# MissionSite top unreached locations

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CENSUS TRACT: 37059080600 Multipy adison Holden Beach Conetoe Hob REGION: Region 8: Catawba Belmont West Ca Halifax Altamahaw North Wilkesboro Newton Grove Broadway Seven DeviSITESCAPE: Townscape In partnership with the: Windsor Polkville Franklinville ErDENSITY PATTERN: Ker Ten Mile Fairplains Belw Intercultural Institute gs McFarlan Patterson Sp Dundarrach Cente for Contextual MinistrySprings Cornelius Rock Biscoe Pleasant Garden Kenansville Webste North Carolina Baptists Caring. Sharing: Daring. Svlva mburg rd©Copyright 2011 Intercultural Institute for Contextual Ministry Peachland

#### MissionSite (TM) Table of Contents

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

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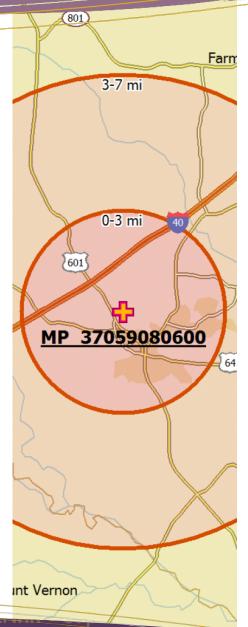
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 Hat
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 St. Pauls
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 Ansonville
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#### Site Location Summary

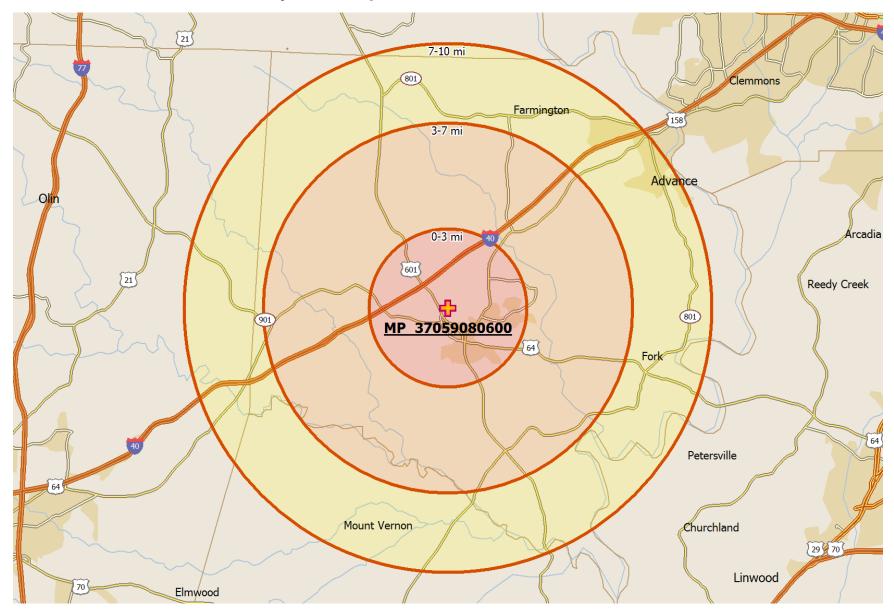
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	37059	Davie
4	Zipcode	27028	Davie
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
8	Sitescape Density Pattern	К	10000-50000-50000



Ingold Emerald Isle Micro Cramerton Kirkland McFarlan Stantonsburg Rura Hall Eastover Holden Bea Teld Blowing Rock Kitty Hawk South Rosemary Dallas Leland Nashviller Intercultural Institute Saratoga Creedmoor Marshville Robbins Pittsboro Randleman For Intercultural Institute Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

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



Belmont Fairfield Harbour Earl Maysville East Bend Havelock Chimney Rock Village Salem Brunswick Feletier Robbinsville Cameron Brogden Mount Olive Tarboro Grand Intercultural Institute Bowmore Ogden Fairmont Robersonville Pine Knoll Shores Parkton 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 Locale	31	Town: Fringe: Territory inside an urban cluster that is less than or equal to 10 miles
	Codes		from an urbanized area.
6	IICM RUCA Values Index	52	Small town core commuting: Secondary flow 10% to 30% to an Urban Area
7	ERS RUCA Commuting	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small urban
	Value		cluster)
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

View Seven Springs Keener Eastover Bath Garland Bogue Nags Head Minnesett Beach Rhodhiss in Fuquay-Varina Kinston Weldon Weaverville Waco Goldsboro Bury Intercultural Institute Biscoe Cedar Rock Mooresville East Arcadia Piney Green Sandy Crop Contextual Ministry Coopyright 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	7,662	15,974	19,010
2010 Households	2,903	6,040	7,086
2010 Group Quarters Population	223	9	94

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	19	20	22
Language Diversity National Index	44	15	33
Foreign Born Diversity National Index	12	15	14
Ancestry Diversity National Index	51	58	68
Racial Diversity National Index	51	28	30

Selma Stony Peint Salem Mayodan Saratoga Catawba Whispering Pines Watha Pellocksville Bryson G Fuquay-Varina Valley Hill Long View Eastover Moravian Falls Garland Theophics Rockwell Centerville orwood Seagrove Gibsonville Aulander Yanceyville Sherrills Ford Jac for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Beiling Spring Lakes Walput Cove Minnesott Beach

## Site Location Summary - County Environment

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

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

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

Westport <u>Lilesville Middlesex Orrum Cajah's Mountain</u> Calypso Washington Bayshore Powellsville e Valley Cedar Rock Clayton Bessemer City Harrellsville Sedalia Sylva in <u>Intercultural Institute</u> Prospect Coats Maysville Etowah Chadbourn Elk Park Mar-Mac Trover for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	261	8.99%
Mainstay Communities	Established, Diverse Households	428	14.74%
Working Communities	Blue-collar, Working Families	1,373	47.3%
Country Communities	Rural, Agri. & Mining Families	367	12.64%
Aspiring Communities	Young Singles / Aspiring-Multihousing	188	6.48%
Urban Communities	High Density, Inner-city Neighborhoods	288	9.92%

nville Orrum Pine Knoll Shores Castle Hayne Maxton Cary Harrellsville Pinehurst Garland Greenevers The ville Casar Lewisville Ayden Spencer Newland Havelock St. Helen Intercultural Institute Ige Enochville Coats Nags Head Mebane Dobbins Heights Marietta Robert Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry Oxford Grapite Falls Tryon Woodlawn Ivanboe Vand

# 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.

Acuntain View Bladenboro China Grove Maysville Hobgood Scotland Neck Hightsville Clayton Halifax a E Holf Shores Woodland Beaufort Misenheimer Southport Stem Camero Intercultural Institute re Beach Dunn Midland Powellsville Lawndale Seaboard Godwin Elki for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

#### Issues for Your Consideration - continued

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

okford Raemon <u>Sneads Ferry Toast Jacksonville</u> Fairfield Harbour St. Stephens Balfour Mooresboro R Contreat Mocksville Shelby Wallburg Fairmont Granite Quarry Bald Head <u>Intercultural Institute</u> Boardman inebluff Dobson Blowing Rock Chapel Hill Bridgeton Belville Patterson *Joi Contextual Ministry* Charlotte Brev Copyright 2011, Intercultural Institute for Contextual Ministry Black Mountain North Topsail Beach Oak Island Ashe 10

# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	10,281	1,942	18.89%
Unreached %	64.67%	66.88%	103.42
Religious But NOT Evangelical HH	2,327	497	21.36%
Religious But NOT Evangelical %	14.64%	17.12%	116.95
Spiritual But NOT Relig or Evang HH	1,688	293	17.37%
Spiritual But NOT Relig or Evang %	10.62%	10.1%	95.09
Not Evangelical, Not Interested HH	6,278	1,164	18.54%
Not Evangelical, Not Interested %	39.49%	40.09%	101.52



Hills Atlantic Beach Long View Stonewall Leland West Canton Robersonville Bear Grass McLeansville ajait's Mountain Apex Watha Winston-Salem Graham Walnut Cove Ray <u>Intercultural Institute</u> mithfield Bogue Oxford Hope Mills Seaboard Mount Gilead Saxapahaw for Contextual Ministry Contextual Ministry Davidson Claremont Scotland Neck Stovall Northwest 11 Copyright 2011, Intercultural Institute for Contextual Ministry Wake Forest Delway, Silver City, Lauripburg, Kirkland

## **Spirituality Indicators - Churchscape**

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BCNC Churches	22	10	45.45%
Active BCNC Attenders	2,267	1,369	60.39%
Active Evangelical Households	1,936	332	17.16%
Active Evangelical Percent	12.18%	11.44%	93.94
Inactive Evangelical Households	3,679	631	17.15%
Inactive Evangelical Percent	23.14%	21.73%	93.91
# New Churches Needed	0	0	0%





#### Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Eagle Heights - Mocksville	1.28 mi	0	Insufficient Data	16	Cooleemee First - Cooleemee	6.53 mi	57	Plateauing
2	Fork - Mocksville	1.28 mi	222	Growing	17	Bear Creek - Mocksville	6.98 mi	96	Plateauing
3	Bread of Life - Mocksville	1.28 mi	54	Plateauing	18	Community - Cooleemee	7.27 mi	0	Insufficient Data
4	Green Meadows - Mocksville	1.28 mi	258	Declining	19	Society - Statesville	7.33 mi	87	Plateauing
5	Refuge Community Church	1.28 mi	0	Insufficient Data	20	Needmore - Woodleaf	7.54 mi	36	Growing
6	Edgewood - Coole	1.28 mi	118	Declining	21	Farmington - Mocksville	7.76 mi	113	Plateauing
7	Jerusalem - Mocksville	1.28 mi	115	Declining	22	Advance First Baptist	8.44 mi	74	Growing
8	Blaise - Mocksville	1.34 mi	325	Declining	23	Rock Spring - Harmony	8.86 mi	74	Declining
9	Mocksville First - Mocksville	1.38 mi	277	Plateauing	24	Hillsdale - Advance	9.18 mi	181	Plateauing
10	Greater Mount Moriah Msnry	2.38 mi	0	Insufficient Data	25	Rock Hill - Advance	10.05 mi	11	Insufficient Data
11	ljames - Mocksville	3.94 mi	95	Growing	26	Woodleaf - Woodleaf	10.16 mi	185	Growing
12	Turrentine - Mocksville	4.17 mi	104	Declining	27	New Hope - Statesville	10.67 mi	154	Growing
13	Eatons - Mocksville	5.28 mi	85	Growing	28	Courtney - Yadkinville	10.72 mi	133	Plateauing
14	Calahaln Friendship - Mocksville	5.32 mi	32	Plateauing	29	Northside - Harmony	11.24 mi	15	Insufficient Data
15	Calvary - Mocksville	5.69 mi	50	Growing	30	Harmony - Harmony	11.44 mi	79	Growing

