MissionSite top unreached locations

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MissionSite (TM) Table of Contents

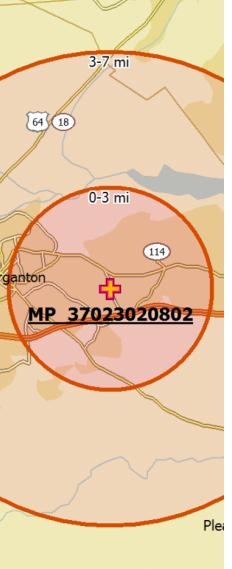
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Site Location Summary

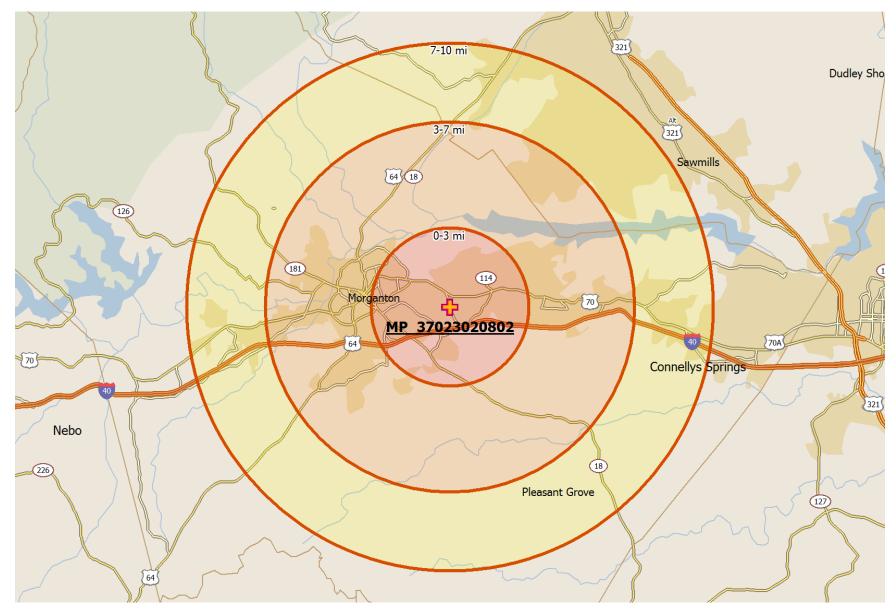
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	3708	Region 8: Catawba
3	County Location	37023	Burke
4	Zipcode	28690	Burke
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	К	50000-50000-50000





Site Location Summary - Map of the Site Location



Catesville Ansonville Carolina Shores Kittrell Ramseur Troutman Glen Raven Indian Beach Flat Re Pewellsville Stonewall Spring Hope Caswell Beach Cricket Wendell Brog Intercultural Institute Elizabeth Cite eaboard Ocracoke Washington Park Dunn Albemarle Chocowinity Mar Jor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	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	22	Suburb: Midsize: Territory outside a principal city and inside an urbanized area with
	Locale Codes		population less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Cleveland Clayton Star Momeyer Clyde Lumber Bridge Yanceyville Carolina Shores Raeford Hend agram Carthage Stanley Kitty Hawk Matthews Fountain Winterville Finder Formation White Plains E sville Fuquay-Varina Valley Hill Fayetteville Creedmoor Liberty Princet for Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	14,055	38,443	41,173
2010 Households	5,649	14,257	15,821
2010 Group Quarters Population	264	2,924	415

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	27	30	34
Language Diversity National Index	44	46	18
Foreign Born Diversity National Index	23	15	16
Ancestry Diversity National Index	58	55	67
Racial Diversity National Index	34	34	21

River Connelly Springs Warsaw Morven Newport Glen Alpine Prospect Reidsville Indian Beach Spike Reper Sherrills Ford Pleasant Garden Mesic Spencer Mountain East Flat Andrews Kings Mountain Wagram Mars Hill Swansboro Kings Grant Shanno For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bath Barker Heights Cameron Orden 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	1	True
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

Biltmore Forest Washington King Cerro Gordo Dillsboro Light Oak Tryon Sanford Tabor City Butters Harlotte Erwin Mooresville Whitakers Sawmills Rocky Mount Bethel Avery Creek Granite Quarry Stonewall Carthage Franklin Leland KCopyright 2011, Intercultural Institute for Contextual Ministry Wrightsville Beach Forest City Glen Raven Summerfield

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	559	9.9%
Mainstay Communities	Established, Diverse Households	675	11.95%
Working Communities	Blue-collar, Working Families	3,176	56.22%
Country Communities	Rural, Agri. & Mining Families	831	14.71%
Aspiring Communities	Young Singles / Aspiring-Multihousing	175	3.1%
Urban Communities	High Density, Inner-city Neighborhoods	233	4.12%

Swepsonville Crossnore Wrightsboro Middlesex Lake Waccamaw Fayetteville Halitax White Oak Frank Hay varina Balfour Mayodan Bethel South Weldon Shallotte Sawmills in <u>Intercultural Institute</u> Asheville Selma th Topsail Beach Mooresville Spiveys Corner Forest City Elm City Prince for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Pring Lake Carthage Hilton Elizabeth City St. James Dillsboro Blowing Rock Siler City Midland Carrbo Cricket Mountain Home Harrisburg Pollocksville Micro Spencer Angles Intercultural Institute Lake Santeetlah Roseboro Jefferson Cedar Point JAARS Elizabethtown for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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

end Green Level Roseboro Robersonville Bryson City Monroe East Arcadia Alamance Cedar Rock West teadington Bridgeton Aulander Sugar Mountain Grifton Harrellsville Goto Contextual Institute Jacksonville River Road Walnut Cove Elrod Catawba Toast Pineville Goto for Contextual Ministry Contextual Ministry Elizabeth Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	21,887	3,705	16.93%
Unreached %	64.08%	65.58%	102.35
Religious But NOT Evangelical HH	4,937	835	16.92%
Religious But NOT Evangelical %	14.45%	14.79%	102.32
Spiritual But NOT Relig or Evang HH	3,501	603	17.23%
Spiritual But NOT Relig or Evang %	10.25%	10.68%	104.16
Not Evangelical, Not Interested HH	13,460	2,269	16.85%
Not Evangelical, Not Interested %	39.41%	40.16%	101.91



And West Canton Beimont Polkton Parkton Tryon Bolton Franklinton Creswell Eureka Hoffman Kill Walnut Cove Southern Shores Pinebluff Bethel Skippers Corner Destruct Autroville Norlina Lucama Kirkland Silver Lake Seven Springs Clemmons Beulaville For Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCNC Churches	93	16	17.2%
Active BCNC Attenders	10,416	1,600	15.36%
Active Evangelical Households	6,155	975	15.84%
Active Evangelical Percent	18.02%	17.26%	95.8
Inactive Evangelical Households	6,116	969	15.84%
Inactive Evangelical Percent	17.90%	17.15%	95.8
# 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.
1	Trinity - Valdese	0.26 mi	164	Declining	I	16	Brookwood - Morganton	2.88 m
2	Down the Road Biiker	0.43 mi	0	Insufficient Data		17	Lakeview - Valdese	3.01 m
3	Community of Drexel - Valdese	0.95 mi	21	Declining		18	Mount Home - Morganton	3.30 m
4	Faith Chapel - Valdese	1.02 mi	0	Insufficient Data		19	North Laurel - Valdese	3.30 m
5	High Peak - Valdese	1.03 mi	117	Growing		20	Abees Grove - Valdese	3.33 m
6	United - Valdese	1.05 mi	108	Insufficient Data		21	Central - Morganton	3.37 m
7	Solid Rock - Morganton	1.13 mi	169	Plateauing		22	East Valdese - Valdese	3.46 m
8	Drexel Memorial - Drexel	1.58 mi	106	Plateauing		23	Cornerstone - Valdese	3.66 m
9	Drexel First - Drexel	1.65 mi	140	Growing		24	Friendship - Morganton	3.96 m
10	Enon - Morganton	1.79 mi	198	Plateauing		25	Calvary - Morganton	4.05 m
11	The Great American Cowboy Church	2.03 mi	0	Insufficient Data		26	Burns Memorial	4.06 m
12	Amherst - Morganton	2.17 mi	109	Growing		27	North Morganton - Morganton	4.11 m
13	Pleasant View - Morganton	2.18 mi	81	Declining		28	Southside - Morganton	4.25 m
14	Mount Calvary - Valdese	2.46 mi	150	Plateauing		29	Cross Memorial - Morganton	4.30 m
15	Valdese First - Valdese	2.67 mi	150	Growing		30	Journey Church	4.39 m

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
16	Brookwood - Morganton	2.88 mi	87	Plateauing
17	Lakeview - Valdese	3.01 mi	73	Plateauing
18	Mount Home - Morganton	3.30 mi	455	Plateauing
19	North Laurel - Valdese	3.30 mi	0	Insufficient Data
20	Abees Grove - Valdese	3.33 mi	55	Plateauing
21	Central - Morganton	3.37 mi	52	Plateauing
22	East Valdese - Valdese	3.46 mi	375	Growing
23	Cornerstone - Valdese	3.66 mi	88	Declining
24	Friendship - Morganton	3.96 mi	40	Insufficient Data
25	Calvary - Morganton	4.05 mi	130	Declining
26	Burns Memorial	4.06 mi	45	Insufficient Data
27	North Morganton - Morganton	4.11 mi	62	Declining
28	Southside - Morganton	4.25 mi	46	Plateauing
29	Cross Memorial - Morganton	4.30 mi	74	Plateauing
30	Journey Church	4.39 mi	194	Insufficient Data

