Danbury Columbia Richlands Ogden Halifax Mount Holly Ocracoke Hudson Lowesville for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Kelly Varnamtown Prospect Mooresville Kings Mountain

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	91.91%	90.25%	98.19
Black, African-American	0.43%	0.49%	113.1
Native American	0.21%	0.24%	113.1
Asian	0.29%	0.28%	96.95
Pacific Island, Hawaiian	0%	0.03%	0
Other/Multiple Races	7.16%	8.71%	121.67
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,802	1,836	
Less than 9th Grade	8.27%	6.86%	83
No High School Diploma	18.09%	17.32%	95.74
High School Graduate	37.79%	39.6%	104.78
Some College, no degree	18.15%	16.88%	93.05
Associate Degree	9.43%	10.89%	115.47
College Degree	5.55%	5.56%	100.11
Graduate/Prof. degree	2.72%	2.89%	106.16

Boonville Stantonsburg Goldsboro Hamlet Wanchese Laurinburg Wentworth Kill Devil Hills Mount Olive encer Mountain East Rockingham Five Points Webster Oriental Washington Intercultural Institute McAdenville Cajah's Mountain Eureka Vander Harrellsville Kelly Spen for Contextual Ministry or Copyright 2013, Intercultural Institute for Contextual Ministry Hill Old Fort Clyde East Spencer Grandfather Bogu22

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	9.89%	9.74%	98.48
\$10,000 to \$19,999	17.59%	17.74%	100.9
\$20,000 to \$29,999	11.12%	9.83%	88.36
\$30,000 to \$49,999	26.71%	25.84%	96.75
\$50,000 to \$59,999	10.74%	11.1%	103.35
\$60,000 to \$69,999	7.7%	7.28%	94.54
\$70,000 to \$79,999	5.32%	5%	87.18
\$80,000 to \$89,999	2.66%	3.55%	123.07
\$90,000 to \$99,999	1.81%	2%	110.84
\$100,000 to \$249,999	3.71%	4.64%	125.18
\$125,000 to \$149,999	2%	2.27%	113.96
\$150,000 to \$199,999	0.76%	0.82%	107.69
\$200,000 to \$249,999	0.1%	0.09%	95.72
\$250,000 or more	0%	0%	0
Median Household	38,330	39,517	103.1
Average Household	45,319	47,491	104.79
Per Capita Household	17,063	18,110	106.14
Family/Non-Family Household			
Income			
Median Family Income	46,309	49,000	105.81
Average Family Income	53,974	58,444	108.28
Median Non-Family Income	22,493	21,869	97.23
Average Non-Family Income	21,801	24,132	110.69

ewisville St. James Andrews Bermuda Run Parmele Welcome Pleasant Hill Hickory Summerfield Whis the Forest Greensboro Richlands Ivanhoe Windsor Tobaccoville Saluda in field, Valley Hill Seagrove B Belhaven Leggett Glen Raven Forest Oaks Gaston Castle Hayne Bent Confectual Institute for Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry way Ramseur Fairfield Harbour Harmony Holder Beach Archdale Burnsville Garland Pinetons New Bert

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	69.3%	65.33%	94.28
Families with Children	31.18	28.03	89.89
Families without Children	38.12	35.49	93.1
Non-Family Households			
% Non-Family Households	30.7%	34.67%	112.91
Non-Families with Children	0	0.18	112.91
Non-Families without	30.7	34.49	112.32
Children			
Housing Units			
Total Housing Units	1,207	1,259	104.31%
Vacant percent	12.84%	12.79%	99.58
Owned percent	64.95%	64.89%	99.91
Rented Percent	22.2%	22.4%	100.88
Households by Size			
Avg household size	2.66	2.62	98.5%
Avg family hh size	3.34	3.42	102.4%
Avg non-family hh size	1.12	1.11	99.11%
Households By Count of			
Persons			
One	291	342	117.53%
Тwo	302	279	92.38%
Three or Four	337	345	102.37%
Five+	122	133	109.02%

Valley Hill Jackson Grandfather Elon Blowing Rock Jonesville Surf City Wrightsville Beach Conover Andrews Centerville South Weldon Spring Lake Snow Hill Seven Devils in Murraysville Matthews Brookford Mineral Springs Parmele Bethania Simpson Teachey Hembor Intercultural Institute of Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10		BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	70	409	568	Eas	stern Africa	stern Africa 0	stern Africa 0 0
Northern Europe	0	1	5	Midd	lle Africa	lle Africa 0	lle Africa 0 0
Western Europe	0	4	13	Northern	n Africa	n Africa 0	n Africa 0 1
Southern Europe	0	0	5	Southern /	Africa	Africa 0	Africa 0 1
Eastern Europe	0	0	0	Western Af	rica	rica 0	rica 0 0
Other Europe	0	0	0	Other Africa		0	0 0
Eastern Asia	0	0	0	Oceania		0	0 0
So. Central Asia	0	0	3	Caribbean		0	0 3
SE Asia	0	1	11	Central Amer.		70	70 394
Western Asia	0	0	0	South America		0	0 4
Other Asia	0	0	0	North America		0	0 0
				Born at sea		0	0 0

Southport Swepsonville Cherryville Locust Rolesville Zebulon Kittrell Kings Grant Whitakers Ahoskie BayShore Mar-Mac Connelly Springs Holly Ridge Jacksonville Manteo Intercultural Institute diand Arapahoe Walkertown Mountain View Greensboro Cornelius Garl for Contextual Ministry Sil Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	1,913	8,333	11,378	Other Indo-Euro	0	0	0
Spanish	95	603	929	Asian/PI languages	0	0	0
Other Indo-Euro	0	19	44	Chinese	0	0	0
language				Japanese	0	5	11
French (incl. Patois,	0	4	18	Korean	0	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	0	3	Miao, Hmong	0	0	0
Portuguese	0	1	1	Thai	0	0	0
German	0	11	16	Laotian	0	0	0
Yiddish	0	2	4	Vietnamese	0	0	1
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	0	24
Language				Other Pacific Is	0	2	0
Greek	0	0	0	Other languages	0	0	0
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	1	2	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

ingten Benson Taylorsville Parmele Flat Rock Lewisville Lake Norman of Catawba Pine Knoll Shores Ro Man Wrightsville Beach Patterson Springs Butner Bunn Garland Wen Intercultural Institute Elkin Grifton Biscoe Hemby Bridge East Flat Rock Cooleemee Seve Seve Salemburg Intercultural Institute Chapel Hill P Copyright 2013, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	1,274	5,995	8,034	Irish	Irish 86	Irish 86 389
Arab	0	0	9	Italian	Italian 9	Italian 9 61
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	0	3	Norwegian	Norwegian 0	Norwegian 0 4
British	3	10	6	Polish	Polish 11	Polish 11 25
Canadian	0	1	3	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	2	4	Russian	Russian 0	Russian 0 2
Czechoslovak	0	2	0	Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	3	7	4	Scotch-Irish	Scotch-Irish 32	Scotch-Irish 32 177
Dutch	15	87	166	Scottish	Scottish 12	Scottish 12 103
English	109	811	1,194	Slovak	Slovak 0	Slovak 0 1
European	47	127	111	Subsaharan African	Subsaharan African 0	Subsaharan African 0 14
Finnish	0	0	0	Swedish	Swedish 0	Swedish 0 13
French (not Basque)	8	51	89	Swiss	Swiss 0	Swiss 0 2
French Canadian	2	15	25	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	111	480	739	US/American	US/American 485	US/American 485 2,212
Greek	9	23	13	Welsh	Welsh 3	Welsh 3 17
Hungarian	0	6	5	West Indian	West Indian 0	West Indian 0 2
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 329	Other 329 1,350