Shiers Hudson Locust Ahoskie Speed Vanceboro St. Helena Bayboro Teachey Kelford Oak Ridge Rennert Atlantic Beach Kannapolis Saxapahaw Calypso Garland Intercultural Institute Old Fort Ramseur King Shannon Oak City Woodland Newton Grove Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Tarboro Stadman Angier Stanfield Film City West

# 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.

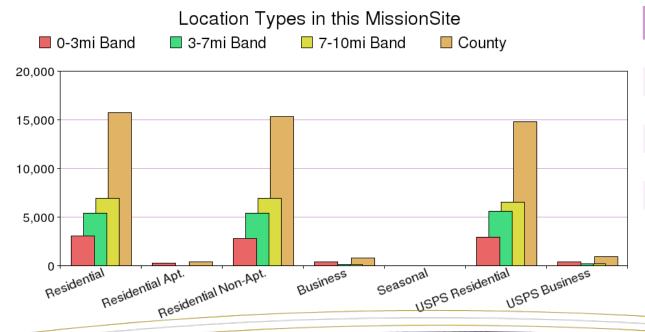
#### Issues for Your Consideration

- 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	27,859	5,576	20.02%
2000 Population	34,835	6,651	19.09%
2010 Population	41,872	7,662	18.3%



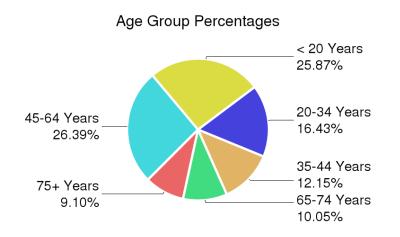
Location Type	0-3mi Band
Residential	3,074
Residential Apt.	277
Residential Non-Apt.	2,797
Business	391
Seasonal	0
USPS Residential	2,921
USPS Business	410

CO

Northlakes Hookerton Centerville Roxobel New London Barker Heights Hildebran Haw River Oak Isla Wainut Creek Fountain Cofield Dobbins Heights Henderson Oakboro <u>Intercultural Institute</u> a Breeze Ose gar Mountain Ocracoke Beech Mountain Flat Rock Hendersonville Fayett (on Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bender Stem Mount Gilead Spow Hill Wallace Como Bolton

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.

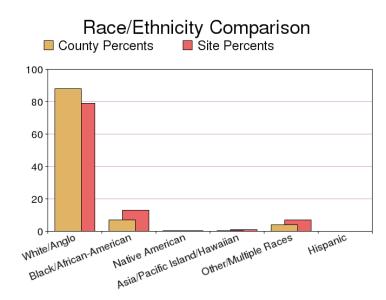


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.88%	4.95%	101.43
4-5 Years	2.49%	2.19%	87.95
6-8 Years	3.76%	3.58%	95.21
9-11 Years	3.96%	3.73%	94.19
12-13 Years	2.75%	2.74%	99.64
14-17 Years	5.36%	5.49%	102.43
18-19 Years	2.65%	3.17%	119.62
0-5 Years	7.37%	7.14%	96.88
6-12 Years	9.09%	8.67%	95.38
13-19 Years	9.39%	10.05%	107.03
< 20 Years	25.85%	25.86%	100.04
20-34 Years	15.03%	16.43%	109.31
35-44 Years	13.51%	12.15%	89.93
45-64 Years	29.15%	26.38%	90.5
65-74 Years	9.17%	10.05%	109.6
75+ Years	7.29%	9.1%	124.83
Median Age	42	42	100.83
Median Age (Male)	41	40	97.51
Median Age (Female)	43	44	102.4

sburg Long View Stanfield Sherrills Ford Teachey Rhodhiss Bath Seven Seven Springs Prospect Re Elizabethtown Waynesville Fallston Carolina Shores Mount Gilead rd Polkville Alamance Momeyer Sylva Franklinton Roxobel Spencer for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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	88.16%	78.88%	89.48
Black, African-American	7.02%	13.09%	186.57
Native American	0.26%	0.17%	65.78
Asian	0.46%	0.94%	203.87
Pacific Island, Hawaiian	0.02%	0.04%	234.21
Other/Multiple Races	4.09%	6.88%	168.32
Hispanic	0%	14.15%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	28,736	5,203	
Less than 9th Grade	4.97%	6.11%	81.36

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	28,736	5,203	
Less than 9th Grade	4.97%	6.11%	81.36
No High School Diploma	9.72%	8.98%	108.29
High School Graduate	31.98%	31.1%	102.84
Some College, no degree	22.85%	24.89%	91.79
Associate Degree	7.73%	7.96%	97.09
College Degree	16.04%	15.99%	100.28
Graduate/Prof. degree	6.72%	4.98%	134.99

Stallings Littleton Lake Norman of Catawba Wallburg Granite Quarry Ogden Constoe Belmont Rutherfor Tranklinton Hickory Randleman Simpson Archdale McDonald Ocreen Franklin Farl Jamesville Carolina Shores Madison Graham Beaufort Rural Hall Mocksville Gai Gorfextual Ministry le Copyright 2011, Intercultural Institute for Contextual Ministry Morrisville Brices Creek Plymouth Rocky Mount Ga17

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	4.64%	6.27%	189.46
\$10,000 to \$19,999	9.74%	11.82%	121.25
\$20,000 to \$29,999	10.23%	10.78%	105.41
\$30,000 to \$49,999	24.49%	23.77%	97.05
\$50,000 to \$59,999	7.57%	7.37%	97.41
\$60,000 to \$69,999	7.54%	8.1%	107.32
\$70,000 to \$79,999	6.85%	6.44%	94.03
\$80,000 to \$89,999	5.84%	5.48%	93.72
\$90,000 to \$99,999	4.08%	3.72%	91.26
\$100,000 to \$124,999	8%	9.85%	123.12
\$125,000 to \$149,999	4.21%	3.65%	86.63
\$150,000 to \$199,999	4.74%	1.62%	34.18
\$200,000 to \$249,999	1.08%	0.48%	44.83
\$250,000 or more	0.99%	0.62%	62.78
Median Household	50,994	48,527	95.16
Average Household	70,661	63,108	89.31
Per Capita Household	27,009	23,977	88.77
Family/Non-Family Household			
Income			
Median Family Income	62,932	60,248	95.74
Average Family Income	80,888	71,672	88.61
Median Non-Family Income	29,580	29,857	100.94
Average Non-Family Income	40,388	39,617	98.09

Pink Hill Welcome Jacksonville Monroe West Marion Ivanhoe Fairmont Cullowhee Fairfield Harbour Mu enurst Elat Rock Stokesdale Ellenboro Lake Junaluska Millers Creek Rock Intercultural Institute Pine Knoll Shores St. Pauls Conetoe Jamestown Mountain View Choco for Confertual Ministry Confertual Ministry Confertual Institute for Contextual Ministry Confertual Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	74.75%	70.48%	94.29
Families with Children	35.06%	34.41%	98.16
Families without Children	39.69%	36.07%	90.87
Non-Family Households			
% Non-Family Households	25.25%	29.52%	116.91
Non-Families with Children	0.84	0.79	94.69
Non-Families without Children	24.41	28.73	117.67
Housing Units			Index
Total Housing Units	17,958	3,257	
Vacant percent	11.48%	10.84%	94.39
Owned percent	74.91%	64.97%	86.73%
Rented Percent	13.61%	24.16%	177.55
Households by Size			Index
Avg household size	2.61	2.56	98.08
Avg family hh size	3.12	3.12	100
Avg non-family hh size	1.12	1.22	108.93
Households By Count of Persons			Percent
One	3,597	783	21.77%
Two	5,421	930	17.16%
Three or Four	5,442	926	17.02%
Five+	1,436	265	18.45%

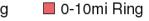
Carolina Shores McLeansville Fairmont Whitsett Bent Creek Boardman Spindale Fuguay-Varina Hotima Stem Louisburg Cullowhee Millers Creek Pinehurst Burnsville Your ville Clayton Atkinson Dove Morven Rocky Mount Apex Dunn Mountain Home Lowell Crossnore Voi Contextual Ministry Stem Louisburg Cullowhee Millers Creek Pinehurst Burnsville Your Ville Clayton Atkinson Dove Morven Rocky Mount Apex Dunn Mountain Home Lowell Crossnore Voi Contextual Ministry Stem Parton Voi Contextual Ministry Stem 2011, Intercultural Institute for Contextual Ministry Fremont Stockesdale Granditather Maxton Zebulon Have Oak Island Hamilton Denton Toast Montreat

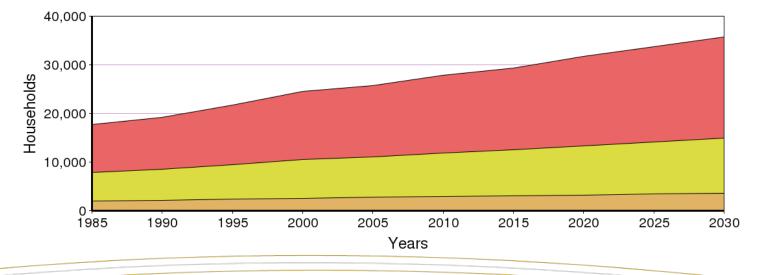
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	27,859	5,576	20.02%
2000 Population	34,835	6,651	19.09%
2010 Population	41,872	7,662	18.3%
2015 Population	44,127	8,214	18.61%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 🗖 0-7mi Ring

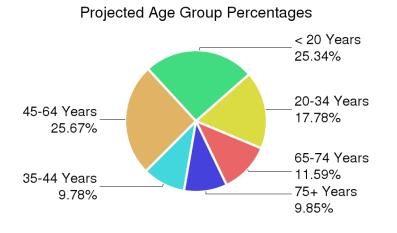




Sylva Madison Whitsett Walstonburg Cherryville Minnesott Beach Beaufort Belmont Crossnore G Garysburg Bolivia Mountain View Williamston Watha Burlington Oriented Intercultural Institute y Rock Village Troy Fayetteville Kings Mountain Conover Broadway Logic Contextual Ministry for Contextual Ministry High Shoals Durham Bolton Salemburg Plain View 20 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.