Chadbourn Contextual Ministry Stonevill 13

Using the Spirituality Indicators

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

Issues for Your Consideration

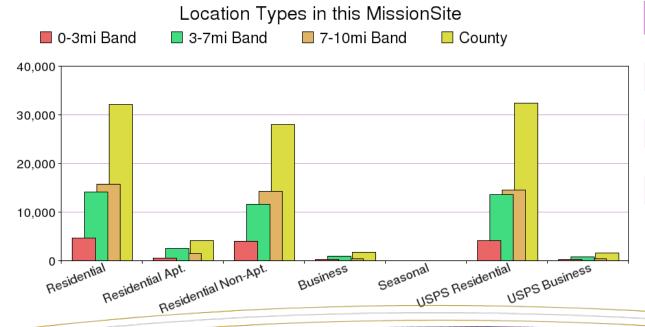
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	75,744	12,911	17.05%
2000 Population	89,148	14,378	16.13%
2010 Population	89,907	14,055	15.63%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	29,184	5,200	17.82%
2000 Households	34,528	5,893	17.07%
2010 Households	34,157	5,649	16.54%

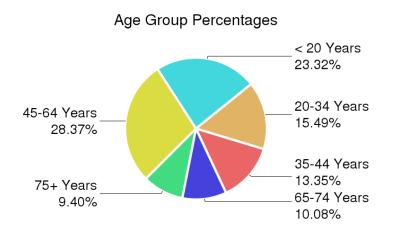


Location Type	0-3mi Band
Residential	4,651
Residential Apt.	595
Residential Non-Apt.	4,056
Business	273
Seasonal	0
USPS Residential	4,189
USPS Business	299

well Crossnore Wake Forest Dundarrach Raemon Maggie Valley East Arcadia Shannon Locust Hayes Gastonia Weddington Cofield Lumber Bridge South Henderson Canton Intercultural Institute whee Neuse Forest Norlina Angier Shelby Oakboro Lake Lure St. Ster Intercultural Institute for Contest and Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry East December 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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.

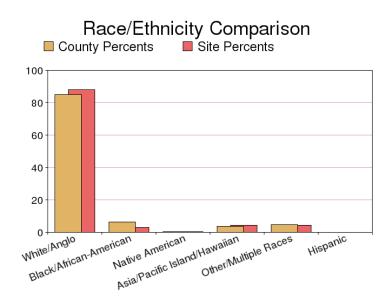


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.2%	4.13%	98.33
4-5 Years	2.31%	2.09%	90.48
6-8 Years	3.57%	3.39%	94.96
9-11 Years	3.66%	3.64%	99.45
12-13 Years	2.47%	2.53%	102.43
14-17 Years	5.37%	4.99%	92.92
18-19 Years	2.81%	2.55%	90.75
0-5 Years	6.51%	6.22%	95.55
6-12 Years	8.46%	8.3%	98.11
13-19 Years	9.41%	8.8%	93.52
< 20 Years	24.38%	23.32%	95.65
20-34 Years	17.41%	15.49%	88.97
35-44 Years	13.38%	13.35%	99.78
45-64 Years	28.2%	28.38%	100.64
65-74 Years	9.29%	10.08%	108.5
75+ Years	7.33%	9.4%	128.24
Median Age	41	43	103.99
Median Age (Male)	39	41	104.78
Median Age (Female)	43	44	102.03

Reidsville Hays La Grange Scotland Neck Oak Island Roxobel Leggett Prospect Cedar Rock Sylva She Rose Hill Chadbourn Hot Springs Morven Stonewall Highlands Smither Intercultural Institute fountain Home Flat Rock Granite Quarry North Topsail Beach Whitakers for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 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	85.07%	88%	103.44
Black, African-American	6.41%	2.87%	44.83
Native American	0.47%	0.41%	88.55
Asian	3.27%	4.3%	131.63
Pacific Island, Hawaiian	0.26%	0.11%	43.93
Other/Multiple Races	4.53%	4.3%	95.11
Hispanic	0%	4.73%	0

62,233	10,058	
8.86%	8.14%	108.75
13.77%	13.03%	105.65
34.86%	31.36%	111.16
18.32%	17.99%	101.86
9.52%	10.95%	86.95
8.54%	11.54%	73.96
6.14%	6.99%	87.87
	8.86% 13.77% 34.86% 18.32% 9.52% 8.54%	8.86%8.14%13.77%13.03%34.86%31.36%18.32%17.99%9.52%10.95%8.54%11.54%

Hobgood Etewah Foxfire Vander Fountain Stoneville Princeville Oriental Caswell Beach Creedmoor field Cornelius Star Bolivia Skippers Corner Rural Hall Stem Myrtle Greed Reports Rapids Pittsboro St. Stephens East Bend Half Moon Kenansville Atkinson Rowland Bel Gord Contestual Ministry ab Copyright 2011, Intercultural Institute for Contextual Ministry Burger Contest and Bel Contextual Ministry Burger Context and Ministry Bellenboro Turkey Conway Red Cross Nags Head Brown Brown Betaleber Brown Brown Betaleber Brown Brown Brown Betaleber Brown Brown Betaleber Brown Br

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	9.85%	10.18%	147.57
\$10,000 to \$19,999	16.06%	15.56%	96.9
\$20,000 to \$29,999	15.12%	13.9%	91.93
\$30,000 to \$49,999	22.14%	20.98%	94.74
\$50,000 to \$59,999	9.6%	8.16%	85.01
\$60,000 to \$69,999	7.13%	7.82%	109.8
\$70,000 to \$79,999	5.97%	6.43%	107.7
\$80,000 to \$89,999	4.27%	4.67%	109.48
\$90,000 to \$99,999	2.49%	3.17%	127.03
\$100,000 to \$124,999	3.44%	4.97%	144.48
\$125,000 to \$149,999	1.52%	1.73%	114.17
\$150,000 to \$199,999	1.08%	1.45%	134
\$200,000 to \$249,999	0.32%	0.23%	70.82
\$250,000 or more	1.01%	0.67%	66.41
Median Household	36,860	39,630	107.51
Average Household	47,747	50,431	105.62
Per Capita Household	18,809	20,331	108.09
Family/Non-Family Household			
Income			
Median Family Income	47,385	52,856	111.55
Average Family Income	57,589	63,764	110.72
Median Non-Family Income	20,162	19,733	97.87
Average Non-Family Income	26,539	23,546	88.72

therfordton White Oak Falkland Winston-Salem Littleton Glen Alpine Mayodan Lumber Bridge Canton Hontreat Black Creek Kenly Gibson Caswell Beach Swansboro Lumber Intercultural Institute moe Davidson North Topsail Beach Walstonburg Rowland Milton Boili for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Dobson Kill Devil Hills Marvin Salem Halifax Pineville

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	68.3%	66.21%	96.93
Families with Children	30.85%	29.44%	95.42
Families without Children	37.45%	36.77%	98.18
Non-Family Households			
% Non-Family Households	31.7%	33.79%	106.61
Non-Families with Children	0.47	0.5	106.48
Non-Families without Children	31.23	33.3	106.61
Housing Units			Index
Total Housing Units	39,933	6,486	
Vacant percent	14.46%	12.9%	89.22
Owned percent	63.39%	63.26%	99.79%
Rented Percent	22.14%	23.85%	107.72
Households by Size			Index
Avg household size	2.53	2.44	96.44
Avg family hh size	3.15	3.10	98.41
Avg non-family hh size	1.20	1.14	95
Households By Count of Persons			Percent
One	9,329	1,670	17.9%
Two	10,889	1,776	16.31%
Three or Four	10,944	1,788	16.34%
Five+	2,995	414	13.82%

Pumpkin Center <u>Chadbourn Morven Bailey Light Oak Matthews</u> Archdale Enfield Elizabethtewn Souther Piney Green Polkton Hookerton Cary Forest City Stantonsburg Bogue <u>Intercultural Institute</u> Wagram Robbinsville Maggie Valley Sea Breeze Bolton Jamesville Level for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Berger Polkton Pine Level 19

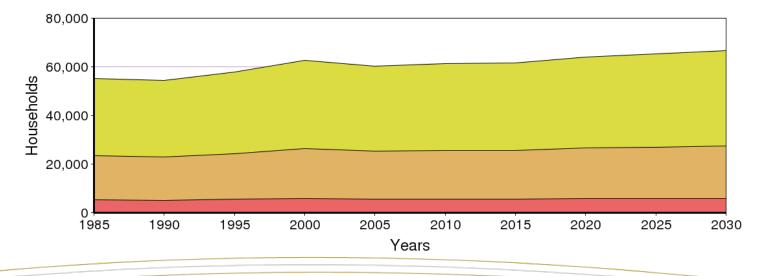
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	75,744	12,911	17.05%
2000 Population	89,148	14,378	16.13%
2010 Population	89,907	14,055	15.63%
2015 Population	91,705	14,158	15.44%

Household Change from 1985 to 2030

🗖 0-3mi Ring 👘 🔲 0-7mi Ring

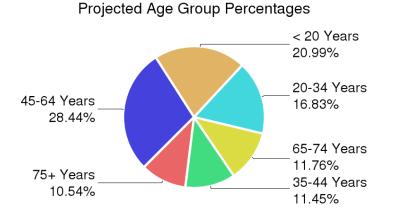
📃 0-10mi Ring



Hills Rosman Sugar Mountain Oakboro Royal Pines Beaufort Macclesfield Spencer Rockfish Richfield New Bern St. Helena Salisbury Biscoe Broadway Rutherfordton Youro <u>Intercultural Institute</u> Murphy Walkertown Taylortown Pikeville Morganton Princeville <u>for Contextual Ministry</u>s Ronda Coff Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