a Rexobel Rowland Brices Creek Norman Black Mountain Spruce Pine High Shoals Newport Randlem shore Piney Green Littleton Alliance Bonnetsville Lenoir Wentworth Intercultural Institute chey Northwest King Marvin Kingstown Welcome Greenevers Bogue (ontextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Skibbel

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

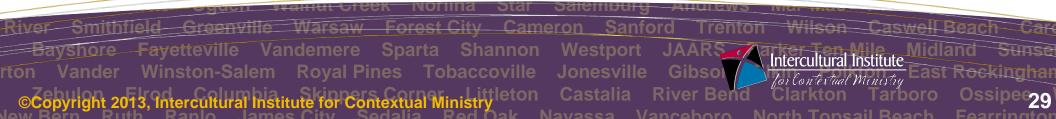
- 1. The Demoscape information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, 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?

Middleburg Mount Olive Lincolnton Gastonia Erwin Candor Colerain St. Pauls Elk Park Brogden Me Haynesville Barker Ten Mile Franklinton Andrews Micro Aulander Whits Reform Mulberry Forest Hills and Southport Zebulon West Jefferson Sims Stokesdale Hays Clarkton for Contextual Ministry wton Halifax Copyright 2013, Intercultural Institute for Contextual Ministry Sawmills Reidsville Kernersville Mountain Home Min 28

Using the Demographic Indicators

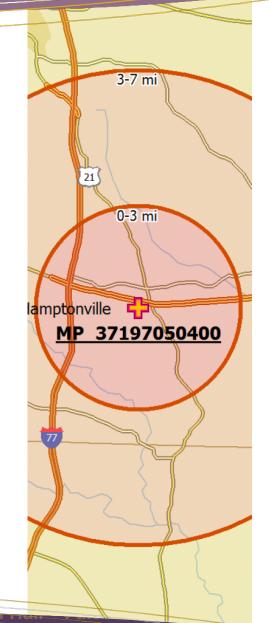
Issues for Your Consideration - continued

- 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.



Hill Sawmills <u>Greenevers</u> Manteo <u>Beech Mountain</u> Lexington Staley Linden St. Helena Tar Heel South to to the Staley Linden St. Helena Tar Heel South to to the Staley Linden St. Helena Tar Heel South Bethania Sandy Ocean Isle Beach Canton Silver City Northlakes Watha Wadesboro Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Fotal	1,052	100%	602	100%
AFFLUENT SUBURBIA	8	0.76%	6	1%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	8	0.76%	6	1%
New Suburbia Fam.	0	0%	0	0%
JPSCALE AMERICA	9	0.86%	6	1%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	7	0.67%	5	0.83%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	2	0.19%	1	0.17%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	127	12.07%	81	13.46%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	6	0.57%	4	0.66%
Urban Optimists	0	0%	0	0%
Family Convenience	121	11.5%	77	12.79%
Mid-Market Enterprise	0	0%	0	0%

alabash Pine Level Raleigh Jamestown Bladenboro Lowell Highlands Red Oak Ahoskie Star Clevelar t Creek Kure Beach Kelly Connelly Springs Silver City Bryson City Nager And Moryen Castle Hayne B rville Turkey Asheville Flat Rock Indian Trail Speed Wake Forest Hay for Confertual Ministry Confertual Ministry Confertual Institute for Contextual Ministry Confertual Contextual Confertual Confertuation Confertuation

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,052	100%	602	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	31	2.95%	21	3.49%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	26	2.47%	17	2.82%
Professional Urbanites	5	0.48%	4	0.66%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	360	34.22%	247	41.03%
Steadfast Conservative	360	34.22%	247	41.03%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Cramerton leard Benson Forest City Walnut Cove West Canton Welcome Toast Sea Breeze Wake Forest Of the Prince Prin

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,052	100%	602	100%
REMOTE AMERICA	132	12.55%	77	12.79%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	132	12.55%	77	12.79%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	0	0%	0	0%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	377	35.84%	158	26.25%
Industrious Country Living	10	0.95%	7	1.16%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	367	34.89%	151	25.08%

Topsail Beach McLeansville Chimney Rock Village Stallings Nashville Remert McDonald Hickory H hapel Hill Avery Creek Pineville Boiling Springs Bermuda Run Walkertown Intercultural Institute Rutherford College Catawba Fairmont Yadkinville Elon Southport Boo Confectual Ministry Confectual Ministry Buies Creek Black Mountain Black Creek Lewisville P33

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,052	100%	602	100%
STRUGGLING SOCIETIES	10	0.95%	6	1%
Rugged Southern Style	10	0.95%	6	1%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Lake Park Kenansville Ossipee Richfield Sawmills Fair Bluff Nashville Wilson Lowelt Star Plain View City Old Fort Wrightsville Beach Albemarle Leggett Marion Apex Beach Intercultural Institute Prine La Grange East Laurinburg Clinton South Rosemary Kelford East Lowelt View Bethel Broach Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

elway Everetts Toast Eden Belwood Walnut Creek Warsaw Lumberton Pittsboro Foxfire Newton He Eridgeton Rosman Fairmont Star Fairview Cary Ossipee Beech Mount Intercultural Institute rrisville Green Level Dallas Maysville Graham Wesley Chapel Besseme for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

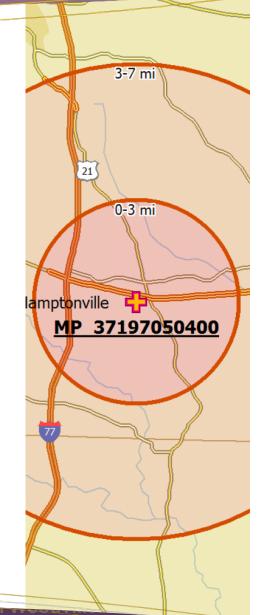
Potential Cultural Bridges

Donald McGavran in his book, The Bridges of God, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, lignuistic, or class barriers." In addition, research into evangelism suggests that most people come to faith in Christ as the result of the witness of a Christian with whom they have a close personal relationship (mostly a friend or a relative).

Missional congregations intentionally release their people to permeate the community in order to develop relational bridges across which they can present Christ. These relational bridges usually are established in some context: arts & cultural organizations, sports teams and sporting events, park & recreational facility use, community organizations, community cultural events, and community social concerns and needs.