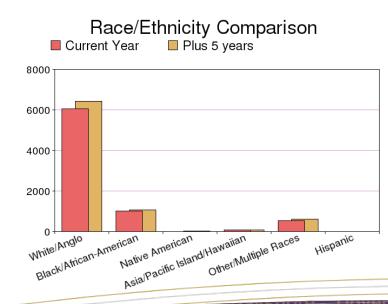


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.95%	5.71%	115.35
4-5 Years	2.19%	2.09%	95.43
6-8 Years	3.58%	3.19%	89.11
9-11 Years	3.73%	3.06%	82.04
12-13 Years	2.74%	2.34%	85.4
14-17 Years	5.49%	5.53%	100.73
18-19 Years	3.17%	3.45%	108.83
0-5 Years	7.14%	7.8%	109.24
6-12 Years	8.67%	7.41%	85.47
13-19 Years	10.05%	10.14%	100.9
< 20 Years	25.86%	25.35%	98.03
20-34 Years	16.43%	17.79%	108.28
35-44 Years	12.15%	9.78%	80.49
45-64 Years	26.38%	25.68%	97.35
65-74 Years	10.05%	11.6%	115.42
75+ Years	9.1%	9.85%	108.24
Median Age	42	43	103.03
Median Age (Male)	41	40	99.16
Median Age (Female)	43	46	106.44

gton Park Bolton Lewiston Woodville Durham Locust Monroe Conover Old Fort Ivanhoe Balfour Cler Falkland Wallace Mineral Springs Washington Hamilton Winterville Intercultural Institute bulon Weddington Midland Elm City Vass Pine Level Kernersville Har for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Beech Mountain Brockford Fremont Room Neuse Forest Rose Hill Warsaw Cape Carteret Calvoso For

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	78.88%	78.11%	99.02
Black, African-American	13.09%	13.04%	99.6
Native American	0.17%	0.21%	121.98
Asian	0.94%	1.03%	110.12
Pacific Island, Hawaiian	0.04%	0.04%	93.28
Other/Multiple Races	6.88%	7.57%	110.09
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	5,203	5,533	
Less than 9th Grade	6.11%	4.7%	76.88
No High School Diploma	8.98%	7.36%	81.95
High School Graduate	31.1%	29.98%	96.42
Some College, no degree	24.89%	26.64%	107.03
Associate Degree	7.96%	8.17%	102.67
College Degree	15.99%	17.51%	109.52
Graduate/Prof. degree	4.98%	5.64%	113.28

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 Indian Beach
 Carboro
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 Stoneville
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 Boonville
 Beulaville
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 Barker Heights
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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	6.27%	4.86%	77.44
\$10,000 to \$19,999	11.82%	11.24%	95.14
\$20,000 to \$29,999	10.78%	9.84%	91.27
\$30,000 to \$49,999	23.77%	23.17%	97.47
\$50,000 to \$59,999	7.37%	6.97%	94.59
\$60,000 to \$69,999	8.1%	8.34%	103.04
\$70,000 to \$79,999	6.44%	6.78%	93.58
\$80,000 to \$89,999	5.48%	6.16%	103.51
\$90,000 to \$99,999	3.72%	3.91%	105.1
\$100,000 to \$249,999	9.85%	11.37%	115.43
\$125,000 to \$149,999	3.65%	4.27%	116.9
\$150,000 to \$199,999	1.62%	1.89%	116.73
\$200,000 to \$249,999	0.48%	0.55%	114.86
\$250,000 or more	0.62%	0.52%	84.08
Median Household	48,527	52,943	109.1
Average Household	63,108	70,289	111.38
Per Capita Household	23,977	26,347	109.88
Family/Non-Family Household			
Income			
Median Family Income	60,248	66,591	110.53
Average Family Income	71,672	80,094	111.75
Median Non-Family Income	29,857	31,513	105.55
Average Non-Family Income	39,617	43,646	110.17

nn Mar-Mac Black Mountain Boone Light Oak Columbus Gorman Pinetops Middleburg Ruth Rhodhis Whitakers Mesic Granite Falls Morganton Hightsville Halifax Glen Contectual Institute rs Pinebluff Conetoe Forest Oaks Harkers Island Blowing Rock Minnes for Contectual Ministry Contectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry White Oak Barker Ten Mile Mineral Springs Lumber Bridges Soville Mileson's Miles Pantego Ronda Cerro Gordo Corpelius Burgay Black Creek Aboskie Harrells

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	70.48%	70.48%	100
Families with Children	34.41	34.34	99.8
Families without Children	36.07	37.93	105.16
Non-Family Households			
% Non-Family Households	29.52%	29.52%	100
Non-Families with Children	0.79	1.01	100
Non-Families without	28.73	28.51	99.24
Children			
Housing Units			
Total Housing Units	3,257	3,452	105.99%
Vacant percent	10.84%	11.1%	102.37
Owned percent	64.97%	64.98%	100.01
Rented Percent	24.16%	23.93%	99.03
Households by Size			
Avg household size	2.56	2.58	100.78%
Avg family hh size	3.12	3.17	101.6%
Avg non-family hh size	1.22	1.18	96.72%
Households By Count of Persons			
One	783	817	104.34%
Two	930	971	104.41%
Three or Four	926	985	106.37%
Five+	265	297	112.08%

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# **Ethnographic Summary**

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

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	3-7
	MILES	MILES	MILES		MILES	MILE
Foreign Born Pop	472	262	620	Eastern Africa	0	0
Northern Europe	4	8	25	Middle Africa	0	0
Western Europe	19	7	29	Northern Africa	0	0
Southern Europe	0	6	2	Southern Africa	0	1
Eastern Europe	33	9	12	Western Africa	0	2
Other Europe	0	0	0	Other Africa	7	3
Eastern Asia	0	0	0	Oceania	4	0
So. Central Asia	0	4	35	Caribbean	0	38
SE Asia	0	11	16	Central Amer.	347	164
Western Asia	8	0	0	South America	36	4
Other Asia	0	0	0	North America	14	5
				Born at sea	0	0



# Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10	
	MILES	MILES	MILES		MILES	MILES	MILES	
English only	5,929	11,638	14,073	Other Indo-Euro	24	1	4	
Spanish	461	440	739	Asian/PI languages	0	0	0	
Other Indo-Euro	110	15	109	Chinese	0	0	0	
language				Japanese	0	0	0	
French (incl. Patois,	31	8	28	Korean	0	0	0	
Cajun)				Mon-Khmer,	0	0	0	
French Creole	0	0	0	Cambodian				
Italian	16	0	2	Miao, Hmong	0	0	0	
Portuguese	14	0	0	Thai	0	0	0	
German	18	6	51	Laotian	0	0	0	
Yiddish	0	0	5	Vietnamese	0	5	8	
Other West Germanic	0	0	0	Other Asian	8	8	14	
A Scandinavian	0	0	2	Tagalog	0	0	13	
Language				Other Pacific Is	0	0	0	
Greek	0	0	0	Other languages	14	8	14	
Russian	7	0	2	Navajo	0	0	0	
Polish	0	0	8	Other Native N.	0	8	0	
Serbo-Croatian	0	0	0	American				
Other Slavic Language	0	0	0	Hungarian	0	0	0	
Armenian	0	0	0	Arabic	0	0	14	
Persian	0	0	5	Hebrew	0	0	0	
Gujarathi	0	0	0	African languages	14	0	0	
Hindi	0	0	0	Other unspecified	0	0	0	
Urdu	0	0	2					

airview Varnamtown Leggett Rosman Wagram Half Moon Bayboro Earl Scotland Neck Walnut Cove S Five Points Lillington Kill Devil Hills Greensboro Elm City Maysville Intercultural Institute Saxapahaw Greenevers Love Valley Pikeville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Faith Chocowinity Falcon Plain View Webster

# 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	4,635	8,202	10,777	Irish	Irish 272	Irish 272 488
Arab	0	8	22	Italian	Italian 100	Italian 100 183
Armenian	0	1	4	Lithuanian	Lithuanian 0	Lithuanian 0 1
Austrian	15	5	16	Norwegian	Norwegian 14	Norwegian 14 24
British	18	23	16	Polish	Polish 26	Polish 26 86
Canadian	4	26	10	Portuguese	Portuguese 14	Portuguese 14 0
Croatian	0	3	8	Romanian	Romanian 0	Romanian 0 2
Czech	6	9	7	Russian	Russian 13	Russian 13 35
Czechoslovak	5	8	15	Scandinavian	Scandinavian 0	Scandinavian 0 4
Danish	0	19	7	Scotch-Irish	Scotch-Irish 171	Scotch-Irish 171 255
Dutch	117	167	146	Scottish	Scottish 79	Scottish 79 129
English	552	917	1,244	Slovak	Slovak 0	Slovak 0 12
European	36	42	85	Subsaharan African	Subsaharan African 0	Subsaharan African 0 9
Finnish	0	0	0	Swedish	Swedish 3	Swedish 3 27
French (not Basque)	91	117	110	Swiss	Swiss 0	Swiss 0 28
French Canadian	0	12	27	Ukrainian	Ukrainian 0	Ukrainian 0 12
German	632	1,343	1,696	US/American	US/American 1,206	US/American 1,206 2,506
Greek	0	12	11	Welsh	Welsh 7	Welsh 7 22
Hungarian	0	18	17	West Indian	West Indian 0	West Indian 0 2
Iranian	0	2	6	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 1,254	Other 1,254 1,645