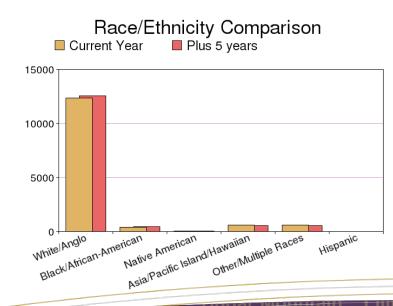


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.13%	3.48%	84.26
4-5 Years	2.09%	1.83%	87.56
6-8 Years	3.39%	3.02%	89.09
9-11 Years	3.64%	3.32%	91.21
12-13 Years	2.53%	2.51%	99.21
14-17 Years	4.99%	4.63%	92.79
18-19 Years	2.55%	2.2%	86.27
0-5 Years	6.22%	5.31%	85.37
6-12 Years	8.3%	7.58%	91.33
13-19 Years	8.8%	8.1%	92.05
< 20 Years	23.32%	20.99%	90.01
20-34 Years	15.49%	16.83%	108.65
35-44 Years	13.35%	11.45%	85.77
45-64 Years	28.38%	28.44%	100.21
65-74 Years	10.08%	11.76%	116.67
75+ Years	9.4%	10.54%	112.13
Median Age	41	46	110.13
Median Age (Male)	39	44	110.83
Median Age (Female)	43	47	109.28

rkers Island Whispering Pines Ansonville Ocracoke White Plains Fletcher Cricket Bent Creck Atkinson Calabash Micro Topsail Beach Knightdale Navassa Kingstown Hemover Intercultural Institute Intercultural Institute Flat Rock Holden Beach Kernersville Garysburg Higl Copyright 2011, Intercultural Institute for Contextual Ministry Flat Rock Holden Beach Kernersville Garysburg Higl Flat Rock Holden Beach Kernersville Garysburg Higl

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	88%	88.52%	100.59
Black, African-American	2.87%	3.09%	107.38
Native American	0.41%	0.52%	126.66
Asian	4.3%	3.74%	86.8
Pacific Island, Hawaiian	0.11%	0.14%	124.09
Other/Multiple Races	4.3%	4%	92.87
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	10,058	10,392	
Less than 9th Grade	8.14%	6.62%	81.3
No High School Diploma	13.03%	10.9%	83.64
High School Graduate	31.36%	33.22%	105.93
Some College, no degree	17.99%	18.17%	101.01
Associate Degree	10.95%	12.07%	110.24
College Degree	11.54%	11.05%	95.7
Graduate/Prof. degree	6.99%	7.98%	114.13

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 Neuse Forest
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 Wendell
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 Brogden
 Polkville
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 Locust
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 White Oak
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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	10.18%	9.83%	96.58
\$10,000 to \$19,999	15.56%	15.74%	101.13
\$20,000 to \$29,999	13.9%	13.37%	96.19
\$30,000 to \$49,999	20.98%	19.4%	92.46
\$50,000 to \$59,999	8.16%	7.78%	95.33
\$60,000 to \$69,999	7.82%	8.06%	103.04
\$70,000 to \$79,999	6.43%	6.81%	99.88
\$80,000 to \$89,999	4.67%	5.46%	108.2
\$90,000 to \$99,999	3.17%	3.39%	107.13
\$100,000 to \$249,999	4.97%	5.62%	113.03
\$125,000 to \$149,999	1.73%	1.93%	111.09
\$150,000 to \$199,999	1.45%	1.59%	109.62
\$200,000 to \$249,999	0.23%	0.21%	92.19
\$250,000 or more	0.67%	0.69%	102.5
Median Household	39,630	41,309	104.24
Average Household	50,431	52,048	103.21
Per Capita Household	20,331	20,858	102.59
Family/Non-Family Household			
Income			
Median Family Income	52,856	55,982	105.91
Average Family Income	63,764	66,780	104.73
Median Non-Family Income	19,733	19,583	99.24
Average Non-Family Income	23,546	23,631	100.36

Newton Grove Walkertown Indian Beach Stokesdale Webster Marshville St. James Fearrington Walkertown Head States Head Eden Sedalia River Bend Forest Hills Albemarle Manteo Bent Cropping Intercultural Institute Iway Danbury Boone King High Shoals Washington Park Brogden Brogen Brogen Brogen Contextual Ministry er Copyright 2011, Intercultural Institute for Contextual Ministry Berger Copyright 2011, Intercultural Institute for Contextual Ministry Brockford Hudson Aberdeen Mars Hill Wendell Several Several Brockford

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	66.21%	65.1%	98.33
Families with Children	29.44	28.16	95.67
Families without Children	36.77	35.7	97.09
Non-Family Households			
% Non-Family Households	33.79%	34.9%	103.28
Non-Families with Children	0.5	0.58	103.28
Non-Families without	33.3	34.32	103.06
Children			
Housing Units			
Total Housing Units	6,486	6,489	100.05%
Vacant percent	12.9%	12.84%	99.48
Owned percent	63.26%	63.26%	100
Rented Percent	23.85%	23.9%	100.21
Households by Size			
Avg household size	2.44	2.46	100.82%
Avg family hh size	3.10	3.19	102.9%
Avg non-family hh size	1.14	1.09	95.61%
Households By Count of			
Persons			
One	1,670	1,732	103.71%
Two	1,776	1,690	95.16%
Three or Four	1,788	1,796	100.45%
Five+	414	437	105.56%

Mount Jacksonville Valley Hill Indian Trail Askewville Liberty Aberdeen Whitakers Washington Park Wa Brogden Oxford Conway Gamewell Elizabeth City Sparta Sea Breeze Intercultural Institute inte Plains Wade Caswell Beach Leland Maysville Cofield Carolina Beach for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	708	2,244	1,092	Eastern Africa	Eastern Africa 0	Eastern Africa 0 9
Northern Europe	6	35	19	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	29	31	53	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	3	1	8	Southern Africa	Southern Africa 0	Southern Africa 0 5
Eastern Europe	7	17	16	Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	10	67	24	Oceania	Oceania 0	Oceania 0 9
So. Central Asia	27	39	1	Caribbean	Caribbean 0	Caribbean 0 13
SE Asia	379	467	475	Central Amer.	Central Amer. 213	Central Amer. 213 1,522
Western Asia	3	7	0	South America	South America 12	South America 12 8
Other Asia	16	0	5	North America	North America 3	North America 3 14
				Born at sea	Born at sea 0	Born at sea 0 0

stown Columbus Lansing Troy Beech Mountain Fuquay-Varina Red Springs Cleveland Badin Creeding State Oxford Elrod Hayesville Apex Lake Norman of Catawba Fallston Hayer Intercultural Institute Spindale Mills River Parmele Warrenton Lowesville Brevard Rutherfor ForContextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for 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				Other Indo-Euro			
English only	13,619 437	29,734	34,517 891		0	0	4 0
Spanish Other Indo-Euro	437	1,960 278	206	Asian/PI languages Chinese	0	98	20
	121	210	206		-		
language	24	E 4	00	Japanese	2	1	3
French (incl. Patois,	34	51	92	Korean Mara Kharan	6	20	10
Cajun)	0	0	0	Mon-Khmer,	4	0	0
French Creole	0	0	0	Cambodian	054	505	4.40
Italian	14	14	1	Miao, Hmong	354	535	442
Portuguese	0	0	0	Thai	12	1	0
German	32	119	92	Laotian	131	63	189
Yiddish	2	0	0	Vietnamese	29	0	0
Other West Germanic	0	15	9	Other Asian	22	0	4
A Scandinavian	0	0	0	Tagalog	3	35	14
Language				Other Pacific Is	1	25	0
Greek	11	31	0	Other languages	26	167	5
Russian	7	4	3	Navajo	0	0	0
Polish	0	22	3	Other Native N.	13	0	4
Serbo-Croatian	0	0	0	American			
Other Slavic Language	1	1	2	Hungarian	0	0	0
Armenian	0	0	0	Arabic	10	6	0
Persian	0	0	0	Hebrew	0	18	0
Gujarathi	2	2	0	African languages	0	17	0
Hindi	0	0	0	Other unspecified	3	126	1
Urdu	0	0	0				

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Brunswick Fairview Robbinsville Icard Murreesboro Elizabethtown Royal Pines Leggett Carolina Shore Severn Halifax Cofield Leland Raynham Knightdale Mineral Springer Intercultural Institute Castle Hayne Mar-Mac Wanchese Candor Swansboro Youngsville GioCopyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Beech Mountain Magnolia Bethlehem Stantonsburg

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	9,737	22,595	25,136	Irish	Irish 795	Irish 795 1,529
Arab	0	7	0	Italian	Italian 328	Italian 328 365
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 20
Austrian	2	0	4	Norwegian	Norwegian 23	Norwegian 23 47
British	15	76	74	Polish	Polish 46	Polish 46 178
Canadian	12	14	20	Portuguese	Portuguese 13	Portuguese 13 6
Croatian	0	3	3	Romanian	Romanian 7	Romanian 7 4
Czech	0	0	0	Russian	Russian 2	Russian 2 27
Czechoslovak	0	0	3	Scandinavian	Scandinavian 14	Scandinavian 14 5
Danish	0	11	7	Scotch-Irish	Scotch-Irish 314	Scotch-Irish 314 983
Dutch	188	477	374	Scottish	Scottish 268	Scottish 268 408
English	995	2,304	2,418	Slovak	Slovak 3	Slovak 3 0
European	121	443	319	Subsaharan African	Subsaharan African 18	Subsaharan African 18 272
Finnish	3	11	0	Swedish	Swedish 19	Swedish 19 56
French (not Basque)	168	231	416	Swiss	Swiss 12	Swiss 12 26
French Canadian	17	59	20	Ukrainian	Ukrainian 13	Ukrainian 13 53
German	1,424	2,432	3,304	US/American	US/American 2,964	US/American 2,964 6,061
Greek	14	51	10	Welsh	Welsh 34	Welsh 34 47
Hungarian	24	26	18	West Indian	West Indian 0	West Indian 0 23
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 1,881	Other 1,881 6,340