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the comunity offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.

[i] McGavran, Donald A. The Bridges of God. Revised edition. (New York: Friendship Press, 1981).



e Barker Heights Wilkesboro Havelock Enfield Newton Castle Hayne <u>Hebane</u> Aulander Elizabe Tillsborough Bakersville Flat Rock Winton Fair Bluff Garysburg Enoch for Contextual Institute Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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 - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	77%	76%	76%
Use Comp. for Internet/E-mail	57%	57%	56%
Internet Use: E-Mail	45%	45%	45%
Use Comp. for Comp. Games	38%	38%	38%
Use Comp. for Shopping	36%	36%	35%
Use Comp. for Word Processing	34%	33%	34%
Use Comp. for Banking	30%	29%	29%
Use Comp. for Education	30%	29%	29%
Use Comp. for Digital Camera	29%	29%	30%
Photo Editing			
Internet Use: Banking	28%	27%	25%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	25%	25%	25%
Internet Use: News/ Weather	24%	23%	24%
PC-Network-HH Has One	19%	18%	18%
Use Comp. for News/Info./Data	17%	17%	18%
Service			
Use Comp. for Accounting	14%	13%	13%
Internet Use: Shopping: Made A	12%	12%	11%
Purchase			
Use Comp. for Filing/DB Mngmnt	11%	11%	11%
Internet Use: Shopping: Gathered	10%	10%	10%
Info. for Shopping			
Internet Use: Research/ Education	9%	10%	10%
HH Owns Video/Webcam	9%	8%	9%



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	66%	66%	65%
Dining Out (Not Fast	56%	56%	56%
Food)			
Reading Books	48%	47%	48%
Card Games	42%	43%	42%
Gardening	39%	39%	39%
Board Games	36%	35%	35%
Go To A Beach/Lake	34%	34%	34%
Cooking for Fun	32%	31%	31%
Visit Zoo	19%	18%	18%
Photography	19%	19%	19%
Reading Books Card Games Gardening Board Games Go To A Beach/Lake Cooking for Fun Visit Zoo	42% 39% 36% 34% 32% 19%	43% 39% 35% 34% 31% 18%	42% 39% 35% 34% 31% 18%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	66%	65%	66%
Gen./Fam. Practitioner	41%	41%	41%
Dentist	23%	23%	24%
Backache	23%	22%	22%
None Of These	22%	23%	22%
Eye Dr.	19%	19%	19%
Hypertension/High Blood	18%	19%	19%
Pressure			
Any Arthritis	17%	18%	18%
High Cholesterol	16%	17%	17%
Overweight (30 Pounds Or	16%	16%	16%
More)			

Holly Springs White Oak Cramerton Salisbury Hickory Turkey Bent Creek Hildebran Mason Long View Southport Buies Creek Bridgeton Nags Head Elroy Cooleemee Wile Intercultural Institute Intercultural Institute for Confertual Ministry Pantego Norwood Southern Shores Roseboro Dank 38 Southern Shores Roseboro Dank 38

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

BRIDGES	0-3	3-7	7-10		BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Concert	22.14%	21.05%	21.66%		Movies: Romantic Comedy	Movies: Romantic Comedy 16.47%	Movies: Romantic Comedy 16.47% 16.38%
Live Theater	13.8%	14.05%	14.9%		Movies: Drama	Movies: Drama 15.88%	Movies: Drama 15.88% 15.15%
Rock/Pop Concerts Most	12.34%	11.83%	11.99%		Movies: Mystery	Movies: Mystery 14.11%	Movies: Mystery 14.11% 13.36%
Often					MLB Baseball Reg. Season	MLB Baseball Reg. Season 5.65%	MLB Baseball Reg. Season 5.65% 5.6%
Live Theater Most Often	10.94%	11.14%	11.95%		College Football Reg.	College Football Reg. 5.39%	College Football Reg. 5.39% 5.61%
Country Concerts Most	6.92%	6.55%	6.44%		Season	Season	Season
Often					NFL Football Reg. Season	NFL Football Reg. Season 4.78%	NFL Football Reg. Season 4.78% 4.85%
Comedy Club	5.67%	5.21%	5.7%		College Basketball Reg.	College Basketball Reg. 3.34%	College Basketball Reg. 3.34% 3.37%
Movies: Comedy	36.12%	35.86%	36.01%		Season	Season	Season
Movies: Action/Adventure	34.06%	33.45%	33.95%		Auto Racing Events	Auto Racing Events 3.22%	Auto Racing Events 3.22% 3.35%
Movies: Fam.	16.49%	16.29%	17%		Rodeo	Rodeo 2.51%	Rodeo 2.51% 2.56%

 Inklinten
 Pleasant Garden
 Ellenboro
 McAdenville
 Harrells
 Bent Creek
 Mineral Springs
 Bogue
 Henderson

 Stell
 Holly Ridge
 Wadesboro
 Welcome
 Emerald Isle
 Princeton
 White Oak
 Intercultural Institute
 Norlina
 Frenderson

 Wallburg
 Stedman
 Clarkton
 Wagram
 Indian Trail
 Bald Head Island
 Berton Contextual Ministry
 Bethel
 Silv

 ©Copyright 2013, Intercultural Institute for Contextual Ministry
 Newton
 Rocky Mount
 Southern Pines
 Columbu 39

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

BRIDGES	0-3	3-7	7-10		BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	36.12%	36.47%	37.28%	Jogging/R	unning	unning 10.81%	unning 10.81% 10.73%
Swimming	35.33%	34.79%	33.98%	Football		10.64%	10.64% 10.32%
Freshwater Fishing	28.3%	28.28%	26.38%	Using Cardio Mac	hine	hine 10.52%	hine 10.52% 10.24%
Camping Trips	23.94%	24.72%	23.37%	Stationary Cycling		9.98%	9.98% 9.95%
Bowling	22.84%	22.6%	22.15%	Volleyball		9.64%	9.64% 9.63%
Billiards/Pool	19.88%	19.31%	18.72%	Saltwater Fishing		9.25%	9.25% 9.17%
Hunting	18.31%	19.48%	17.98%	Horseback Riding		8.41%	8.41% 8.57%
Basketball	15.27%	15.42%	15%	Power Boating		7.56%	7.56% 7.62%
Weight Training	13.71%	13.64%	13.47%	Aerobics		7.56%	7.56% 7.64%
Target Shooting	13.11%	13.36%	12.84%	Archery		7.47%	7.47% 7.91%
Mountain/Road Biking	12.31%	12.47%	12.5%	Softball		7.07%	7.07% 7.01%
Golf	11.87%	12.16%	12.34%	Canoeing/Kayaking		6.91%	6.91% 7.06%
Baseball	11.41%	11.16%	10.92%	Motorcycling		6.86%	6.86% 6.77%
Backpacking/Hiking	10.93%	11.15%	10.98%	Tennis		6.47%	6.47% 6.64%