Bolivia Bayshore Pantego Atkinson Selma Lincolnton Mar-Mac Vass Stem Boiling Springs Liberty Charlotte Banner Elk Bayboro Burlington Caswell Beach Aulander His Beach Balfour Lensir on Siler City Whitsett Fuquay-Varina Fair Bluff China Grove Wilson's Model Intercultural Institute Joi Contextual Ministry Concord Biscoe Princeville 27

# 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?

Franklinville Micro Hickory Brogden Seagrove Claremont McAdenville Spencer Dunn Princeville Falcon West Canton Bayboro Woodlawn Stokesdale Angier Kingstory Intercultural Institute Sear Grass Chapel Hill Jefferson Red Oak Badin Norman Mountain Hom For Contextual Ministry Como Brid Copyright 2011, Intercultural Institute for Contextual Ministry Como Brid Balemburg Nags Head Macon Vass Delway Saxap 28

# Using the Demographic Indicators

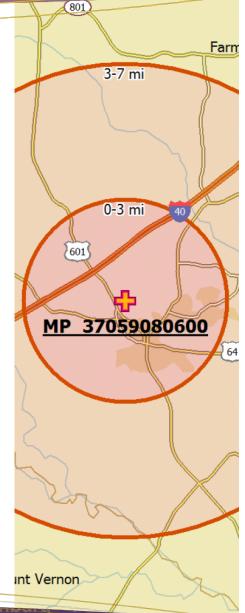
#### Issues for Your Consideration - continued

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

North Wilkesboro Walnut Cove Sea Breeze Pumpkin Center Salemburg South Weldon Brunswick With Five Points Wagram Chapel Hill Lake Lure Whispering Pines Spencer Intercultural Institute at Sawmills East Bend Garner Wilson Youngsville Long View Ayden Gor Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



Het Springs <u>Stony Point</u> Mars Hill Marietta Old Fort Dunn Atkinson Charlotte Pine Knoll Shores Min Vin Oak Ridge Norlina Roper West Jefferson Bayboro Emerald Isle Norwood Boone Red Cross Rhodhiss Ocracoke Gaston Lake Lure *Joi Contextual Ministry* Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 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	2,903	100%	1,942	100%
AFFLUENT SUBURBIA	17	0.59%	12	0.62%
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	17	0.59%	12	0.62%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	244	8.41%	164	8.44%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	241	8.3%	162	8.34%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	3	0.1%	2	0.1%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	355	12.23%	227	11.69%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	60	2.07%	0	0%
Prime Middle America	0	0%	39	2.01%
Urban Optimists	295	10.16%	0	0%
Family Convenience	0	0%	188	9.68%
Mid-Market Enterprise	0	0%	0	0%

Mocksville Midway Franklinville Welcome Myrtle Grove Laurinburg Winston-Salem Proctorville Matthew Barker Ten Mile Henderson Watha Como Greenevers Waxhaw Black Intercultural Institute Columbia Elon Tryon Milton Winton Princeville Flat Rock Cary Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Compyright 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	2,903	100%	1,942	100%
BLUE COLLAR BACKBONE	85	2.93%	55	2.83%
Nuevo Hispanic Fam.	32	1.1%	23	1.18%
Working Rural Suburbia	53	1.83%	32	1.65%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	73	2.51%	49	2.52%
Ethnic Urban Mix	6	0.21%	4	0.21%
Urban Blues	38	1.31%	24	1.24%
Professional Urbanites	29	1%	21	1.08%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	1,288	44.37%	884	45.52%
Steadfast Conservative	1,137	39.17%	779	40.11%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	1	0.03%	1	0.05%
Urban Grit	0	0%	0	0%
Grass-Roots Living	150	5.17%	104	5.36%

West Marion Kirkland Clayton Rockwell Roseboro Harkers Island Surf City Wallace Elon Fairmont New Bern Mount Holly Marvin Monroe Columbus Vandemere Hickory Marion Wilson Rosman Jountain Home Richfield Brogden Northlakes Butters Wallburg Raemo for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Newland Wake Forest Rocky Mount Cedar Rock Dunn

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	2,903	100%	1,942	100%
REMOTE AMERICA	276	9.51%	162	8.34%
Hardy Rural Fam.	15	0.52%	9	0.46%
Rural Southern Living	261	8.99%	153	7.88%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	188	6.48%	139	7.16%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	188	6.48%	139	7.16%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	91	3.13%	53	2.73%
Aspiring Hispania	45	1.55%	0	0%
Industrious Country Living	0	0%	31	1.6%
America's Farmland	15	0.52%	0	0%
Comfy Country Living	0	0%	9	0.46%
Small Town Connections	31	1.07%	0	0%
Hinterland Fam.	0	0%	13	0.67%

Anham Brunswick Patterson Springs Coats Winton Duck Black Creek Haw River Belmont Pittsboro Start Southport Kernersville Williamston Franklinton Danbury Rockingham Intercultural Institute Vandemere Falcon River Road Boiling Spring Lakes Polkton Granite Falls Fairvie Contextual Ministry Oxford St. James Gar 33 Geopyright 2011, Intercultural Institute for Contextual Ministry Connelly Springs Fairview Oxford St. James Gar 33

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	2,903	100%	1,942	100%
STRUGGLING SOCIETIES	221	7.61%	150	7.72%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	221	7.61%	150	7.72%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	67	2.31%	47	2.42%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	54	1.86%	38	1.96%
Urban Diversity	0	0%	0	0%
New Generation Activists	13	0.45%	9	0.46%
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%

Fair Bluff Keener Northlakes Bonnetsville Elkin Morven East Bend Jefferson Wade Red Springs Le Reidsville Icard Kings Grant Stovall Forest City Mooresville Bether Frield Oak City Carrells New Bern White Oak Spencer Butters Bayboro Fairview Ivant Topsail Beach Godwin Roles 34 Copyright 2011, Intercultural Institute for Contextual Ministry Stephens Fallston Simpson Robersonville Weddington

# 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?

ys Pilot Mountain Elroy Saratoga Welcome Bath Winston-Salem Creswell Laurinburg Eden Reidsville Waco Carolina Shores Havelock Walnut Cove Powellsville Spindale Bath Intercultural Institute The Knoll Shores Marvin Newton Grove Momeyer Kenly Raeford Salem for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

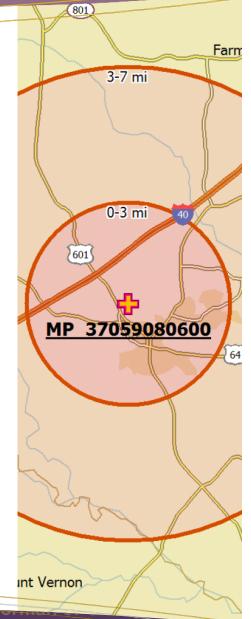
#### **Potential Cultural Bridges**

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).



Lake Lure Huntersville Jonesville Raeford Kingstown East Flat Rock Falcon Bear Grass Grover H Stovall Bunn Everetts Waynesville Elk Park Macon Newton Stalling Intercultural Institute Cofield Southport Manteo Neuse Forest Archdale Goldsboro Red Official Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bate Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bate Copyright 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

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	78%	78%	79%
Use Comp. for Internet/E-mail	58%	58%	61%
Internet Use: E-Mail	47%	47%	50%
Use Comp. for Comp. Games	40%	40%	41%
Use Comp. for Word Processing	36%	36%	39%
Use Comp. for Shopping	33%	34%	37%
Use Comp. for Education	32%	31%	32%
Use Comp. for Digital Camera	30%	30%	33%
Photo Editing			
Use Comp. for Banking	29%	30%	32%
HH Owns DVD Player	27%	27%	28%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	27%	26%	28%
Internet Use: Banking	25%	25%	27%
Use Comp. for News/Info./Data	19%	19%	21%
Service			
PC-Network-HH Has One	17%	18%	19%
Use Comp. for Accounting	14%	13%	15%
Use Comp. for Personal Financial	12%	11%	13%
Mngmnt			
Use Comp. for Filing/DB Mngmnt	11%	11%	12%
HH Owns Video/Webcam	11%	10%	10%
Internet Use: Shopping: Made A	11%	11%	12%
Purchase			
Internet Use: Shopping: Gathered	11%	11%	12%
Info. for Shopping			



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	67%	66%	67%
Dining Out (Not Fast Food)	55%	56%	58%
Reading Books	51%	50%	51%
Card Games	41%	42%	43%
Gardening	36%	37%	38%
Cooking for Fun	35%	34%	35%
Go To A Beach/Lake	34%	34%	36%
Board Games	33%	34%	35%
Visit Zoo	19%	19%	20%
Going To	19%	18%	19%
Bars/Nightclubs/Dancing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	68%	68%	68%
Gen./Fam. Practitioner	42%	42%	43%
Dentist	26%	25%	26%
Backache	23%	23%	23%
Eye Dr.	21%	21%	21%
None Of These	20%	20%	20%
Hypertension/High Blood	19%	19%	19%
Pressure			
High Cholesterol	18%	18%	18%
Any Arthritis	16%	17%	16%
Overweight (30 Pounds Or	15%	15%	15%
More)			