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Cross East Bend Rocky Mount White Lake Gamewell Belville Cove City Woodland Kenansville Boiling Teachey Mountain Home Valley Hill Avery Creek Badin Clyde Brogder Intercultural Institute Teachey Kannapolis Varnamtown Stoneville Concord Boardman Eliver (or Contextual Ministry (or Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Revenue Albemarle Garper Fairplains Kings Grant

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?

anceyville Matthews Rural Hall River Road Forest Hills Ronda Stantonsburg Leland Maxton Skippers and Harrellsville Davidson Sanford Polkton Royal Pines High Shoals Intercultural Institute tawba Varnamtown Salem Trinity Laurinburg Bear Grass Wanchese Hong Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Winston-Salem Forfire Elat Rock McAdenville Williams

Using the Demographic Indicators

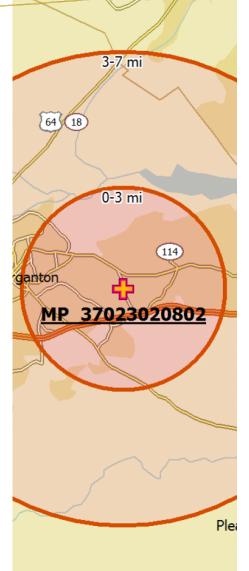
Issues for Your Consideration - continued

- 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?

estover Lincolnton Myrtle Grove Spring Lake Danbury Montreat West Canton Bakersville Falkland Nor oods Chadbourn Balfour Graham Pumpkin Center Seven Springs Grifter Bessemer City Sea Breeze E Cedar Rock Rolesville Cape Carteret Ossipee Wrightsboro Ocean Isle For Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Decomposition Depton Suppose Beach Albemarie Borne Bernuda Run Garlar 29

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.



Mithfield Carolina Shores Forest Hills Stedman Rockwell Brunswick Calypso Cerro Cordo Jefferson P Ayden Richfield Silver Lake Aurora Kingstown McLeansville Hot Intercultural Institute diand Atkinson Boone Askewville Roxboro Indian Trail Swepsonville ^{er} Copyright 2011, Intercultural Institute for Contextual Ministry ^{er} Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,649	100%	3,708	100%
AFFLUENT SUBURBIA	153	2.71%	106	2.86%
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	153	2.71%	106	2.86%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	406	7.19%	273	7.36%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	406	7.19%	273	7.36%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	470	8.32%	304	8.2%
Successful Urban Sprawl	32	0.57%	0	0%
2nd City Homebodies	109	1.93%	23	0.62%
Prime Middle America	0	0%	71	1.91%
Urban Optimists	329	5.82%	0	0%
Family Convenience	0	0%	210	5.66%
Mid-Market Enterprise	0	0%	0	0%

City Midway Haxten Littleton High Point Teachey Salem Franklinton Southport Rockingham Winge White Oak Asheville Tobaccoville Faith Dunn Concord Beulaville Intercultural Institute ain Foxfire Dundarrach Elon Chocowinity Hobgood Robbins Fremon for Confestual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,649	100%	3,708	100%
BLUE COLLAR BACKBONE	125	2.21%	76	2.05%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	115	2.04%	69	1.86%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	10	0.18%	7	0.19%
AMER. DIVERSITY	205	3.63%	141	3.8%
Ethnic Urban Mix	111	1.96%	78	2.1%
Urban Blues	6	0.11%	4	0.11%
Professional Urbanites	31	0.55%	22	0.59%
Urban Advancement	18	0.32%	12	0.32%
Amer. Great Outdoors	39	0.69%	25	0.67%
Mature America	0	0%	0	0%
METRO FRINGE	3,051	54.01%	2,091	56.39%
Steadfast Conservative	2,769	49.02%	1,898	51.19%
Moderate Conventionalists	132	2.34%	89	2.4%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	150	2.66%	104	2.8%

ings Mountain <u>Altamahaw Ocracoke Fallston Morganton Sted</u>man Ellenboro Aurora Gaston Fuquay Fa erton Roper Momeyer Princeton Bolivia Mount Holly Wallburg Bowmer <u>Intercultural Institute</u> Marietta Ferry Delway Rolesville Pine Level Princeville Pumpkin Center Midlan *Contextual Ministry* Carolina Sh 32 ©Copyright 2011, Intercultural Institute for Contextual Ministry Fayetteville Forest Hills Coats Lewisville Carolina Sh 32

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	5,649	100%	3,708	100%
REMOTE AMERICA	162	2.87%	96	2.59%
Hardy Rural Fam.	26	0.46%	16	0.43%
Rural Southern Living	136	2.41%	80	2.16%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	175	3.1%	126	3.4%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	30	0.53%	22	0.59%
Stable Careers	140	2.48%	101	2.72%
Aspiring Hispania	5	0.09%	3	0.08%
RURAL VILLAGES & FARMS	669	11.84%	339	9.14%
Aspiring Hispania	31	0.55%	3	0.08%
Industrious Country Living	0	0%	21	0.57%
America's Farmland	128	2.27%	0	0%
Comfy Country Living	162	2.87%	78	2.1%
Small Town Connections	348	6.16%	94	2.54%
Hinterland Fam.	0	0%	143	3.86%

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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	5,649	100%	3,708	100%
STRUGGLING SOCIETIES	23	0.41%	14	0.38%
Rugged Southern Style	19	0.34%	11	0.3%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	4	0.07%	3	0.08%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	210	3.72%	142	3.83%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	14	0.25%	10	0.27%
New Generation Activists	196	3.47%	132	3.56%
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%

onville Lincolnton Marietta Granite Quarry Fair Bluff Stedman Hildebran Wagram Peachland Kannapoli sen Franklin Kingstown Woodfin Youngsville Harkers Island Valdese Intercultural Institute Clarkton Fairplains Wilson's Mills Mount Holly Bald Head Island Landis for Contextual Ministry ©Copyright 2017, 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?

h Hobgood Hertford Harrells Bath East Laurinburg Roanoke Rapids Surf City Clarkton Newport Wilson Indian Trail Ocracoke Princeville Murphy Hookerton Whispering Pines Intercultural Institute rshall Bethania Balfour Halifax Archdale Rutherfordton Taylortown Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

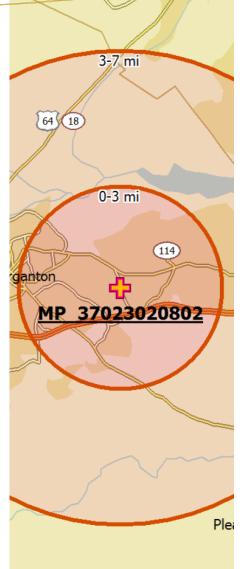
Potential Cultural Bridges

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

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

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

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



Swepsonville Everetts Jamestown Vander Rockfish Fletcher Silver City Wendell Bogue Stantonsk Zebulon Ocracoke Wentworth Weldon King Raynham Bryson City Harmony Old Fort Pine Knoll Shores Red Oak Chadbourn Wagram Holden Beach Hendersonville Stantoga N Copyright 2011, Intercultural Institute for Contextual Ministry

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-3 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	60%	57%	57%
Internet Use: E-Mail	49%	47%	47%
Use Comp. for Comp. Games	40%	39%	39%
Use Comp. for Word Processing	38%	36%	35%
Use Comp. for Shopping	36%	35%	34%
Use Comp. for Digital Camera	32%	30%	30%
Photo Editing			
Use Comp. for Education	32%	30%	30%
Use Comp. for Banking	30%	29%	29%
Internet Use: News/ Weather	28%	26%	25%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	26%	26%	26%
Internet Use: Banking	24%	25%	25%
Use Comp. for News/Info./Data	20%	20%	19%
Service			
PC-Network-HH Has One	16%	17%	18%
Use Comp. for Accounting	12%	12%	13%
Internet Use: Shopping: Gathered	12%	11%	11%
Info. for Shopping			
Use Comp. for Personal Financial	12%	11%	11%
Mngmnt			
Internet Use: Research/ Education	11%	11%	11%
Use Comp. for Filing/DB Mngmnt	11%	11%	11%
Internet Use: Read Magazines/	11%	10%	9%
Newspapers			

Active Valley Pink Hill Franklinville Eastover Unionville Westport Wrightsbero Millers Creek Elroy Weldon Hobgood Danbury Whispering Pines Salem Alamance Eastover Intercultural Institute Ashley Heights Ogden Middleburg Walnut Cove Teachey Mint Hill For Confertual Ministry Earl Boonville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

0-3	3-7	7-10
MILES	MILES	MILES
67%	66%	66%
58%	56%	56%
53%	51%	51%
41%	41%	42%
37%	36%	36%
35%	34%	34%
34%	34%	34%
33%	33%	34%
20%	19%	19%
20%	18%	18%
	MILES 67% 58% 53% 41% 37% 35% 34% 33% 20%	MILES67%66%58%56%53%51%41%41%37%36%35%34%34%34%33%33%20%19%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	67%	67%	67%
Gen./Fam. Practitioner	43%	42%	41%
Dentist	27%	26%	25%
Backache	22%	22%	22%
Eye Dr.	21%	21%	20%
None Of These	21%	21%	21%
Hypertension/High Blood	20%	19%	19%
Pressure			
High Cholesterol	17%	17%	17%
Any Arthritis	17%	17%	17%
Overweight (30 Pounds Or	15%	15%	15%
More)			

Elrod Windsor North Topsall Beach Faith Maiden Woodfin Cedar Point Red Cross Lake Park Poikvil accamaw Red Oak Cashiers Fairmont Pinetops Harrellsville Pikeville <u>Intercultural Institute</u> ings Weaverville Greenville Tryon Matthews Pleasant Garden Mulberry For Contextual Ministry OCopyright 2011, Intercultural Institute for Contextual Ministry Brunswick East Arcadia Sur 38 Brunswick East Arcadia