West Jefferson Maravian Falls Bladenboro Micro Thomasville Holly Springs Ivanhoe Wilmington Gallen Raven Weaverville Millers Creek Wade Grandfather JAARS Kelford in Intercultural Institute Kings Grant Distribute of Contextual Ministry Springs Pine Knoll Shores Indian Beach Whispering Pi40

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

BRIDGES	0-3	3-7	7-10	BRIDGE
	MILES	MILES	MILES	
Fly Fishing	6.06%	6.09%	5.77%	Snowmo
Soccer	5.94%	5.74%	5.85%	Skatebo
Yoga	4.77%	4.68%	5.05%	Racquet
Roller Skating	4.69%	4.81%	4.85%	Hockey
Water Skiing	4.65%	4.83%	4.75%	Auto Ra
Jet Skiing	4.54%	4.77%	4.62%	Rock Cli
Snorkeling	4.46%	4.72%	4.61%	Snowbo
Martial Arts	4%	4.26%	4.04%	Sailing
Ice Skating	3.76%	3.98%	4.26%	Rowing
Downhill & X-Country Skiing	3.64%	3.74%	3.89%	Surfing 8

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Snowmobiling	3.63%	3.83%	3.93%
Skateboarding	3.61%	3.86%	3.74%
Racquetball	3.41%	3.29%	3.37%
Hockey	3.38%	3.53%	3.6%
Auto Racing	3%	3.06%	3.42%
Rock Climbing	2.86%	3%	3.17%
Snowboarding	2.59%	2.76%	2.83%
Sailing	2.52%	2.52%	2.6%
Rowing	2.48%	2.5%	2.51%
Surfing & Windsurfing	2.07%	2.16%	2.18%

Conway Seven Devils Wentworth Macon Angier Maysville Midland Middleburg Salem Bether Re-Laville Nashville Apex Bermuda Run Red Springs Whitakers Princeton Intercultural Institute Pikeville Brevard Stantonsburg Cashiers James City Aberdeen Belny Intercultural Institute Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Con

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.

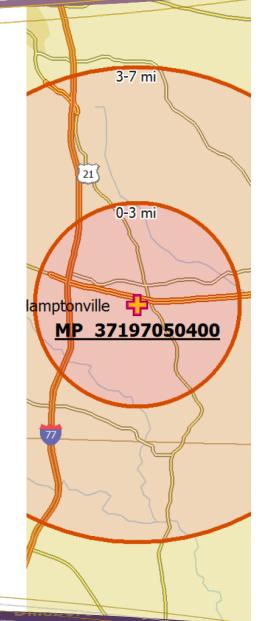
BIBLICAL BARRIERS

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.



Arcadia Star Youngsville Ellerbe Macon Forest City Kernersville Laurel Park Momeyer Sherrills Ford Elerbe Macon Forest City Kernersville Laurel Park Momeyer Sherrills Ford Elerbe Kings Crack Flizabeth City Elm City Turk anton Kelford Pantego Mars Hill Green Level Parkton Bethel Kings Crack Intercultural Institute Conover Chapel Hill Mocksville Roanoke Rapids Bostic McDonald Ashe Contextual Ministry Magnelia St. Copyright 2013, Intercultural Institute for Contextual Ministry Weedwille South Henderson Courtextual Mount Airy 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.

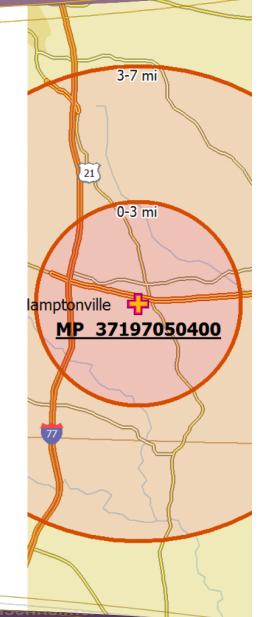
CULTURAL BARRIERS OF ACCEPTANCE

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.



Enochville Bayshere Wallace Siler City Ranlo Rutherford College Princeton Cashiers King Ellenber Vass Everetts Newport Biscoe Valley Hill Eastover New Bern Surf Intercultural Institute Cord Rich Square Jamesville Erwin Locust Canton Hays Wrightsbor Joi Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MIL
Important Continue Learning New Things	49%	50%	50%	Friends More Important Than My Fam.	20%	20%	22%
Find It Difficult To Say No To My Kids	43%	43%	42%	Rarely Sit Down to a Meal Together At Home	19%	19%	19%
Woman's Place Is In The Home Speak My Mind Even If It Upsets	36% 35%	37% 35%	37% 35%	Like To Pursue Challenge/Novelty/Change	17%	16%	17%
People	0.40/	0.40/	0.40/	Marijuana Should Be Legalized	16%	16%	17%
Like Control Over People And Resources	34%	34%	34%	I Am A Workaholic Only Work Current Job for The	14% 14%	14% 14%	14% 15%
Like To Do Unconventional Things	31%	31%	31%	Money We Should Strive for Equality for	11%	10%	11%
Money Is Best Measure Of Success	26%	26%	26%	All On Whole People Get What They	9%	9%	9%
Prefer To Have Few	25%	25%	27%	Deserve			
Possessions As Possible Don't Judge People/Way They	25%	25%	26%	Happy With My Standard Of Living	9%	9%	9%
Live Life				Indulge My Kids With The Little	9%	9%	9%
Too Much Sponsorship In Arts/Sports	24%	24%	24%	Extras Little I Can Do To Change My	7%	7%	8%
Like to Stand Out In A Crowd	22%	22%	22%	Life			• • •
If Won Lottery Would Never Work Again	22%	22%	23%	Willing To Give Up Time With Fam. To Advance	5%	5%	5%

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Potential Cultural Themes

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

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



Bladenboro Indian Beach Erwin Catawba Wentworth Marietta Boone St. Stephens Indian Trail Webs Claremont Spencer Mountain Spring Hope White Plains Castle Hayne Fricket Trenton Spring Lake Alamance Pinetops Stedman Banner Elk Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	62%	62%	61%	Worried About Pollution Caused By Cars	18%	18%	17%
You Should Seize Opportunities In Life	54%	54%	55%	Consider Myself Interested In The Arts	17%	17%	17%
Like To Understand About Nature	33%	33%	34%	Looking for New Ideas To Improve Home	16%	16%	16%
Prefer Work Part Of Team Than Alone	33%	33%	33%	Enjoy Spending Time With My Fam.	16%	16%	15%
Important Feel Respected By My	32%	32%	32%	Real Men Don't Cry	16%	16%	16%
Peers	000/	040/	040/	Provide My Kids With The Little	12%	12%	12%
Important To Juggle Various Tasks	30%	31%	31%	Extras Try Not To Worry About The	10%	10%	11%
Prefer To Have Few	25%	25%	27%	Future	1070	1070	11/0
Possessions As Possible	2070	2070	21.70	Children Should Be Allowed To	6%	6%	6%
Good At Fixing Things	25%	25%	26%	Express Themselves			
Have Keen Sense Of Adventure	25%	25%	25%	Feel Very Alone In The World	5%	5%	5%
Is An Important Part Of Who I Am	20%	21%	20%	Would Like To Set Up Own Business	5%	5%	5%
Like To Just Enjoy Life	20%	20%	21%	Like Spending Most Time With	5%	5%	5%
People Have To Take Me As	19%	19%	19%	Fam.			
They Find Me				Decor Particular Interest To Me	3%	3%	3%

Valdese Waynesville Pumpkin Center Highlands Northlakes Como Stantonsburg Edenton Connel Jonesville Biltmore Forest Stallings Eureka Ivanhoe Blowing Rock am Cove City Spring Lake Rockingham West Jefferson Cramerton Dob Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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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.