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	25.88%	24.7%	25.69%
Live Theater	17.09%	16.34%	18.11%
Rock/Pop Concerts Most	14.18%	13.61%	13.89%
Often			
Live Theater Most Often	14.1%	13.35%	14.78%
Comedy Club	8.44%	7.65%	8.18%
Dance Performance	7.81%	6.89%	6.84%
Movies: Comedy	39.43%	37.96%	38.81%
Movies: Action/Adventure	37.97%	36.62%	36.98%
Movies: Fam.	20.36%	18.99%	19.26%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Drama	19.26%	17.85%	18.34%
Movies: Romantic Comedy	19.06%	18.03%	18.77%
Movies: Mystery	16.67%	15.62%	15.53%
MLB Baseball Reg. Season	6.15%	6.12%	7.26%
NFL Football Reg. Season	5.35%	5.34%	6.3%
College Football Reg. Season	5.26%	5.38%	6.46%
College Basketball Reg. Season	3.92%	3.67%	4.31%
NBA Basketball Reg. Season	2.63%	2.55%	3%
Auto Racing Events	2.53%	2.88%	3.23%



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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	38.63%	38.41%	39.32%	Baseball	Baseball 10.65%	Baseball 10.65% 11.01%
Swimming	32.38%	33.44%	35.12%	Target Shooting	Target Shooting 9.97%	Target Shooting9.97%11.03%
Bowling	21.76%	22.26%	22.73%	Football	Football 9.74%	Football 9.74% 9.87%
Freshwater Fishing	20.51%	22.85%	22.96%	Volleyball	Volleyball 9.35%	Volleyball 9.35% 9.54%
Billiards/Pool	19.25%	19.38%	19.6%	Backpacking/Hiking	Backpacking/Hiking 9.1%	Backpacking/Hiking 9.1% 9.86%
Camping Trips	16.7%	19.25%	19.29%	Aerobics	Aerobics 8.79%	Aerobics 8.79% 8.52%
Basketball	14.88%	14.94%	15.11%	Saltwater Fishing	Saltwater Fishing 7.77%	Saltwater Fishing 7.77% 8.34%
Weight Training	14.2%	14.17%	15.19%	Softball	Softball 7.73%	Softball 7.73% 7.77%
Jogging/Running	13.54%	12.88%	13.26%	Power Boating	Power Boating 7.62%	Power Boating 7.62% 7.8%
Using Cardio Machine	12.18%	11.94%	12.69%	Soccer	Soccer 6.55%	Soccer 6.55% 6.56%
Golf	12.16%	12.2%	13.54%	Canoeing/Kayaking	Canoeing/Kayaking 6.48%	Canoeing/Kayaking 6.48% 6.96%
Mountain/Road Biking	11.85%	12.21%	12.86%	Motorcycling	Motorcycling 6.45%	Motorcycling 6.45% 6.69%
Hunting	11.18%	13.48%	13.49%	Horseback Riding	Horseback Riding 6.2%	Horseback Riding 6.2% 6.94%
Stationary Cycling	10.74%	10.67%	11.08%	Yoga	Yoga 6.19%	Yoga 6.19% 5.84%

Seven Lakes Beech Mountain Love Valley Andrews Silver City Rutherford College Star Barker Ten Mile Bend Come Lattimore North Wilkesboro Sherrills Ford Fallston Rand Intercultural Institute Rutherfordton Parmele Fair Bluff Chadbourn Hildebran Lewiston Wood For Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

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

0-3	3-7	7-10	
MILES	MILES	MILES	
6.1%	6.3%	6.69%	
4.99%	5.77%	5.91%	
4.93%	4.99%	4.99%	
4.78%	4.55%	4.7%	
4.44%	4.96%	4.94%	
3.98%	4.32%	4.43%	
3.9%	4.11%	4.37%	
3.8%	4.09%	4.27%	
3.79%	3.91%	4.19%	
3.67%	3.7%	3.68%	
	MILES 6.1% 4.99% 4.93% 4.78% 4.44% 3.98% 3.9% 3.8% 3.79%	MILES         MILES           6.1%         6.3%           4.99%         5.77%           4.93%         4.99%           4.78%         4.55%           4.44%         4.96%           3.98%         4.32%           3.9%         4.11%           3.8%         4.09%           3.79%         3.91%	MILESMILESMILES6.1%6.3%6.69%4.99%5.77%5.91%4.93%4.99%4.99%4.78%4.55%4.7%4.44%4.96%4.94%3.98%4.32%4.43%3.9%4.11%4.37%3.8%4.09%4.27%3.79%3.91%4.19%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Snowmobiling	3.62%	3.69%	3.78%
Auto Racing	3.56%	3.4%	3.13%
Hockey	3.29%	3.46%	3.44%
Rock Climbing	3.16%	3.08%	3.1%
Skateboarding	2.93%	3.19%	3.15%
Snowboarding	2.85%	2.83%	2.85%
Martial Arts	2.6%	3.2%	3.22%
Sailing	2.41%	2.54%	2.69%
Rowing	2.27%	2.46%	2.53%
Surfing & Windsurfing	1.96%	2.06%	2.11%

Bald Head Island Harrisburg East Bend Murraysville Rocky Mount West Marion Hot Springs Chadbol Rich Square Centerville Belhaven South Rosemary Patterson Springs Intercultural Institute therfordton Rose Hill Barker Heights Butters Newton Grove Roper Locy Jor Confectual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Beach Kings Mountain Archdale Black Mountain Sarato

#### 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.

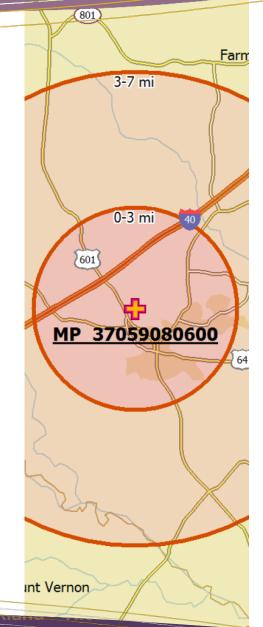
#### **BIBLICAL BARRIERS**

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.



JAARS Creedmoor North Wilkesboro Mulberry Eastover Bostic Conway Elk Park Boiling Spring Lakes Aviorown Ruth Hickory Newton Taylorsville Laurinburg Atlantic Bears Intercultural Institute Wesley Chapel Spruce Pine Seaboard Hertford Emerald Isle Waxha for Contextual Ministry Copyright 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.

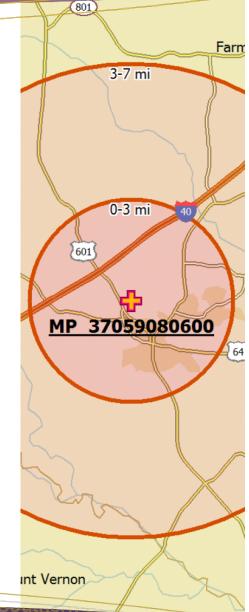
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Granite Fails Raemon Conway High Shoals Mars Hill Lincolnton Mulberry Laurel Park Pembroke Elk Stanfield Alamance Maysville Yanceyville Davidson Stovall Clintor Intercultural Institute rsville Morrisville Columbus Windsor Boiling Spring Lakes Cove City For Confertual Ministry Becopyright 2011, Intercultural Institute for Contextual Ministry Becopyright 2011, Intercultural Institute for Contextual Ministry Lake Park

## **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.

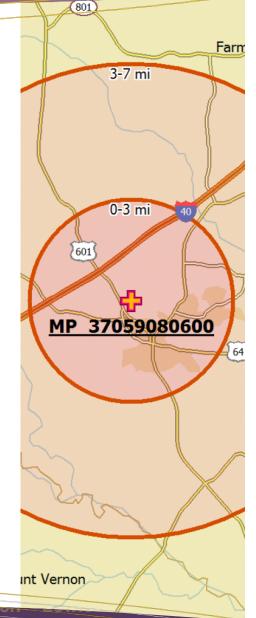
BARRIERS	0-3	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning	50%	49%	49%	Like to Stand Out In A Crowd	22%	21%	21%
New Things				Marijuana Should Be Legalized	19%	18%	18%
Find It Difficult To Say No To My Kids	39%	40%	41%	Rarely Sit Down to a Meal Together At Home	18%	18%	18%
Woman's Place Is In The Home	36%	36%	36%	I Am A Workaholic	18%	16%	16%
Speak My Mind Even If It Upsets People	36%	35%	35%	Like To Pursue Challenge/Novelty/Change	17%	17%	17%
Like Control Over People And Resources	35%	34%	33%	Only Work Current Job for The Money	14%	14%	14%
Like To Do Unconventional Things	31%	32%	31%	We Should Strive for Equality for All	13%	12%	12%
Prefer To Have Few Possessions As Possible	31%	30%	31%	Happy With My Standard Of Living	11%	10%	10%
Don't Judge People/Way They Live Life	29%	27%	27%	On Whole People Get What They Deserve	10%	10%	10%
Money Is Best Measure Of Success	26%	26%	26%	Indulge My Kids With The Little Extras	9%	9%	9%
lf Won Lottery Would Never Work Again	25%	24%	25%	Little I Can Do To Change My Life	8%	8%	8%
Too Much Sponsorship In Arts/Sports	25%	24%	23%	I Am A Perfectionist	6%	5%	5%
Friends More Important Than My Fam.	24%	23%	23%				

ng Rock Lewisville Robbinsville Saluda Cameron Canton Pleasant Garden Catawba Stoneville Moravia Arrenton Saratoga Elkin Hamilton Middleburg Norman Shannon Stales Intercultural Institute Intercultural Institute for Salem Dil Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### **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.