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	25.89%	24.85%	24.35%
Live Theater	17.67%	16.96%	16.34%
Rock/Pop Concerts Most	14.95%	13.84%	13.52%
Often			
Live Theater Most Often	14.43%	13.82%	13.21%
Comedy Club	7.86%	7.43%	7.16%
Dance Performance	7.4%	6.94%	6.5%
Movies: Comedy	38.49%	37.22%	37.21%
Movies: Action/Adventure	36.55%	35.84%	35.67%
Movies: Fam.	18.84%	18.54%	18.34%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	18.64%	17.86%	17.73%
Movies: Drama	17.67%	17.45%	17.34%
Movies: Mystery	14.61%	14.82%	14.82%
MLB Baseball Reg. Season	6.97%	6.28%	6.15%
NFL Football Reg. Season	6.04%	5.38%	5.27%
College Football Reg.	5.83%	5.63%	5.54%
Season			
College Basketball Reg.	3.84%	3.69%	3.58%
Season			
Auto Racing Events	2.83%	2.85%	2.93%
NBA Basketball Reg.	2.79%	2.71%	2.61%
Season			



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	В
	MILES	MILES	MILES	
Walking for Exercise	39.48%	38.5%	37.95%	Та
Swimming	33.45%	33.2%	33.43%	Ba
Bowling	21.27%	21.46%	21.75%	Ba
Freshwater Fishing	20.4%	21.71%	22.81%	Vo
Billiards/Pool	18.87%	18.63%	18.87%	Ae
Camping Trips	18.71%	19.1%	19.75%	Fo
Weight Training	14.09%	13.91%	13.89%	Po
Basketball	13.43%	14.37%	14.65%	Sa
Using Cardio Machine	12.8%	12.03%	11.71%	Ca
Golf	12.56%	12.32%	12.16%	So
Jogging/Running	12.56%	12.27%	12%	Yo
Mountain/Road Biking	12.52%	12.15%	12.09%	M
Hunting	11.98%	13.21%	14.02%	Sc
Stationary Cycling	11.27%	11.06%	10.82%	Τe

0-3	3-7	7-10
MILES	MILES	MILES
10.62%	10.85%	11.12%
10.48%	11.06%	11.11%
10.42%	10.21%	10.25%
9.25%	9.14%	9.22%
8.45%	8.59%	8.41%
8.23%	9.2%	9.57%
8.04%	7.91%	7.71%
7.54%	8%	8.18%
7.4%	7.09%	6.94%
7.36%	7.31%	7.28%
6.45%	6.03%	5.8%
6.44%	6.38%	6.42%
6.13%	6.38%	6.32%
6.11%	6.36%	6.38%
	MILES 10.62% 10.48% 10.42% 9.25% 8.45% 8.23% 8.04% 7.54% 7.36% 6.45% 6.44% 6.13%	MILESMILES10.62%10.85%10.48%11.06%10.42%10.21%9.25%9.14%8.45%8.59%8.23%9.2%8.04%7.91%7.54%8%7.4%7.09%7.36%7.31%6.45%6.03%6.13%6.38%

Alliance Walstonburg JAARS Badin Wallace Lake Park Hobgood Halifax Durham Pleasant Hill Murray Orrum Norlina Spring Lake Creedmoor Faison Bolton White Lake X Wake Forest Kingstown Silver Lake Fairview Forest Oaks Saratoga Y Copyright 2011, Intercultural Institute for Contextual Ministry White 40

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Horseback Riding	6.02%	6.62%	6.9%
Archery	5.34%	5.62%	5.9%
Roller Skating	4.83%	4.87%	4.8%
Fly Fishing	4.53%	4.96%	5.08%
Ice Skating	4.37%	4.38%	4.26%
Water Skiing	4.15%	4.37%	4.39%
Downhill & X-Country Skiing	4.14%	4.04%	3.93%
Snorkeling	4.13%	4.32%	4.3%
Jet Skiing	3.96%	4.24%	4.25%
Racquetball	3.59%	3.61%	3.58%
Raoquotoan	0.0070	0.0170	0.0070

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Auto Racing	3.51%	3.69%	3.55%
Snowmobiling	3.5%	3.57%	3.55%
Hockey	3.46%	3.54%	3.51%
Rock Climbing	3.41%	3.35%	3.24%
Martial Arts	3.06%	3.41%	3.49%
Snowboarding	2.95%	2.94%	2.83%
Skateboarding	2.84%	3.2%	3.27%
Rowing	2.44%	2.54%	2.5%
Sailing	2.44%	2.75%	2.67%
Surfing & Windsurfing	2.16%	2.26%	2.2%

y Stedman Wingate Rocky Mount Rosman Rockingham Wendell McDonald Rutherfordton Castonia H Etk Park Jamesville Mooresboro Taylorsville Askewville Fairview Intercultural Institute Grifton Wilson Banner Elk Mar-Mac Eastover Havelock Hillsborov Vortextual Ministry Baccopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Stedman Wendell McDonald Reverse Section Mooresville Laurinburg Lewisville Sedalia Faison

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.

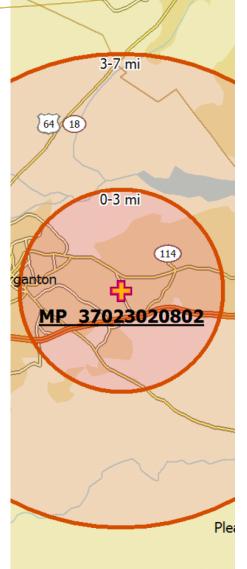
BIBLICAL BARRIERS

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.



Long View Liberty Goldston Ocean Isle Beach Bayboro Sedalia Cedar Point Saxapahaw Forest City State Fletcher Marshville Raynham Seagrove Misenheimer Angier Fearring Intercultural Institute Mountain Home Vann Crossroads Falkland Bostic Trenton Bessemer for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

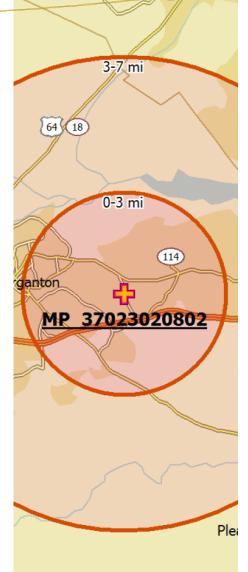
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Mayodan Rex Burn Wingate Seven Lakes Mars Hill Cricket Fountain High Point Saxapahaw Powel The White Oak Duck Chocowinity Ruth Washington Welcome Wayor Intercultural Institute ental Spindale Rolesville Mooresboro Brookford Icard Roxobel Cherry Intercultural Institute [or Contextual Ministry] ©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

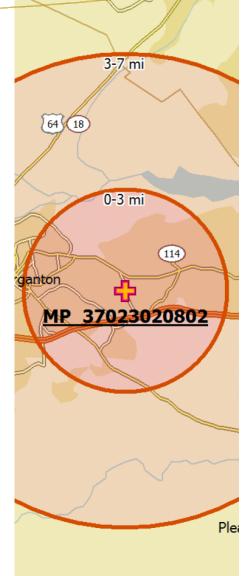
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BA	ARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning	49%	49%	49%		ke to Stand Out In A Crowd	21%	21%	21%
New Things Find It Difficult To Say No To My	38%	39%	40%		ke To Pursue hallenge/Novelty/Change	19%	18%	18%
Kids	5070	3970	40 /0		arijuana Should Be Legalized	18%	18%	18%
Speak My Mind Even If It Upsets People	35%	35%	35%	Ra	arely Sit Down to a Meal ogether At Home	17%	18%	18%
Woman's Place Is In The Home	35%	35%	35%	ΙA	Am A Workaholic	14%	15%	15%
Like Control Over People And Resources	33%	33%	34%		nly Work Current Job for The oney	14%	14%	14%
Prefer To Have Few Possessions As Possible	33%	30%	29%		e Should Strive for Equality	13%	12%	12%
Like To Do Unconventional Things	31%	31%	31%		appy With My Standard Of ving	11%	11%	10%
Don't Judge People/Way They ∟ive Life	27%	27%	27%		n Whole People Get What	10%	10%	10%
Friends More Important Than My Fam.	26%	24%	23%	Inc	dulge My Kids With The Little	9%	9%	9%
Money Is Best Measure Of Success	26%	26%	26%	Lit Lif	ttle I Can Do To Change My fe	7%	8%	8%
f Won Lottery Would Never Work Again	25%	24%	24%		Am A Perfectionist	6%	5%	5%
Too Much Sponsorship In Arts/Sports	23%	24%	24%					

ckfish Aurora <u>Salem Rennert Boone Elrod Madison Eureka</u> Wanchese Bolton Red Cross Rose Hill ck Hountain Stokesdale Pilot Mountain Summerfield Washington East Sprover Marsaw Creedmoor Stee yodan Moravian Falls Bermuda Run Ronda Woodfin Dallas Stanfield (*Intercultural Institute*) Rockingham Confectual Ministry Ranlo JAARS Boardman Ansonville St. Pauls Rockingham

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.