Weaverville Welcome Sandv Cr Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Erwin Square 47

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0-3 mi

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lamptonville

Potential Shared Places:

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	88.84%	89.07%	88.53%
Restaurant-Visit Any			
Fam. Restaurants/Steak	84.14%	84.08%	83.72%
Houses-Visit Any			
McDonald's	57.06%	56.56%	56.44%
Burger King	41.11%	41.2%	40.56%
Kentucky Fried Chicken (KFC)	32.09%	32.36%	31.83%
Subway	31.52%	31.6%	31.42%
Wendy's	30.67%	30.46%	30.26%
Taco Bell	30%	29.16%	28.87%
Applebee's	28.7%	27.63%	27.67%
Pizza Hut	25.07%	25.36%	25.25%
Arby's	23.46%	23.23%	23.49%
Sonic	20.16%	20.01%	18.85%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Dairy Queen	19.94%	20.04%	20.15%
Olive Garden	18.77%	18.3%	18.41%
Cracker Barrel	18.14%	17.72%	17.34%
Hardee's	16.71%	16.78%	15.97%
Red Lobster	14.87%	14.65%	15.33%
Golden Corral	13.63%	13.43%	13.17%
Long John Silver's	13.51%	13.9%	13.39%
Chick-Fil-A	13.28%	12.64%	12.17%
Domino's Pizza	12.56%	12.23%	12.47%
Outback Steakhouse	10.95%	10.53%	10.89%
Ruby Tuesday	10.71%	10.16%	9.88%
Denny's	10.42%	10.21%	10.8%

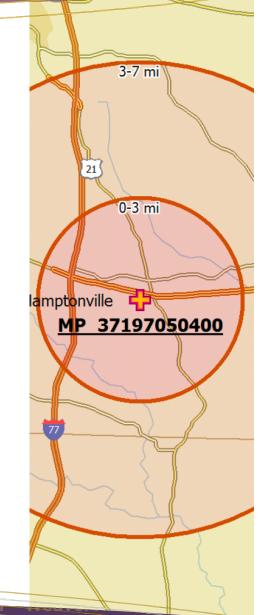


Potential Shared Projects

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!



Carthage Duck Lilesville Havelock Mount Airy Aberdeen Valley Hill Four Caks Avery Creek Cross Seagrove Oak Ridge Graham Simpson Thomasville Mar-Mac Bailey Intercultural Institute Royal Pines Bit th Bolivia Pleasant Hill Bethel Boardman Lewiston Woodville JAARS for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	42.52%	42.92%	44.24%
Recycled products	28.81%	28.89%	30.21%
Worked as volunteer (non political)	14.92%	15.2%	15.57%
Engaged in fund raising	10.95%	11.38%	11.39%
Religious club member	7.49%	7.79%	7.77%
Church Board	5.19%	5.52%	5.4%

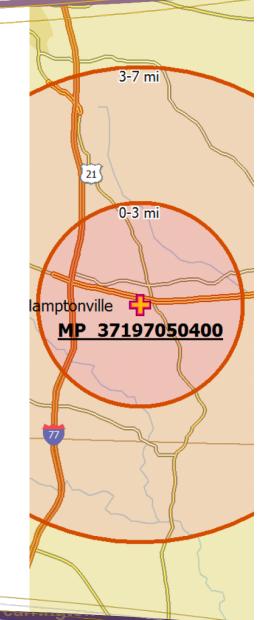
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	5.12%	5.3%	5.42%
Charitable Organization	5.06%	5.18%	5.28%
Union member	4.63%	4.7%	4.9%
Addressed a public meeting	4.57%	4.67%	4.63%
Wrote to editor of mag or newspaper	4.53%	4.58%	4.87%
Took active part in local civic issue	3.94%	3.94%	4.24%

y Springs Cofield Mooresboro Seaboard Neuse Forest Bolivia Arapahoe Bailey White Lake Mount Plea Hamahaw Salem Wade Stovall Hudson Concord Bogue Leland Salero Richlands Littleton Graf Pinehurst Catawba Eastover Rutherfordton Webster Swannanoa Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Rich Square Tabor City Greenevers Waxhaw Rock 50

Communication Media Content

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

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



s City Gamewell Centerville Barker Heights St. Stephens Zebulon Pittsboro Cedar Point Elizabeth City Rhodhiss Wanchese Silver Lake Love Valley Tarboro Faith Kure Boy Intercultural Institute Trinity Hendersonville Ossipee Highlands Staley Mooresboro Pantego for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	13.29%	13.35%	13.83%
Children's Books	12.57%	12.88%	12.75%
Mystery	10.87%	10.57%	10.73%
Cookbooks	10.18%	10.12%	10.1%
Religious (not Bibles)	9.52%	9.64%	9.42%
Romance	7.35%	7.46%	7.18%
History	6%	5.92%	6.09%
Personal/Business	5.31%	5.49%	5.65%
Self-help			
Biography	5.02%	5.07%	5.3%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	59.37%	59.06%	60.99%
Gen. Editorial	41.19%	40.95%	42.07%
Womens	36.86%	37.03%	37.72%
Service	34.48%	34.32%	34.47%
Fishing/Hunting	17.75%	17.98%	17.32%
Automotive	16.42%	16.58%	16.39%
Mens	15.73%	15.57%	16.3%
Parenthood	13.54%	13.61%	13.49%
Health	12.65%	12.33%	12.49%