Watha Surf City Como Askewville Henderson Pink Hill Wrightsboro Mineral Springs Mount Pleasant The Sorry Selenter Boque Half Meet Intercultural Institute Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Confectual Minis

## **Potential Cultural Themes:**

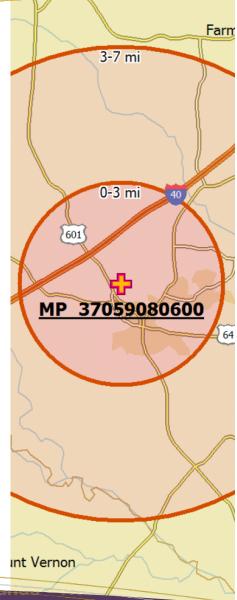
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	61%	61%	64%	Looking for New Ideas To Improve Home		17%	16%
You Should Seize Opportunities In Life	57%	56%	56%	Worried About Pollution Caused By Cars	17%	17%	18%
Like To Understand About Nature	37%	36%	36%	Is An Important Part Of Who I Am Real Men Don't Cry	15% 15%	17% 16%	17% 16%
Prefer Work Part Of Team Than Alone	34%	34%	34%	Try Not To Worry About The Future	14%	13%	12%
Important Feel Respected By My Peers	33%	33%	32%	Enjoy Spending Time With My Fam.	13%	14%	14%
Prefer To Have Few Possessions As Possible	31%	30%	31%	Provide My Kids With The Little Extras	13%	12%	11%
Important To Juggle Various Tasks	31%	31%	30%	Children Should Be Allowed To Express Themselves	6%	6%	6%
Good At Fixing Things	28%	27%	26%	Feel Very Alone In The World	5%	5%	5%
Have Keen Sense Of Adventure	26%	26%	26%	Like Spending Most Time With	5%	5%	5%
People Have To Take Me As	22%	21%	22%	Fam.			
They Find Me				Decor Particular Interest To Me	3%	3%	3%
Like To Just Enjoy Life	21%	21%	21%	Would Like To Set Up Own	3%	4%	4%
Consider Myself Interested In The Arts	19%	18%	18%	Business			

le Holly Ridge King Woodfin Enfield Tobaccoville Myrtle Grove Avery Creek Woodlawn Emerald Isle aresboro Cove City Clayton Northwest Enochville Bermuda Run Lawndro Intercultural Institute Vest Jefferson Hamilton Casar Peachland Murphy Stantonsburg Rosm for Confectual Ministry Cove Cover City Clayton Confectual Ministry Cover Cover City Clayton Northwest Enochville Bermuda Run Lawndro Intercultural Institute Cover City Clayton Northwest Enochville Bermuda Run Lawndro Intercultural Institute Cover Cover City Clayton Northwest Enochville Bermuda Run Lawndro Intercultural Institute Cover Cover City Clayton Northwest Enochville Bermuda Run Lawndro Cover Cover Cover City Hudson Cover Cover City Clayton Northwest Enochville Bermuda Run Lawndro Cover Cover Cover City Hudson Cover City Clayton Cover City Hudson Cover City Clayton Northwest Enochville Bermuda Run Lawndro Cover Cover City Hudson Cover City Cover City Clayton Stantonsburg Rose Cover City Cover City Cover City Hudson Cover City Cover City Cover City Cover City Hudson Cover City Cover City Cover City Cover City Hudson Cover City Co

#### **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.



801

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## **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10	
	MILES	MILES	MILES	
Fast Food/Drive-In	87.28%	87.62%	87.74%	
Restaurant-Visit Any				
Fam. Restaurants/Steak	82.73%	83.44%	84.45%	
Houses-Visit Any				
McDonald's	58.08%	57.77%	58.4%	
Burger King	38.94%	39.77%	39.26%	
Subway	31.75%	31.71%	32.23%	
Wendy's	31.41%	30.87%	31.3%	
Kentucky Fried Chicken (KFC)	31.37%	30.99%	30.15%	
Applebee's	30.6%	29.95%	30.98%	
Taco Bell	30.33%	30.16%	30.18%	
Arby's	25.56%	24.83%	25.27%	
Pizza Hut	25.23%	24.8%	23.94%	
Dairy Queen	20.25%	20.12%	19.87%	

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	19.72%	19.54%	20.27%
Red Lobster	17.38%	16.65%	16.52%
Cracker Barrel	16.59%	17%	17.57%
Sonic	15.28%	16.46%	16.21%
Domino's Pizza	14.56%	13.82%	13.33%
Golden Corral	13.51%	13.35%	12.81%
Chick-Fil-A	13.27%	13.42%	14.36%
IHOP (International House Of	13.21%	12.16%	12.6%
Pancakes)			
Outback Steakhouse	13.14%	12.29%	13.36%
Hardee's	13.08%	13.91%	13.52%
Denny's	12.57%	12.04%	11.6%
Chili's Grill and Bar	11.4%	10.63%	11.73%

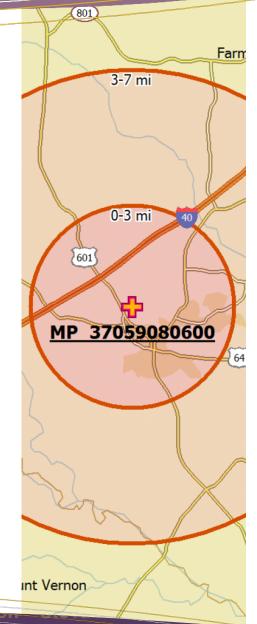


#### **Potential Shared Projects**

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!



Cofield Oriental Ossipee Marshall Liberty Bermuda Run Bethania Sparta Bowmere Hickory Watha Isle Beach Linden Magnolia Butner Randleman Fletcher Salem Ost Intercultural Institute Denton Stanfield Franklinville Sunset Beach Belmont Boiling Springs for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Shared Projects**

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	46.78%	46.23%	47.31%
Recycled products	33.11%	32.64%	34.05%
Worked as volunteer (non political)	16.07%	15.86%	16.75%
Engaged in fund raising	10.86%	11%	11.37%
Religious club member	7.32%	7.43%	7.71%
Wrote to editor of mag or newspaper	5.52%	5.27%	5.44%

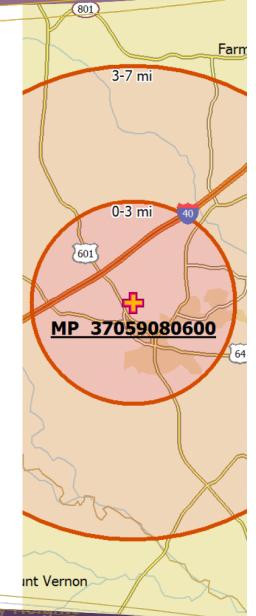
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	5.45%	5.46%	5.92%
Union member	5.44%	5.38%	5.46%
Charitable Organization	5.33%	5.32%	5.55%
Church Board	4.93%	5.09%	5.2%
Took active part in local civic issue	4.91%	4.7%	4.81%
Fraternal order member	4.72%	4.5%	4.54%



#### **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.



Westport Woodfin Fairplains Calabash Raleigh Morven Whiteville Mesic Holly Springs Rutherford Fringe Pollocksville Marshall Colerain River Road Forest City Intercultural Institute ral Springs Louisburg Franklinton Calypso Taylortown Apex McFarlan Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute f

## **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	14.54%	14.47%	15.55%
Children's Books	12.32%	12.36%	12.87%
Mystery	10.96%	10.91%	11.38%
Cookbooks	10.1%	10.2%	10.43%
Religious (not Bibles)	8.92%	9.16%	9.25%
Romance	6.47%	6.63%	6.92%
History	6.35%	6.35%	6.67%
Personal/Business	6.11%	5.96%	6.29%
Self-help			
Biography	5.65%	5.58%	5.87%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	67.61%	65.59%	66.19%
Gen. Editorial	46.62%	44.87%	44.77%
Womens	40.85%	39.73%	40.02%
Service	34.66%	34.63%	35.8%
Mens	18.59%	17.81%	17.63%
Business/Finance	15.27%	14.1%	15.24%
Automotive	14.49%	15.23%	14.93%
Sports	14.37%	13.92%	14.04%
Fishing/Hunting	14.14%	15.27%	15.11%

Rocky Mount Pinetops Cameron Charlotte Altamahaw Rose Hill St. Helena China Grove Faith Half Moor Fembroke Welcome Garysburg Linden Lewiston Woodville Wesley And Lilosville Middleburg Como White Lake Scotland Neck Rolesville New London Stantonsbury Proceeding Confectual Ministry Pr

## 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	54.82%	54.83%	55.82%
Classified	35.46%	36.18%	35.84%
Sport	32.67%	32.2%	32.66%
Editorial Page	30.81%	31.41%	32.03%
Comics	28.17%	27.85%	28.04%
Business/Finance	26.92%	25.76%	27.08%
Food/Cooking	25.11%	24.34%	24.86%
Movie Listings & Reviews	25.04%	24.28%	24.52%
TV/Radio Listings	24.73%	24.25%	24.43%
Home/Gardening	21.8%	21.46%	22.06%
Travel	18.21%	17.46%	18.34%
Science/Technology	16.78%	16.32%	16.76%
Fashion	13.62%	13.36%	13.69%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	24.06%	27.4%	27.86%
CHR Contemp Hit Radio	17.72%	17.49%	17.2%
Adult Contemporary	17.03%	16.91%	17.62%
Urban Contemporary	15.38%	12.53%	11.41%
Rock	12.56%	12.5%	12.75%
Oldies	11.06%	10.74%	10.94%
News/Talk	10.37%	9.84%	10.73%
Classic Rock	9.29%	9.62%	10.09%
Alternative	8.26%	8.17%	8.68%
Variety	7.18%	6.41%	6.57%
Religious	6.08%	6.43%	6.66%
Soft Contemporary	5.52%	5.33%	5.97%
Jazz	4.67%	3.81%	3.85%
All News	4.15%	3.69%	4.27%
Classic Hits	4.04%	4.12%	4.34%
Gospel	3.79%	3.6%	3.34%
Sports	3.2%	3.05%	3.41%
Hispanic	3.12%	3.31%	2.87%

n View Castalia Claremont Peachland Spring Hope Carrboro Ocracoke Ogden Carolina Shores White Simpson Barker Heights Shallotte Welcome Elk Park Elm City Boil in Intercultural Institute Macclesfield Hobgood Gaston Mooresboro Leland Ranlo Woodlawn Intercultural Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Multimedia Content:**