Ashtev Heights Morganton Bolivia Fuquay-Varina Jamestown Hamlet Brookford Bayshore Patterson Sp Sugar Mountain Old Fort Ellerbe Ellenboro Love Valley Weddington New London Mesic Eden Unionville Millers Creek Franklin Shelby ©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

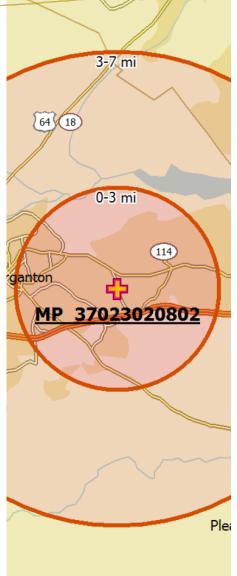
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES		0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	60%	60%	61%	Worried About Polluti By Cars	ion Caused	18%	17%	18%
You Should Seize Opportunities In Life	57%	56%	55%	Is An Important Part Real Men Don't Cry	Of Who I Am	17% 17%	17% 16%	18% 16%
Like To Understand About Nature	36%	36%	35%	Looking for New Idea Home	as To Improve	16%	16%	17%
Important Feel Respected By My Peers	33%	33%	33%	Try Not To Worry Abo Future	out The	13%	13%	12%
Prefer Work Part Of Team Than Alone	33%	33%	33%	Enjoy Spending Time Fam.	e With My	13%	13%	14%
Prefer To Have Few Possessions As Possible	33%	30%	29%	Provide My Kids With Extras	n The Little	11%	12%	12%
Important To Juggle Various Tasks	31%	31%	31%	Children Should Be A Express Themselves		6%	6%	6%
Good At Fixing Things Have Keen Sense Of Adventure	28% 26%	27% 25%	27% 25%	Like Spending Most ⁻ Fam.		5%	5%	5%
Like To Just Enjoy Life	24%	22%	22%	Feel Very Alone In Th	he World	5%	5%	5%
People Have To Take Me As They Find Me	22%	21%	21%	Would Like To Set Up Business		3%	4%	4%
Consider Myself Interested In The Arts	20%	19%	18%	Decor Particular Inter	rest To Me	3%	3%	3%

Checowinity St. Pauls Love Valley Hildebran Huntersville Webster Greenevers Bryson City Four Oaks and Hall Robbins Princeville Ronda Sharpsburg Sanford Butner Anser Intercultural Institute Salemburg Duck Scotland Neck New Bern Light Oak Belmont Welcom For Confertual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Places

While missional strategy is important, unless someone begins a missional relationship with a non-believer and sharges the gospel with them the missional strategy is ineffective. A key component of missions is "hanging out" with lost people in order to build relationships and to allow the Holy Spirit to use us in moving them toward the claims of the gospel. This section provides some ideas of where to hang out -- where to meet people in the lifestyle segment you are attempting to reach.



Huntersville Lewiston Woodville Kelford Sanford Dobbins Heights Roxboro Flat Rock Garner Granite G Coldston Forest Hills Biltmore Forest Mint Hill Lake Santeetlah Sharper Intercultural Institute Mar-Mac St. James Bolivia Winterville Autryville Southern Pines Beauford (or Contextual Ministry ^a ©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Places:

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

3-7

MILES

19.49%

16.3%

16.29%

16.5%

13.54%

12.55%

11.83%

13.15%

11.83%

12.22%

12.3%

10.93%

7-10

MILES

19.46%

16.16%

16.7%

17.03%

13.42%

12.36%

11.49%

13.92%

11.62%

12.6%

12.78%

10.59%

PLACE	0-3	3-7	7-10	PLACE
	MILES	MILES	MILES	
Fast Food/Drive-In	86.07%	86.55%	87.01%	Dairy Queen
Restaurant-Visit Any				Red Lobster
Fam. Restaurants/Steak	82.27%	82.27%	82.6%	Cracker Barrel
Houses-Visit Any				Sonic
McDonald's	56.65%	56.05%	56.27%	Domino's Pizza
Burger King	39.25%	38.98%	39.41%	Outback Steakhouse
Subway	31.21%	30.72%	30.82%	Denny's
Applebee's	30.04%	28.82%	28.89%	Hardee's
Wendy's	29.68%	29.4%	29.84%	IHOP (International House Of
Taco Bell	29.35%	29.09%	29.14%	Pancakes)
Kentucky Fried Chicken (KFC)	28.83%	29.69%	30.43%	Chick-Fil-A
Arby's	24.32%	23.25%	23.4%	Golden Corral
Pizza Hut	23.26%	23.81%	24.27%	Chili's Grill and Bar
Olive Garden	20.37%	19.44%	19.25%	

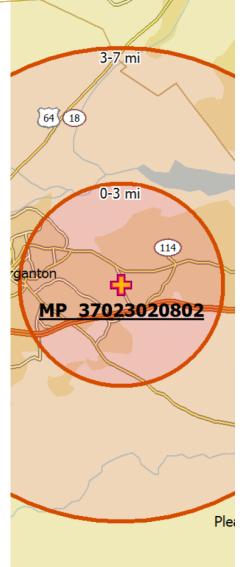
essemer City Star Ramseur Kingstown Arapahoe Dover Bostic Fairfield Harbour Hays Sea Breeze W Holly Ridge Etowah Kirkland Harkers Island Pumpkin Center Gibson Program Black Creek Highlands ws Morven Pine Knoll Shores Autryville Walnut Creek Tabor City Hender (Soutextual Ministry airplains Jones Copyright 2011, Intercultural Institute for Contextual Ministry Compyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

Shared projects are those social or community projects in which people at this site location are involved that Christians could join in with them as a means of developing relationships while "serving with them." So often Christians either expect nonbelievers to come to them ("come to our church service or event") or the church creates a social type activity (church softball league, etc) in the community to invite nonbelievers to attend or join. These type of church-sponsored events and activities are often intimidating to a nonbeliever.

Shared projects are community activities that already exist in the missional site location in which nonbelievers are already participating. When missional believers, who live in the community, join community organizations and participate in community events, they have opportunities to be salt and light in their neighborhoods.

This section of the MissionSite report provides a list of common community activities together with the percentage of the site location that we would expect to be already participating. Find these community organizations, activities or events and join in with others in your community! What a way to build evangelistic relationships!



Midway Landis Stoneville Rich Square McLeansville Peachland Denton Hays Warrenton Hot Springs Handle Rex Lake Santeetlah Wrightsville Beach Everetts Sims Kelly Intercultural Institute Emerald Isle Haw River Halifax Grifton Gastonia Minnesott Beach Ber (or Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Manager Hackarton Calvaso Bural Hall Lake Wassanger Hall L

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	48.36%	45.6%	45.14%
Recycled products	35.52%	32.74%	32.05%
Worked as volunteer (non political)	16.8%	15.98%	15.77%
Engaged in fund raising	11.19%	10.92%	11%
Religious club member	7.17%	7.34%	7.44%
Wrote to elected offcl about publ bus	6%	5.58%	5.45%

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	5.75%	5.36%	5.21%
newspaper			
Charitable Organization	5.61%	5.28%	5.27%
Union member	5.5%	5.08%	5.05%
Took active part in local civic	5.1%	4.7%	4.56%
issue			
Fraternal order member	4.84%	4.43%	4.29%
Addressed a public meeting	4.57%	4.54%	4.54%

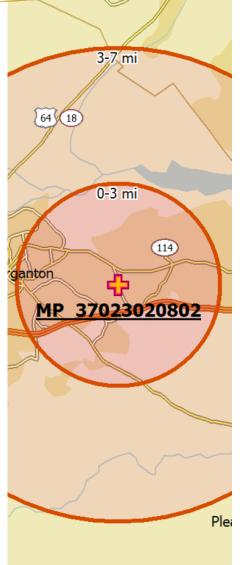
Rutherfordton Caswell Beach Salemburg Avery Creek Taylortown High Shoals Barker Ten Mile Clevela Intercultural Institute Troy Aurora Roper Apex Harrells Silver City Plymouth Matthews Duck Contertual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Aurora Marshville Hope Mills St. Stephens Beech 150

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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.



Ain View Bayshore Silver Lake Arapahoe Maiden Asheboro Mountain Home Swepsonville Montreat End sapahaw Fairfield Harbour Dover China Grove Spruce Pine Orrum Shelper Intercultural Institute Mooresville Stony Point Bent Creek Grantsboro Old Fort Clarkton Kirl for Contextual Ministry S Copyright 2011, Intercultural Institute for Contextual Ministry S Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	15.6%	15.1%	14.8%
Children's Books	12.17%	12.42%	12.45%
Mystery	11.63%	11.43%	11.26%
Cookbooks	10.62%	10.24%	10.19%
Religious (not Bibles)	8.67%	8.99%	9.18%
History	6.88%	6.63%	6.48%
Romance	6.35%	6.75%	6.87%
Personal/Business	6.3%	5.98%	5.9%
Self-help			
Biography	6.16%	5.92%	5.79%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	68.39%	64.69%	63.87%
Gen. Editorial	44.91%	44.31%	44.15%
Womens	39.47%	39.09%	39.12%
Service	35.19%	34.55%	34.47%
Mens	18.9%	17.83%	17.59%
Automotive	15.77%	15.26%	15.41%
Sports	15.24%	14.18%	13.84%
Fishing/Hunting	14.81%	14.96%	15.29%
Business/Finance	14.12%	13.77%	13.64%

e Burlington Saratoga Marshville Hookerton Trinity Parmele Mount Airy Mar-Mac Wake Forest Lowe Tyon Ansonville Brogden Newton Grove East Flat Rock Half Moon Intercultural Institute McLeansville Chapel Hill Cedar Point Graham Holly Ridge Chadbourn Jor Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	56.58%	55.13%	54.87%
Classified	36.15%	35.93%	36.27%
Sport	33.39%	31.83%	31.6%
Editorial Page	32.57%	31.55%	31.5%
Comics	29.31%	28.1%	27.77%
Business/Finance	27.82%	25.81%	25.11%
Movie Listings & Reviews	25.93%	24.15%	23.72%
Food/Cooking	25.21%	24.21%	23.93%
TV/Radio Listings	25.03%	23.87%	23.64%
Home/Gardening	22.08%	20.77%	20.62%
Travel	18.64%	17.35%	16.95%
Science/Technology	17.79%	16.36%	15.92%
Fashion	13.41%	13.15%	13.16%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	25.79%	27.13%	28.15%
CHR Contemp Hit Radio	19.11%	18%	17.61%
Adult Contemporary	18.54%	17.1%	16.83%
Rock	14.24%	12.48%	12.13%
Oldies	11.59%	10.78%	10.53%
News/Talk	11.43%	10.08%	9.58%
Classic Rock	10.77%	10.19%	9.97%
Alternative	9.7%	8.51%	8.28%
Urban Contemporary	9.23%	10.58%	11.05%
Variety	6.75%	6.47%	6.18%
Religious	6.18%	6.4%	6.51%
Soft Contemporary	5.71%	5.3%	5.26%
Classic Hits	4.72%	4.24%	4.18%
All News	3.74%	3.5%	3.39%
All Talk	3.37%	3.31%	3.18%
Sports	3.23%	2.99%	2.9%
Classical	3.03%	2.78%	2.67%
Hispanic	2.94%	3.52%	3.13%



Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	62.92%	62.83%	62.99%
Satellite Dish	55.72%	55.61%	55.75%
Soapnet	50.47%	49.82%	49.4%
Other Video-On-Demand	41.06%	41.99%	42.32%
Sci-Fi Channel	36.41%	36.13%	36.08%
MSNBC	33.99%	33.2%	33.04%
Adult Pay Per View TV	33.46%	34.14%	34.62%
Nickelodeon	29.52%	29.46%	29.94%
Comedy Central	28.58%	25.66%	24.42%
TV Info From Sunday TV	28.49%	28.66%	28.59%
Magazine			
Subscribe Digital Cable	27.51%	27.59%	27.92%
Adult Swim	25.88%	24.78%	24.8%



TV Info From Other

19.37%

19.17%

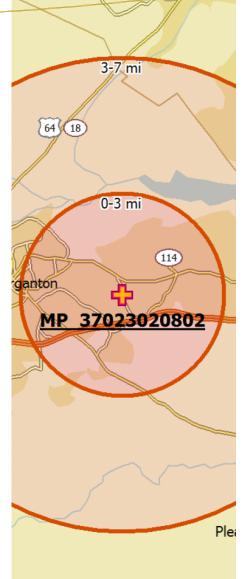
18.91%

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.



en Lenoir Columbia Broadway Unionville Pine Level Indian Beach Como Webster Harrisburg Delway Hidway Hickory Wendell Spencer Mountain Southport Marion Stoner Intercultural Institute Sant Garden Fearrington Tobaccoville Marshall Grandfather Polkton Ceret Confectual Ministry Confectual Ministry Pikeville Alliance Catawba Wilkesboro Spindale W 55

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+)	18.8%	18.15%	17.95%
Medium Users (4-6)	10.47%	10%	9.84%
Light Users (1-3)	20.87%	20.65%	20.57%
Quintiles (20%)			
Newspaper I (Heavy)	1.83%	1.46%	1.41%
Newspaper II	1.66%	1.43%	1.41%
Newspaper III	1.98%	2.25%	2.3%
Newspaper IV	0.81%	0.68%	0.66%
Newspaper V (Light)	1.57%	1.43%	1.41%

0-3	3-7	7-10
MILES	MILES	MILES
19.01%	18.84%	18.87%
8.87%	8.89%	9.07%
9.49%	9.57%	9.54%
11.03%	11.17%	11.28%
0.32%	0.34%	0.32%
6.27%	5.8%	5.56%
2.88%	2.8%	2.79%
3.19%	3.11%	3.1%
17.32%	17.99%	18.29%
26.44%	25.55%	25.35%
16.02%	15.77%	15.79%
5.55%	5.28%	5.29%
5.3%	5.07%	5.01%
23.92%	24.08%	24.19%
3.41%	3.41%	3.42%
	19.01% 8.87% 9.49% 11.03% 0.32% 6.27% 2.88% 3.19% 17.32% 26.44% 16.02% 5.55% 5.3% 23.92%	MILESMILES19.01%18.84%8.87%8.89%9.49%9.57%11.03%11.17%0.32%0.34%6.27%5.8%2.88%2.8%3.19%3.11%17.32%17.99%26.44%25.55%16.02%5.28%5.55%5.28%5.3%5.07%23.92%24.08%



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	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths	/		
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	3.41%	3.25%	3.22%	Prime Time I & II (Heavy)	4.18%	4.14%	4.16%
Drive Time III (Medium)	0.78%	0.83%	0.84%	Prime Time III (Medium)	2.05%	1.97%	1.94%
Radio IV & V (Light)	2.71%	2.69%	2.77%	Prime Time IV & V (Light)	8.1%	8.06%	7.99%
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	8.07%	8.45%	8.55%	Fringe I & II (Heavy)	39.39%	39.46%	39.83%
Radio III (Medium)	4.73%	4.62%	4.61%	Fringe III (Medium)	56.02%	56.13%	56.39%
Radio IV & V (Light)	3.11%	3.13%	3.02%	Fringe IV (Light)	57.19%	56.98%	57.19%
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	12.12%	12.19%	12.12%	All Day I & II (Heavy)	13.11%	13.23%	13.17%
Cable III (Medium)	4.28%	4.74%	4.89%	All Day III (Medium)	25.34%	25.52%	25.87%
Cable IV & V (Light)	31.43%	31.79%	31.6%	All Day IV (Light)	11.99%	11.37%	11.289



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]	11.52%	10.93%	10.94%
6:00am - 10:00am	13.41%	12.21%	11.56%
10:00am - 3:00pm	4.54%	4.82%	4.69%
3:00pm - 7:00pm	12.64%	13.07%	13.1%
7:00pm - Midnight	11.32%	10.58%	10.14%
Midnight - 6:00am	4.38%	4.31%	4.13%
Weekend Radio			
Listeners			
Dayparts [summary]	13.7%	13.19%	13.2%
6:00am - 10:00am	3.22%	3.04%	3%
10:00am-3:00pm	4.12%	3.88%	3.69%
3:00pm - 7:00pm	6.25%	5.95%	5.85%
7:00pm - Midnight	7.87%	7.96%	8.1%
Midnight - 6:00am	9.55%	9%	8.7%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.61%	6.87%	6.61%
Saturday: 8:00-11:00pm	7.73%	7.54%	7.5%
Sunday: 7:00-11:00pm	9.32%	9.22%	9.42%
9:00am-1:00pm	23.62%	23.59%	23.77%
9:00am-4:00pm	26.97%	26.97%	27.2%
4:00pm-7:00pm	27.15%	26.69%	26.48%
11:00pm-1:00am	41.5%	40.43%	40.08%
AVG Prime time	2.17%	2.32%	2.33%
Mon-Sun			

binsville Lake <u>Santeetlah</u> Magnolia Stovall Sea Breeze Arapahoe Pine Level Waynesville Autryville Sne denboro Durham Seven Lakes Atkinson Skippers Corner Murraysville Intercultural Institute Teachey Askewville Kingstown Spring Lake Maiden Weldon Farm for Contextual Ministry ^gCopyright 2011, Intercultural Institute for Contextual Ministry Black Creek Como Coats Hightsville Windsor Concert

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	15.89%	14.88%	14.36%	Sat: 7-10am	Sat: 7-10am 18.2%	Sat: 7-10am 18.2% 16.92%
7-9am	20.2%	18.53%	18.1%	Sat: 10am-1pm	Sat: 10am-1pm 6.82%	Sat: 10am-1pm 6.82% 6.99%
9am-12noon	19.5%	19.36%	19.42%	Sat: 1-4pm	Sat: 1-4pm 25.47%	Sat: 1-4pm 25.47% 24.77%
12noon-4pm	7.46%	7.61%	7.79%	Sat: 4-6pm	Sat: 4-6pm 5.99%	Sat: 4-6pm 5.99% 6.05%
4-6pm	43.57%	42.89%	42.68%	Sat: 6-7pm	Sat: 6-7pm 1.85%	Sat: 6-7pm 1.85% 1.68%
6-7pm	19.72%	19.57%	19.91%	Sat: 7-8pm	Sat: 7-8pm 0.66%	Sat: 7-8pm 0.66% 0.61%
7-7:30pm	1.41%	1.27%	1.22%	Sat: 8-11pm	Sat: 8-11pm 7.73%	Sat: 8-11pm 7.73% 7.54%
7:30-8pm	10.56%	10.49%	10.4%	Sat: 11pm-1am	Sat: 11pm-1am 4.27%	Sat: 11pm-1am 4.27% 4.13%
8-11pm	7.61%	6.87%	6.61%	Sat: 1am-7pm	Sat: 1am-7pm 24.58%	Sat: 1am-7pm 24.58% 23.48%
11pm-12am	33.99%	33.2%	33.04%	Sun: 7-10am	Sun: 7-10am 2.27%	Sun: 7-10am 2.27% 2.44%
11pm-1am	41.5%	40.43%	40.08%	Sun: 10am-1pm	Sun: 10am-1pm 6.96%	Sun: 10am-1pm 6.96% 6.9%
1-6am	28.34%	26.67%	25.84%	Sun: 1-4pm	Sun: 1-4pm 5.99%	Sun: 1-4pm 5.99% 6.22%
				Sun: 4-7pm	Sun: 4-7pm 13.93%	Sun: 4-7pm 13.93% 13.3%
				Sun: 7-11pm	Sun: 7-11pm 9.32%	Sun: 7-11pm 9.32% 9.22%
				Sun: 11pm-1am	Sun: 11pm-1am 4.5%	Sun: 11pm-1am 4.5% 4.16%
				Sun: 1-7am	Sun: 1-7am 21.18%	Sun: 1-7am 21.18% 20.46%

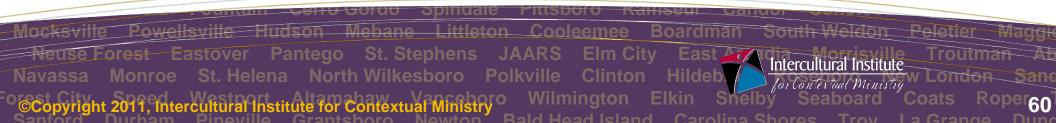
Fremont Piney Green Parkton Gastonia Walkertown Winfall Patterson Springs Dunn Rockingham Bolton Youngsville Biscoe Stony Point Webster Midway Holly Ridge Intercultural Institute Vann Crossroads Stanfield Rural Hall Rowland Bethlehem Welcom Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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.