Kelford Northwest Halifax Reidsville Harkers Island Boiling Springs Newland King Myrtle Grove Mile Hashington Park McLeansville Valdese Minnesott Beach Wadesboro Spectrum Intercultural Institute Durg Macclesfield Gibson Raemon Cape Carteret Parmele Rockfish Wind Government Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	53.87%	54.03%	54.63%
Classified	38.2%	38.13%	37.6%
Editorial Page	31.8%	31.74%	31.82%
Sport	30.41%	30.25%	30.96%
Comics	27.05%	26.63%	27.22%
TV/Radio Listings	22.62%	22.24%	22.77%
Food/Cooking	22.26%	21.69%	22.49%
Business/Finance	21.86%	21.69%	23.02%
Movie Listings & Reviews	21.48%	21.18%	22.01%
Home/Gardening	19.6%	19.54%	20.1%
Travel	14.59%	14.47%	15.36%
Science/Technology	13.83%	13.76%	14.68%
Fashion	12.48%	12.67%	12.88%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	35.1%	35.44%	33.19%
Adult Contemporary	16.29%	16.26%	16.65%
CHR Contemp Hit Radio	15.99%	15.68%	16.24%
Rock	11.52%	11.32%	11.68%
Classic Rock	10.03%	10.26%	10.28%
Oldies	9.86%	9.86%	10.2%
Urban Contemporary	8.27%	8.44%	9%
News/Talk	7.89%	7.97%	8.6%
Alternative	7.55%	7.56%	7.81%
Religious	7.02%	7.17%	6.95%
Soft Contemporary	4.84%	4.89%	4.9%
Variety	4.41%	4.54%	4.99%
Classic Hits	4.15%	3.99%	4.01%
Gospel	4.12%	4.07%	3.74%
Hispanic	2.76%	2.77%	2.86%
All Talk	2.69%	2.86%	3.05%
Sports	2.47%	2.57%	2.68%
Adult Standards	2.18%	2.12%	2.32%

o Robbinsville Holly Ridge Washington Cedar Point Colerain Jackson Windsor Sylva Kenansville Po Wer Lake Ayden Lilesville Welcome Walnut Cove Clarkton Mountain Ministry Intercultural Institute Kings Mountain Middlesex Cedar Rock Peletier Spindale Boiling Spring for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10		MULTIMEDIA: TV	MULTIMEDIA: TV 0-3	MULTIMEDIA: TV 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	63.59%	63.84%	63.71%	Ì	Nick At Nite	Nick At Nite 24.09%	Nick At Nite 24.09% 24.04%
Satellite Dish	58.29%	59.25%	58.32%		TCM (Turner Classic	TCM (Turner Classic 23.81%	TCM (Turner Classic 23.81% 23.61%
Soapnet	47.86%	47.71%	48.09%		Movies)	Movies)	Movies)
Other Video-On-Demand	43.25%	44.17%	44.52%		Hallmark Channel	Hallmark Channel 23.61%	Hallmark Channel 23.61% 23.96%
Adult Pay Per View TV	37.65%	38.43%	37.51%		TV Info From Monthly Cable	TV Info From Monthly Cable 23.09%	TV Info From Monthly Cable 23.09% 22.83%
Sci-Fi Channel	35.86%	36.11%	36.31%		Guide	Guide	Guide
MSNBC	33.12%	33.27%	33.27%		USA Network	USA Network 21.69%	USA Network 21.69% 21.74%
Nickelodeon	32.58%	33.19%	32.06%		Encore	Encore 21.27%	Encore 21.27% 21.48%
TV Info From Sunday TV	28.85%	28.77%	28.5%		Video-On-Demand Movies	Video-On-Demand Movies 21.26%	Video-On-Demand Movies 21.26% 22.1%
Magazine					BET (Black Entertainment	BET (Black Entertainment 20.89%	BET (Black Entertainment 20.89% 20.92%
Subscribe Digital Cable	27.77%	28.17%	28.3%		TV)	TV)	TV)
Adult Swim	25.38%	25.29%	25.13%		Lifetime	Lifetime 19.11%	Lifetime 19.11% 19.26%
TV Info From Newspapers	25.24%	25.17%	25.14%		Comedy Central	Comedy Central 18.97%	Comedy Central 18.97% 17.81%
					The Golf Channel	The Golf Channel 18.62%	The Golf Channel 18.62% 18.53%



TV Info From Other

17.95%

17.62%

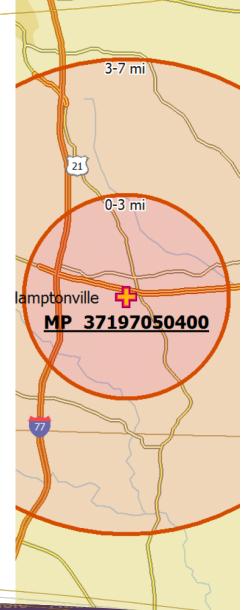
17.96%

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.



Washington Park Brunswick Thomasville Seven Devils Lillington Cerro Gordo Washington Murphy Mill Norlina Summerfield Concord Mayodan Centerville Seven Lakes Intercultural Institute Bogue Scotlar dar Point Magnolia Claremont Hildebran Ansonville Wilkesboro Marsha Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	17.07%	16.97%	17.23%
Medium Users (4-6)	9.26%	9.43%	9.57%
Light Users (1-3)	20.3%	20.71%	20.78%
Quintiles (20%)			
Newspaper I (Heavy)	1.14%	1%	1.07%
Newspaper II	1.2%	1.12%	1.18%
Newspaper III	2.71%	2.89%	2.76%
Newspaper IV	0.63%	0.57%	0.59%
Newspaper V (Light)	1.43%	1.51%	1.46%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	18.99%	18.65%	18.46%
Magazines II	9.49%	9.49%	9.22%
Magazines III	9.75%	9.74%	9.5%
Magazines IV	11.25%	10.82%	10.73%
Magazines V (Light)	0.15%	0.1%	0.1%
Outdoor I (Heavy)	4.11%	4.07%	4.65%
Outdoor II	2.48%	2.5%	2.58%
Outdoor III	2.67%	2.46%	2.65%
Outdoor IV	19.46%	19.79%	19.4%
Outdoor V (Light)	24.93%	25.22%	25.7%
Yellow Pages I	15.92%	15.56%	15.41%
(Heavy)			
Yellow Pages II	4.56%	4.35%	4.54%
Yellow Pages III	4.02%	3.98%	4.24%
Yellow Pages IV	24.51%	24.55%	24.52%
Yellow Pages V (Light)	3.12%	3%	3.16%

Donald Polkton Ogden Kelly Hightsville Hertford Cedar Rock Earl Brunswick Conetoe Grantsboro A Princeton Wrightsville Beach Oak Ridge Black Mountain Landis Rowland Cashiers Avery Creek Harrells a Stanfield Columbia Falcon Saxapahaw Long View Granite Falls Han Intercultural Institute inetops Swans Cite Contextual Ministry Creek Harrells Sound Contextual Ministry Creek Harrells Sound Contextual Ministry Store

Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIUM		0-3	0-3 3-7
	MILES	MILES	MILES		ſ	MILES	MILES MILES
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths /			
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	3.2%	3.14%	3.24%	Prime Time I & II (Heavy)		4.42%	4.42% 4.54%
Drive Time III (Medium)	0.9%	0.94%	0.92%	Prime Time III (Medium)		1.73%	1.73% 1.61%
Radio IV & V (Light)	2.84%	2.97%	2.87%	Prime Time IV & V (Light)	8	.24%	.24% 7.91%
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	8.47%	8.06%	7.99%	Fringe I & II (Heavy)	4().96%	0.96% 41.33%
Radio III (Medium)	4.66%	4.69%	4.7%	Fringe III (Medium)	57	7.6%	7.6% 58.06%
Radio IV & V (Light)	2.75%	2.63%	2.6%	Fringe IV (Light)	58	.14%	.14% 58.12%
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	12.33%	12.44%	12.14%	All Day I & II (Heavy)	12.7	3%	3% 12.94%
Cable III (Medium)	5.39%	5.52%	5.37%	All Day III (Medium)	27.67	7%	7% 28.28%
Cable IV & V (Light)	29.4%	29.29%	30.45%	All Day IV (Light)	9.47%)	9.03%