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

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	62.92%	63.59%	64.71%
Satellite Dish	54.93%	55.89%	57.14%
Soapnet	50.23%	49.28%	50.09%
Other Video-On-Demand	44.68%	43.71%	43.08%
Sci-Fi Channel	36.51%	36.71%	37.18%
Adult Pay Per View TV	34.46%	35.57%	36.1%
MSNBC	33.9%	33.72%	34.11%
Subscribe Digital Cable	29.76%	29.13%	29.51%
Nickelodeon	28.81%	30.06%	30.81%
TV Info From Sunday TV	28.27%	28.31%	29.34%
Magazine			
Comedy Central	26.61%	24.55%	26.57%
TV Info From Newspapers	26.21%	25.89%	26.6%

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Adult Swim	26.05%	26.08%	27.61%
Nick At Nite	25.46%	24.95%	25.59%
TCM (Turner Classic	24.41%	24.09%	24.8%
Movies)			
TV Info From Monthly Cable	23.95%	23.35%	23.96%
Guide			
USA Network	23.73%	23.22%	24.11%
Hallmark Channel	23.45%	23.6%	25.06%
BET (Black Entertainment	23.36%	22.58%	23.16%
TV)			
The Golf Channel	21.53%	20.96%	22.08%
ABC Fam.	21.12%	19.53%	20.82%
Lifetime	20.87%	20.47%	20.92%
TV Info From Other	19.83%	19.21%	19.65%
ESPN2	19.72%	18.66%	19.97%

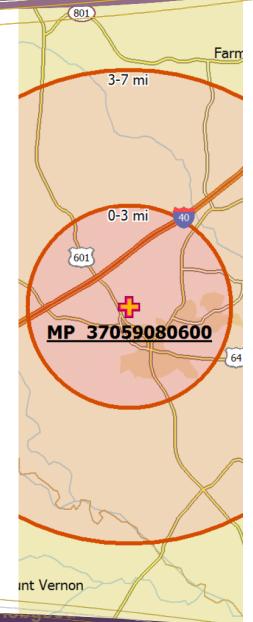


#### **Communication Media Usage**

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.



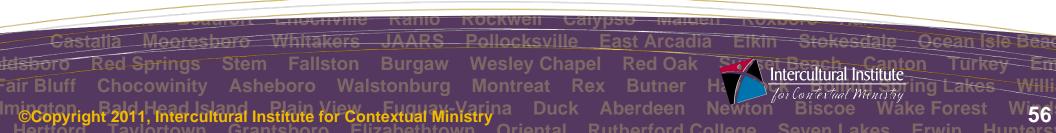
tt Calabash Gatesville Wrightsville Beach Jamestown Bogue Hayesville Patterson Springs Havelock Re Hulberry Pine Level Maggie Valley Fallston Madison Harmony Mount Please Intercultural Institute /anceboro Pinehurst Gastonia Badin Murfreesboro Tarboro Chapel Hill (an Contextual Ministry) Copyright 2011, Intercultural Institute for Contextual Ministry Misenheimer Durham Biscoe Elon Jonesville Dills 55 From Balmont Marrenton Danbury Shallotte Columbus Hendersonville Jacksonville East Spencer Can

## Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	17.8%	17.78%	18.72%
Medium Users (4-6)	9.74%	9.75%	10.17%
Light Users (1-3)	19.87%	20.23%	20.55%
Quintiles (20%)			
Newspaper I (Heavy)	1.44%	1.32%	1.28%
Newspaper II	1.63%	1.51%	1.51%
Newspaper III	2.07%	2.25%	2.27%
Newspaper IV	0.82%	0.74%	0.71%
Newspaper V (Light)	1.11%	1.16%	1.16%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	19.78%	19.27%	19.47%
Magazines II	9.04%	9.02%	9.11%
Magazines III	9.39%	9.29%	9.61%
Magazines IV	12.11%	11.69%	11.48%
Magazines V (Light)	0.45%	0.34%	0.36%
Outdoor I (Heavy)	6.69%	5.93%	5.79%
Outdoor II	3.14%	2.81%	2.53%
Outdoor III	3.96%	3.45%	3.21%
Outdoor IV	17.16%	17.78%	17.26%
Outdoor V (Light)	25.62%	25.51%	25.61%
Yellow Pages I	15.84%	15.99%	15.59%
(Heavy)			
Yellow Pages II	6%	5.41%	5.42%
Yellow Pages III	6.08%	5.13%	4.73%
Yellow Pages IV	23.56%	23.76%	23.05%
Yellow Pages V (Light)	3.87%	3.55%	3.17%



## 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	1		
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	3.24%	3.26%	3.24%	Prime Time I & II (Heavy)	3.76%	4.04%	3.95%
Drive Time III (Medium)	0.8%	0.87%	0.85%	Prime Time III (Medium)	2.04%	1.92%	1.94%
Radio IV & V (Light)	2.31%	2.57%	2.4%	Prime Time IV & V (Light)	8.23%	7.81%	8.15%
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	9.47%	8.78%	8.87%	Fringe I & II (Heavy)	39.36%	39.78%	40.4%
Radio III (Medium)	4.9%	4.82%	5.04%	Fringe III (Medium)	56.32%	56.17%	55.28%
Radio IV & V (Light)	3.21%	3.09%	3.07%	Fringe IV (Light)	57.45%	57.48%	57.3%
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	11.65%	11.98%	12.66%	All Day I & II (Heavy)	13.56%	13.23%	12.83%
Cable III (Medium)	4.79%	4.74%	4.52%	All Day III (Medium)	25.13%	25.63%	25.23%
Cable IV & V (Light)	34.27%	32.51%	31.84%	All Day IV (Light)	13.83%	12.08%	11.85%



# 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]	11.57%	11.41%	11.68%
6:00am - 10:00am	12.99%	11.49%	12.4%
10:00am - 3:00pm	6.24%	4.93%	4.89%
3:00pm - 7:00pm	13.86%	13.23%	13.44%
7:00pm - Midnight	11.3%	10.28%	10.89%
Midnight - 6:00am	5.02%	4.23%	4.22%
Weekend Radio			
Listeners			
Dayparts [summary]	14.68%	13.82%	14.33%
6:00am - 10:00am	3.47%	3.08%	3.25%
10:00am-3:00pm	4.16%	3.67%	3.95%
3:00pm - 7:00pm	6.75%	6.13%	6.35%
7:00pm - Midnight	8.82%	8.36%	8.88%
Midnight - 6:00am	10.27%	8.76%	9.16%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.28%	6.91%	7.66%
Saturday: 8:00-11:00pm	7.96%	7.64%	7.85%
Sunday: 7:00-11:00pm	9.69%	9.84%	10.3%
9:00am-1:00pm	25.46%	24.95%	25.59%
9:00am-4:00pm	29.13%	28.6%	29.28%
4:00pm-7:00pm	27.89%	27.11%	27.86%
11:00pm-1:00am	42.41%	41.35%	41.46%
AVG Prime time	3.22%	2.59%	2.47%
Mon-Sun			

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## 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 VIEV	<b>TV VIEWERS</b>	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday				Weeken	Weekend	Weekend	Weekend
6-7am	15.59%	14.39%	14.98%	Sat: 7-10	Sat: 7-10am	Sat: 7-10am 17.91%	Sat: 7-10am 17.91% 17%
7-9am	19.72%	18.66%	19.97%	Sat: 10a	Sat: 10am-1pm	Sat: 10am-1pm 7.84%	Sat: 10am-1pm 7.84% 7.39%
9am-12noon	21.26%	20.79%	21.49%	Sat: 1-4	Sat: 1-4pm	Sat: 1-4pm 25.23%	Sat: 1-4pm 25.23% 25.03%
12noon-4pm	7.87%	7.8%	7.8%	Sat: 4-6	Sat: 4-6pm	Sat: 4-6pm 7.06%	Sat: 4-6pm 7.06% 6.47%
4-6pm	44.14%	43.57%	45.9%	Sat: 6-7	Sat: 6-7pm	Sat: 6-7pm 1.99%	Sat: 6-7pm 1.99% 1.83%
6-7pm	19.25%	20.08%	20.32%	Sat: 7-8	Sat: 7-8pm	Sat: 7-8pm 0.59%	Sat: 7-8pm 0.59% 0.45%
7-7:30pm	1.17%	1.18%	1.2%	Sat: 8-1	Sat: 8-11pm	Sat: 8-11pm 7.96%	Sat: 8-11pm 7.96% 7.64%
7:30-8pm	11.26%	10.93%	10.71%	Sat: 11p	Sat: 11pm-1am	Sat: 11pm-1am 4.75%	Sat: 11pm-1am 4.75% 4.42%
8-11pm	7.28%	6.91%	7.66%	Sat: 1an	Sat: 1am-7pm	Sat: 1am-7pm 23.73%	Sat: 1am-7pm 23.73% 23.22%
11pm-12am	33.9%	33.72%	34.11%	Sun: 7-1	Sun: 7-10am	Sun: 7-10am 2.06%	Sun: 7-10am 2.06% 2.37%
11pm-1am	42.41%	41.35%	41.46%	Sun: 10a	Sun: 10am-1pm	Sun: 10am-1pm 6.85%	Sun: 10am-1pm 6.85% 7.31%
1-6am	28.38%	26.46%	27.74%	Sun: 1-4	Sun: 1-4pm	Sun: 1-4pm 6%	Sun: 1-4pm 6% 6.42%
				Sun: 4-7	Sun: 4-7pm	Sun: 4-7pm 13.51%	Sun: 4-7pm 13.51% 13.71%
				Sun: 7-1	Sun: 7-11pm	Sun: 7-11pm 9.69%	Sun: 7-11pm 9.69% 9.84%
				Sun: 11	Sun: 11pm-1am	Sun: 11pm-1am 5.17%	Sun: 11pm-1am 5.17% 4.72%
				Sun: 1-7	Sun: 1-7am	Sun: 1-7am 21.27%	Sun: 1-7am 21.27% 21.33%