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

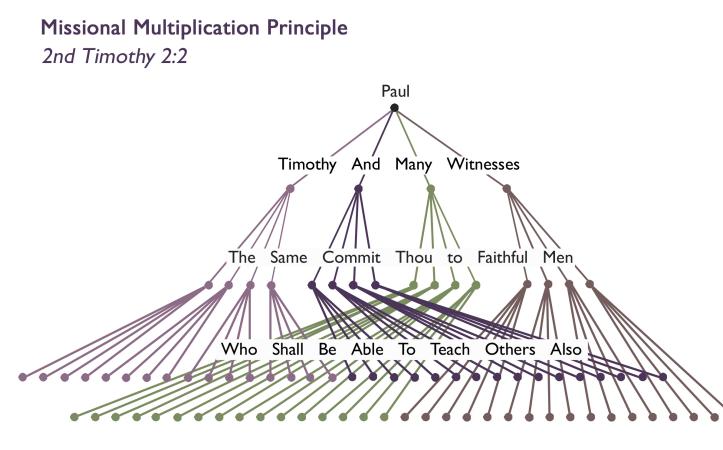
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

even Devils Harrisburg Seagrove Ellerbe Trenton Westport Stony Point Toast Anoskie Calabash West Canton Contextual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Con

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.



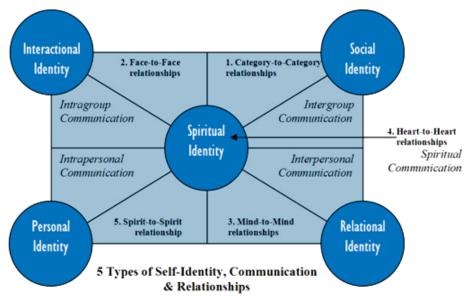
Conway Shannon Indian Trail Kinston Kenansville Mineral Springs Ocean Isle Beach South Weldon Sonville Vander Dillsboro Sanford Harrellsville Kings Grant Fountain Northwest Elroy Stanley Wilson's Mills Boone Elrod Scotland Neck Cove City Spring Lake Dundarr 62 Cove City Spring Lake Dundarr 62

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.



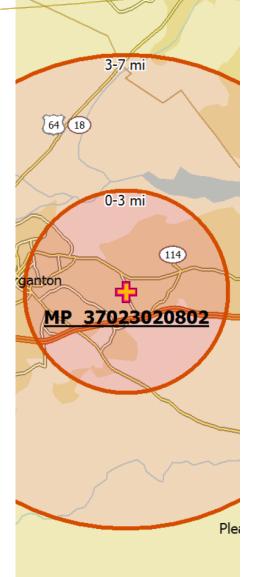


Your MissionSite and the Missional Suite

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





Notes and Sources

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



APPENDIX: BCNC Churches by Distance

			DIOTANOE		
	CHURCH	ADDRESS	DISTANCE		
1	Trinity - Valdese	3333 Trinity Church Rd Valdese, NC 28690	0.26 mi	164	Declining
2	Down the Road Biiker	2398 Peeler St Drexel, NC 28619	0.43 mi	0	Insufficient Data
3	Community of Drexel - Valdese	2676 Ellis Deal Ave Valdese, NC 28690	0.95 mi	21	Declining
4	Faith Chapel - Valdese	959 Summers Rd Valdese, NC 28690	1.02 mi	0	Insufficient Data
5	High Peak - Valdese	3073 High Peak Rd Valdese, NC 28690	1.03 mi	117	Growing
6	United - Valdese	2638 Messer Rd Valdese, NC 28690	1.05 mi	108	Insufficient Data
7	Solid Rock - Morganton	2505 Burke Memorial Park Rd Morganton, NC 28655	1.13 mi	169	Plateauing
8	Drexel Memorial - Drexel	403 N Main St Drexel, NC 28619	1.58 mi	106	Plateauing
9	Drexel First - Drexel	200 S Main St Drexel, NC 28619	1.65 mi	140	Growing
10	Enon - Morganton	2059 Enon Rd Morganton, NC 28655	1.79 mi	198	Plateauing
11	The Great American Cowboy Church	207 Blanton Road Morganton, NC 28655	2.03 mi	0	Insufficient Data
12	Amherst - Morganton	1024 Amherst Rd Morganton, NC 28655	2.17 mi	109	Growing
13	Pleasant View - Morganton	1834 US 70 E Morganton, NC 28655	2.18 mi	81	Declining
14	Mount Calvary - Valdese	704 Praley St SW Valdese, NC 28690	2.46 mi	150	Plateauing
15	Valdese First - Valdese	500 Faet St NW Valdese, NC 28690	2.67 mi	150	Growing

remont Carolina Beach Bonnetsville Havelock Marion Elk Park Siler City Stanley Claremont Princeton Rural Hall Benson Hillsborough Mount Gilead Speed Northlakes Sner Intercultural Institute ong View Fair Bluff Hudson Lilesville Dunn Dillsboro Greenevers Ray for Contextual Ministry a Copyright 2011, Intercultural Institute for Contextual Ministry A Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Brookwood - Morganton	210 Brookwood Rd Morganton, NC 28655	2.88 mi	87	Plateauing
17	Lakeview - Valdese	4744 Lakeview Acres Rd Valdese, NC 28690	3.01 mi	73	Plateauing
18	Mount Home - Morganton	2272 Mount Home Church Rd Morganton, NC 28655	3.30 mi	455	Plateauing
19	North Laurel - Valdese	1942 Laurel St NE Valdese, NC 28690	3.30 mi	0	Insufficient Data
20	Abees Grove - Valdese	654 Abees Grove Church Rd Valdese, NC 28690	3.33 mi	55	Plateauing
21	Central - Morganton	108 Murphy Ct Morganton, NC 28655	3.37 mi	52	Plateauing
22	East Valdese - Valdese	101 Eldred St Valdese, NC 28690	3.46 mi	375	Growing
23	Cornerstone - Valdese	300 Lovelady Rd NE Valdese, NC 28690	3.66 mi	88	Declining
24	Friendship - Morganton	408 Church St Morganton, NC 28655	3.96 mi	40	Insufficient Data
25	Calvary - Morganton	407 S Green St Morganton, NC 28655	4.05 mi	130	Declining
26	Burns Memorial	5490 Mineral Springs Mountain Ave Valdese, NC 28690	4.06 mi	45	Insufficient Data
27	North Morganton - Morganton	101 View St Morganton, NC 28655	4.11 mi	62	Declining
28	Southside - Morganton	221 Herron St Morganton, NC 28655	4.25 mi	46	Plateauing
29	Cross Memorial - Morganton	650 Enola Rd Morganton, NC 28655	4.30 mi	74	Plateauing
30	Journey Church	121 W Union St Morganton, NC 28655	4.39 mi	194	Insufficient Data

Gaston Kenly Wallace Cajah's Mountain Misenheimer Wrightsville Beach Dillsboro Highlands Kingster Silver Lake Avery Creek Pink Hill Lowesville Faith Concord Sylva Magnolia Washington ewiston Woodville Princeville Bethel Gibsonville Indian Trail North Tops for Contextual Ministry Corpyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Icards Grove - Connelly Springs	3097 Icard Grove Ave Connelly Springs, NC 28612	4.54 mi	56	Plateauing
32	First Hmong - Morganton	301 Walker Rd Morganton, NC 28655	4.75 mi	70	Insufficient Data
33	Rutherford College First - Rutherford Col	1200 Malcolm Blvd Rutherford College, NC 28671	4.78 mi	69	Plateauing
34	New Hope in Christ - Morganton	508 Bouchelle St Morganton, NC 28655	4.81 mi	0	Insufficient Data
35	River of Life Hispanic Mission - Morganto	508 Bouchelle St Morganton, NC 28655	4.81 mi	0	Insufficient Data
36	Morganton First Deaf Mission - Morganton	502 W Union St Morganton, NC 28655	4.81 mi	40	Declining
37	Morganton First - Morganton	502 W Union St Morganton, NC 28655	4.81 mi	411	Plateauing
38	Asheville Street - Morganton	119 Asheville St Morganton, NC 28655	4.87 mi	73	Growing
39	North Cross - Morganton	2114 Antioch Rd Morganton, NC 28655	4.91 mi	0	Insufficient Data
40	Mountain View 1 - Morganton	4162 Old NC 18 Morganton, NC 28655	5.17 mi	0	Insufficient Data
41	Walker Road - Morganton	100 Walker Rd Morganton, NC 28655	5.24 mi	135	Growing
42	Catawba Valley - Morganton	706 Lenoir Rd Morganton, NC 28655	5.30 mi	250	Growing
43	Connelly Springs First - Connelly Springs	6460 Spring St Connellys Springs, NC 28612	5.43 mi	67	Plateauing
44	Antioch - Morganton	2441 Antioch Rd Morganton, NC 28655	5.55 mi	70	Plateauing
45	Pleasant Hill - Morganton	2396 Enola Rd Morganton, NC 28655	5.71 mi	233	Growing

Havesville Burgaw Stokesdale Polkville Falcon Chapel Hill Youngsville Wilson's Mills Lumberton Kure Beach McAdenville Earl Como Ogden Wendell JACA Intercultural Institute oseboro Stanfield Cullowhee Robersonville Sea Breeze Waynesville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry



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