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.43%	9.96%	10.12%
6:00am - 10:00am	7.88%	7.42%	8.72%
10:00am - 3:00pm	3.05%	3%	3.53%
3:00pm - 7:00pm	12.79%	13.08%	13.07%
7:00pm - Midnight	8.18%	7.9%	8.48%
Midnight - 6:00am	2.84%	2.79%	3.21%
Weekend Radio			
Listeners			
Dayparts [summary]	12.45%	12.01%	12.08%
6:00am - 10:00am	2.45%	1.97%	2.11%
10:00am-3:00pm	2.31%	2.24%	2.73%
3:00pm - 7:00pm	5.21%	5.01%	5.23%
7:00pm - Midnight	8.08%	7.86%	7.59%
Midnight - 6:00am	6.53%	5.96%	6.58%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.02%	6.03%	6.15%
Saturday: 8:00-11:00pm	7.37%	7.12%	6.87%
Sunday: 7:00-11:00pm	10.31%	10.22%	9.82%
9:00am-1:00pm	24.09%	24.04%	23.89%
9:00am-4:00pm	27.61%	27.51%	27.29%
4:00pm-7:00pm	24.87%	24.85%	25.16%
11:00pm-1:00am	39.02%	38.92%	39.33%
AVG Prime time	1.69%	1.68%	1.9%
Mon-Sun			

Bear Grass Mooresville Kelford Mocksville Oak Island Leland Harmony Stovall Salem Cedar Rock sville Halifax Cape Carteret Proctorville Micro Rosman Simpson East Adia Boiling Spring Lakes We t Gibson Pleasant Hill Whitsett West Canton Bessemer City Cleveland To Confectual Ministry Copyright 2013, 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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	12.48%	11.96%	12.57%	Sat: 7-10am	Sat: 7-10am 15.35%	Sat: 7-10am 15.35% 14.86%
7-9am	15.85%	15.31%	16.09%	Sat: 10am-1pm	Sat: 10am-1pm 6.95%	Sat: 10am-1pm 6.95% 6.78%
9am-12noon	19.32%	19.19%	19.27%	Sat: 1-4pm	Sat: 1-4pm 25.03%	Sat: 1-4pm 25.03% 24.9%
12noon-4pm	8.29%	8.32%	8.02%	Sat: 4-6pm	Sat: 4-6pm 5.61%	Sat: 4-6pm 5.61% 5.5%
4-6pm	41.42%	41.98%	41.99%	Sat: 6-7pm	Sat: 6-7pm 1.4%	Sat: 6-7pm 1.4% 1.35%
6-7pm	21.49%	22.05%	21.39%	Sat: 7-8pm	Sat: 7-8pm 0.2%	Sat: 7-8pm 0.2% 0.27%
7-7:30pm	0.92%	0.99%	1.02%	Sat: 8-11pm	Sat: 8-11pm 7.37%	Sat: 8-11pm 7.37% 7.12%
7:30-8pm	9.84%	9.69%	10.01%	Sat: 11pm-1am	Sat: 11pm-1am 3.74%	Sat: 11pm-1am 3.74% 3.65%
8-11pm	6.02%	6.03%	6.15%	Sat: 1am-7pm	Sat: 1am-7pm 21.69%	Sat: 1am-7pm 21.69% 21.74%
11pm-12am	33.12%	33.27%	33.27%	Sun: 7-10am	Sun: 7-10am 3.07%	Sun: 7-10am 3.07% 3.2%
11pm-1am	39.02%	38.92%	39.33%	Sun: 10am-1pm	Sun: 10am-1pm 8.28%	Sun: 10am-1pm 8.28% 8.39%
1-6am	21.22%	21.14%	22.81%	Sun: 1-4pm	Sun: 1-4pm 7.47%	Sun: 1-4pm 7.47% 7.15%
				Sun: 4-7pm	Sun: 4-7pm 14.07%	Sun: 4-7pm 14.07% 13.98%
				Sun: 7-11pm	Sun: 7-11pm 10.31%	Sun: 7-11pm 10.31% 10.22%
				Sun: 11pm-1am	Sun: 11pm-1am 4.07%	Sun: 11pm-1am 4.07% 3.61%
				Sun: 1-7am	Sun: 1-7am 21.44%	Sun: 1-7am 21.44% 21.04%

ake Waccamaw Franklin Lake Park Hemby Bridge Southern Pines Cameron Plain View Aurora Andrews Colerain Glen Raven Cedar Rock Princeton Ranlo Red Cross Pilot Man Avery Creek Elizabethton arker Heights Thomasville Harrells Wallace Ellerbe Sedalia Sandyfield for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry 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.

West Jefferson Wrightsville Beach Murphy Faison Sunset Beach Glen Raven Light Oak Lake Waccama Red Oak Youngsville Dobson Rocky Mount Webster Sugar Mountain Intercultural Institute cust Pineville Cornelius Wilmington Sneads Ferry Calabash Wrightsbor Delway Wallburg Pinehurst 60 Copyright 2013, Intercultural Institute for Contextual Ministry

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

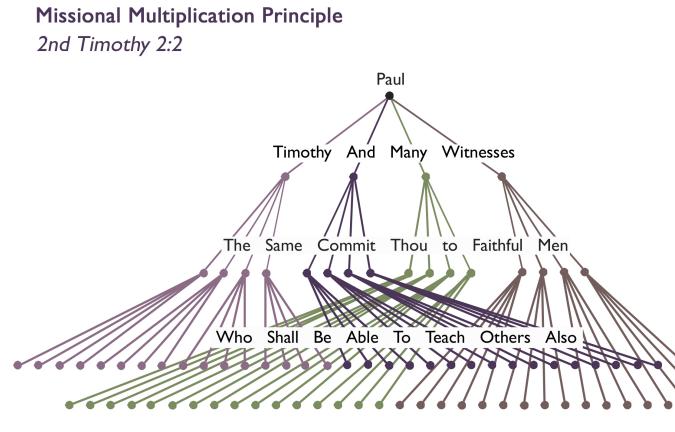
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

est Oaks Harrellsville River Bend Boiling Springs Seven Springs Cashiers Hobgeod Alliance Castalia F Raeford Cramerton White Lake North Topsail Beach Mount Gilead Intercultural Institute Pikeville Dobbins Heights Ashley Heights Rich Square Kenly Glen All Confectual Ministry on Aberdeen Copyright 2013, Intercultural Institute for Contextual Ministry Speed Piney Green Clemmons Silver City Hightsville 61

Biblical Missional Multiplication

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

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



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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.