Conville Ogden Bayshore Webster Aberdeen Roxboro Fairplains Gastonia Dundarrach Princeville Sur Gaston Rose Hill Gaston Vass Alliance Hayesville Flat Rock Intercultural Institute Fairfield Harbour Beaufort Waxhaw Cedar Rock Cajah's Mountain Ga Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextu

# 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

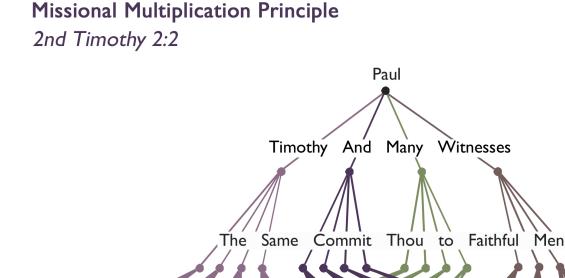
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

a Marshville <u>Duck Galdston Landis Norman Five Points Liberty</u> Cornelius Bryson City Pilot Mountain Sparta Hayesville Boiling Springs Black Mountain Richfield Unionville <u>Intercultural Institute</u> Thlakes Saluda Mountain View East Spencer Macon McFarlan McAden Joi Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Fearrington Pineblutt Murraysville Bowmore Grar61

## **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.



Shall Be Able To Teach Others Also

con Buies Creek Faith Frinity Marion Maggie Valley Cary Crossnore Princeville Lasker Mountain Hom airview Raemon Hightsville Lawndale Greenevers Raleigh Sea Breeze Intercultural Institute Whiteville Nashville Fuquay-Varina Flat Rock Raynham Brookford Gody (or for the that Ministry de Copyright 2011, Intercultural Institute for Contextual Ministry E Copyright 2011, Intercultural Institute for Contextual Ministry Formy Intercultural Institute for Contextual Ministry Formy Intercultural Institute for Contextual Ministry

Who

## **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.



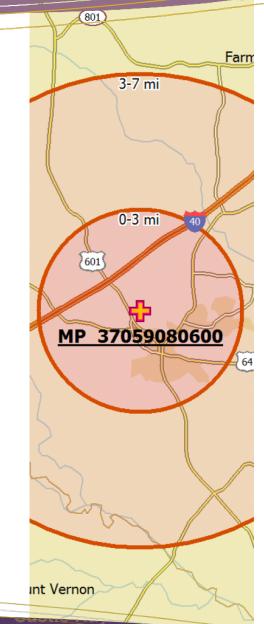


#### Your MissionSite and the Missional Suite

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



more Forest Oak City Rich Square Love Valley Fairview Lumberton Holden Beach Cricket Avery Creek ARS Rennert Sedalia Claremont Stony Point Dover Morrisville Smithfully Intercultural Institute for the Wilkesboro Carthage Bostic Norwood Laurel Park Wanchese Bury for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Pinehurst Weldon Bryson City Marvin Shelby Sanf 64

### Notes and Sources

- 1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
- 2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.
- 3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS
- 4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.
- 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**

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1			1.28 mi		Insufficient Data
1	Eagle Heights - Mocksville	852 Hwy 64 W Mocksville, NC 27028		0	
2	Fork - Mocksville	3140 US Highway 64 E Mocksville, NC 27028	1.28 mi	222	Growing
3	Bread of Life - Mocksville	4557 NC Highway 801 N Mocksville, NC 27028	1.28 mi	54	Plateauing
4	Green Meadows - Mocksville	1646 NC Highway 801 N Mocksville, NC 27028	1.28 mi	258	Declining
5	Refuge Community Church	Highway 801 Mocksville, NC 27028	1.28 mi	0	Insufficient Data
6	Edgewood - Coole	7483 US Hwy 801 South Mocksville, NC 27028	1.28 mi	118	Declining
7	Jerusalem - Mocksville	3203 US Highway 601 S Mocksville, NC 27028	1.28 mi	115	Declining
8	Blaise - Mocksville	134 Blaise Church Rd Mocksville, NC 27028	1.34 mi	325	Declining
9	Mocksville First - Mocksville	390 N Main St Mocksville, NC 27028	1.38 mi	277	Plateauing
10	Greater Mount Moriah Msnry	2076 US Highway 601 S Mocksville, NC 27028	2.38 mi	0	Insufficient Data
11	ljames - Mocksville	1038 Ijames Church Rd Mocksville, NC 27028	3.94 mi	95	Growing
12	Turrentine - Mocksville	613 Turrentine Church Rd Mocksville, NC 27028	4.17 mi	104	Declining
13	Eatons - Mocksville	430 Eatons Church Rd Mocksville, NC 27028	5.28 mi	85	Growing
14	Calahaln Friendship - Mocksville	470 Calahaln Rd Mocksville, NC 27028	5.32 mi	32	Plateauing
15	Calvary - Mocksville	2273 Davie Academy Rd Mocksville, NC 27028	5.69 mi	50	Growing

Pantego High Shoals Ansonville Beulaville Rich Square Stokesdale Belhaven Warsaw Toast Como Hoyal Pines Columbia Swannanoa Tarboro Goldsboro Stony Point Star Higher Unionville China Grove B Hightsville Maiden Troy Salisbury Winton Valdese Halifax Renn Goldsboro Bordeviual Ministry Confertual Ministry Windsor Wesley Chapel Ingold Mars Hill Reidsville 66

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
10					
16	Cooleemee First - Cooleemee	204 Marginal St Cooleemee, NC 27014	6.53 mi	57	Plateauing
17	Bear Creek - Mocksville	492 Bear Creek Church Rd Mocksville, NC 27028	6.98 mi	96	Plateauing
18	Community - Cooleemee	612 Gladstone Rd Cooleemee, NC 27014	7.27 mi	0	Insufficient Data
19	Society - Statesville	879 Garden Valley Rd Statesville, NC 28625	7.33 mi	87	Plateauing
20	Needmore - Woodleaf	1600 Mount Vernon Rd Woodleaf, NC 27054	7.54 mi	36	Growing
21	Farmington - Mocksville	1835 Farmington Rd Mocksville, NC 27028	7.76 mi	113	Plateauing
22	Advance First Baptist	1938 NC Highway 801 S Advance, NC 27006	8.44 mi	74	Growing
23	Rock Spring - Harmony	509 Rock Springs Rd Harmony, NC 28634	8.86 mi	74	Declining
24	Hillsdale - Advance	4815 US Highway 158 Advance, NC 27006	9.18 mi	181	Plateauing
25	Rock Hill - Advance	5149 US Highway 158 Advance, NC 27006	10.05 mi	11	Insufficient Data
26	Woodleaf - Woodleaf	7790 Woodleaf Rd Woodleaf, NC 27054	10.16 mi	185	Growing
27	New Hope - Statesville	149 New Hope Rd Statesville, NC 28625	10.67 mi	154	Growing
28	Courtney - Yadkinville	3341 Courtney Church Rd Yadkinville, NC 27055	10.72 mi	133	Plateauing
29	Northside - Harmony	3295 US Hwy 21 Harmony, NC 28634	11.24 mi	15	Insufficient Data
30	Harmony - Harmony	135 Little Wilkesboro Rd Harmony, NC 28634	11.44 mi	79	Growing

ever Lewisville Halifax Brogden Lexington Leggett Mineral Springs Ogden Simpson Wadesboro Wea River Road Bent Creek Farmville Trinity Mocksville Fearrington March Intercultural Institute Chapel Hill Polkton Washington Park Swannanoa Oxford Newport for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

			DIATANA		
	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Sandy Springs - Yadkin	2930 Sandy Springs Rd Harmony, NC 28634	11.96 mi	71	Declining
32	Faith - Statesville	403 Barry Oak Rd Statesville, NC 28625	12.05 mi	169	Plateauing
33	Holly Springs - Harmo	4179 Harmony Hwy Hamptonville, NC 27020	12.48 mi	67	Growing
34	Huntsville - Yadkinville	4901 Courtney Huntsville Rd Yadkinville, NC 27055	12.51 mi	35	Insufficient Data
35	Union Hill - Clemmons	8494 Lasater Rd Clemmons, NC 27012	12.79 mi	65	Plateauing
36	South Oak Ridge - Yadkinville	1336 Lone Hickory Rd Yadkinville, NC 27055	13.07 mi	194	Growing
37	Clemmons First - Clemmons	3530 Clemmons Rd Clemmons, NC 27012	13.26 mi	269	Plateauing
38	Cleveland First - Cleveland	200 Maple St Cleveland, NC 27013	13.27 mi	98	Plateauing
39	Center Grove - Clemmons	8200 Center Grove Church Rd Clemmons, NC 27012	13.35 mi	583	Plateauing
40	Deep Creek - Yadkinville	2400 Old Stage Rd Yadkinville, NC 27055	13.46 mi	70	Declining
41	Hebron - Statesville	175 Hebron Rd Statesville, NC 28625	13.86 mi	248	Plateauing
42	Life Quest - Clemmons	1150 S Peace Haven Rd Clemmons, NC 27012	14.00 mi	55	Insufficient Data
43	Enon	1875 Enon Church Rd Salisbury, NC 28147	14.00 mi	115	Plateauing
44	Smith Grove - Linwood	3462 Sowers Rd Linwood, NC 27299	14.07 mi	108	Growing
45	Calvary	2255 E Ridge Rd Salisbury, NC 28144	14.34 mi	203	Declining

Red Cross South Weldon Matthews Hemby Bridge Stovall Taylorsville Shelby Aulander Badin Wade Stonburg Troutman Winterville Saluda Randleman Cramerton Rowland Intercultural Institute Faith Angier Brevard Grantsboro Landis Roxboro Sanford Sawn for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry



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