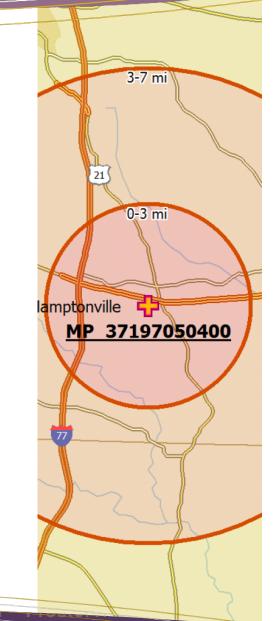


Your MissionSite and the Missional Suite

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



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Notes and Sources

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

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APPENDIX: BCNC Churches by Distance

	СНПРСИ		DISTANCE		
	CHURCH	ADDRESS	DISTANCE		
1	Oak Grove - Hamptonville	8087 Windsor Rd Hamptonville, NC 27020	1.57 mi	107	Declining
2	Shiloh - Hamptonville	5532 Saint Paul Church Rd Hamptonville, NC 27020	1.57 mi	66	Declining
3	River City	4413 US 21 Hwy Hamptonville, NC 27020	1.57 mi	0	Insufficient Data
4	Flat Rock - Hamptonville	3800 Flat Rock Church Rd Hamptonville, NC 27020	1.73 mi	33	Plateauing
5	West Yadkin - Hamptonville	2929 Us 21 Hwy Hamptonville, NC 27020	2.55 mi	121	Growing
6	Mountain View - Hampton	1232 Mountain View Church Rd Hamptonville, NC 27020	2.76 mi	261	Plateauing
7	Zion - Union Grove	714 Union Grove Rd Union Grove, NC 28689	3.15 mi	52	Declining
8	Union - Hamptonville	919 Union Baptist Church Rd Hamptonville, NC 27020	4.96 mi	254	Plateauing
9	Swaims - Hamptonville	3919 Swaims Church Rd Hamptonville, NC 27020	6.03 mi	77	Declining
10	Holly Springs - Harmo	4179 Harmony Hwy Hamptonville, NC 27020	6.07 mi	67	Growing
11	Sandy Springs - Yadkin	2930 Sandy Springs Rd Harmony, NC 28634	6.13 mi	71	Declining
12	Living Water Cowboy Church	1233 Center Rd Yadkinville, NC 27055	6.49 mi	0	Insufficient Data
13	Grassy Knob - Union Grove	333 Grassy Knob Rd Union Grove, NC 28689	7.09 mi	84	Declining
14	South Oak Ridge - Yadkinville	1336 Lone Hickory Rd Yadkinville, NC 27055	8.52 mi	194	Growing
15	Shady Grove - N. Wilkesboro	2781 S Windy Gap Rd North Wilkesboro, NC 28659	8.70 mi	72	Growing

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APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Jonesville First - Jonesville	134 Winston Rd Jonesville, NC 28642	8.88 mi	173	Plateauing
17	Mineral Springs - Jonesville	211 Cedarbrook Rd Jonesville, NC 28642	8.88 mi	98	Declining
18	New Prospect - Statesville	509 Prospect Rd Statesville, NC 28625	8.97 mi	121	Plateauing
19	Harmony - Harmony	135 Little Wilkesboro Rd Harmony, NC 28634	9.04 mi	79	Growing
20	Rock Spring - Harmony	509 Rock Springs Rd Harmony, NC 28634	9.18 mi	74	Declining
21	Arlington First - Jonesville	345 S Main St Jonesville, NC 28642	9.35 mi	104	Plateauing
22	Mount Vernon - Olin	145 Mount Vernon Church Rd Olin, NC 28660	9.35 mi	152	Plateauing
23	Mount Pisgah - North Wilkesboro	11635 Statesville Rd North Wilkesboro, NC 28659	9.56 mi	112	Plateauing
24	Northside - Harmony	3295 US Hwy 21 Harmony, NC 28634	9.66 mi	15	Insufficient Data
25	Bethel - Yadkinville	2232 Brandon Hills Rd Yadkinville, NC 27055	9.77 mi	106	Growing
26	Maplewood - Yadkinville	1100 Maplewood Dr Yadkinville, NC 27055	9.77 mi	133	Plateauing
27	Bautista Hispana Bethel - Yadkinville	1313 Tennessee St Yadkinville, NC 27055	9.77 mi	61	Declining
28	Yadkinville First - Yadkinville	304 S State St Yadkinville, NC 27055	9.77 mi	129	Declining
29	Forbush - Yadkinville	3917 Old Us 421 Hwy E Yadkinville, NC 27055	9.77 mi	103	Declining
30	Union Grove - Yadkinville	2401 Nebo Rd Yadkinville, NC 27055	9.77 mi	348	Plateauing

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APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Bethel - Ronda	2178 Bethel Rd Ronda, NC 28670	9.77 mi	68	Declining
32	Ronda First - Ronda	12094 Elkin Hwy 268 Ronda, NC 28670	9.77 mi	64	Declining
33	Macedonia - Ronda	594 Austin Little Mountain Rd Ronda, NC 28670	9.77 mi	101	Plateauing
34	Pleasant Grove - Rond	3982 Clingman Rd Ronda, NC 28670	9.77 mi	83	Plateauing
35	Dennyville - Ronda	2713 Old Highway 60 Ronda, NC 28670	9.77 mi	88	Plateauing
36	Deep Creek - Yadkinville	2400 Old Stage Rd Yadkinville, NC 27055	10.47 mi	70	Declining
37	Shady Grove - Boonville	3808 Center Rd Boonville, NC 27011	10.51 mi	153	Plateauing
38	Taylor Springs - Union Grove	443 Taylor Springs Rd Union Grove, NC 28689	10.54 mi	69	Declining
39	Courtney - Yadkinville	3341 Courtney Church Rd Yadkinville, NC 27055	10.68 mi	133	Plateauing
40	East Elkin - Elkin	395 E Main St Elkin, NC 28621	10.93 mi	70	Plateauing
41	Elkin First - Elkin	110 Gwyn Ave Elkin, NC 28621	10.94 mi	0	Growing
42	Boonville - Boonville	201 Baptist Church Rd Boonville, NC 27011	10.99 mi	126	Declining
43	Bear Creek - Mocksville	492 Bear Creek Church Rd Mocksville, NC 27028	11.08 mi	96	Plateauing
44	Crosspoint Baptist Church of Elkin	140 Bon Aire Rd Elkin, NC 28621	11.31 mi	40	Insufficient Data
45	West Elkin - Elkin	102 Reeves Ln Elkin, NC 28621	11.36 mi	26	Declining

Liberty Calabash Peachland Pilot Mountain Selma Ivanhoe Godwin Winterville Marvin Falson Hen terson Springs Indian Trail Garland Badin Pink Hill Boardman Randler Intercultural Institute Cullowhee Mocksville Flat Rock Stanley Cofield Lillington Marion Store Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry



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