# MissionSite top unreached locations

ods Holly Ridge Rural Hall Jamestown Shere FORDTON, NC neville Goldsboro Oakboro Leggett Danbury CENSUS TRACT: 37161960500 Mutiplyer Bridge Lenoir Robbins Welcome REGION: Region 8: Catawba COUNTY: Rutherford Walkertown Canto CONGREGATIONAL OCC Morganton Calypso Bessemer City Oak Ridge Jefferson Iva Sea Breeze Taylortown Asheville Bridgeton Columbia SITESCAPE: Townscapero In partnership with the averville Lansing Roseboro Enfield DENSITY PATTERN: KRock Village Brookford No Intercultural Institute Lewiston Woodville Newport Spring Bay for Contextual Ministry Creek Apex Zebulon rd Avery Creek Plain View Wagram Bear Grass Jacksonville North Carolina Baptists Caring. Sharing. Daring. Cerro Gordo Sandy Creek Fayetteville Rockfish Polkvih ©Copyright 2011, Intercultural Institute for Contextual Ministrye Hookerton

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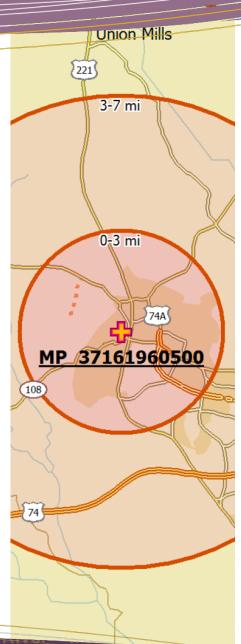
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Kingstown Marshall Zebulon Wadesboro Ogden Middlesex Forest City East Rockingham Gorman Ghe Greenevers Pembroke Wesley Chapel McLeansville Lowesville McFarler Intercultural Institute Kannapolis East Arcadia Arapahoe St. James Banner Elk Red Springs Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

#### Site Location Summary

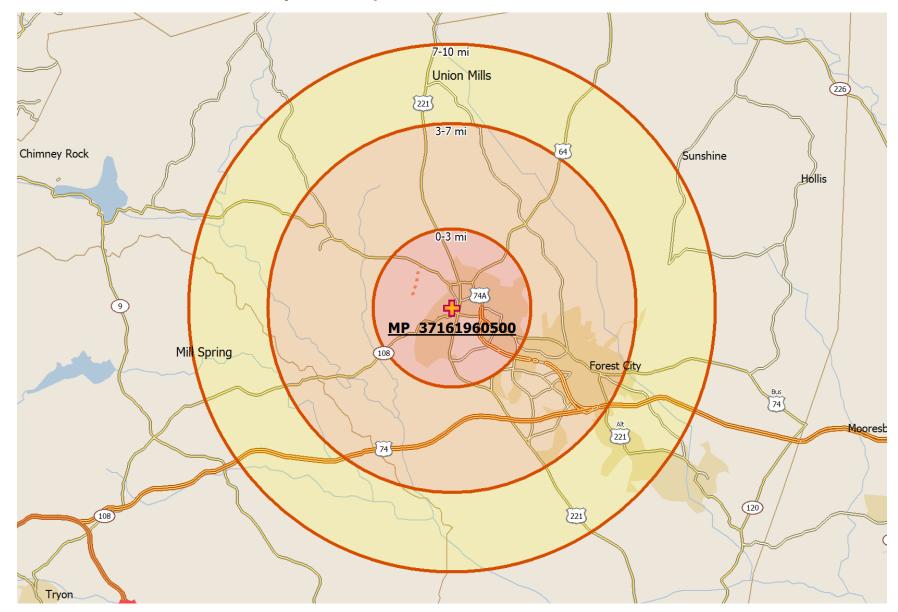
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	37161	Rutherford
4	Zipcode	28139	Rutherford
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	К	50000-50000-50000



Sunset Beach Valdese Indian Trail Marvin Garland Dobbins Heights Shailotte Keener Havesville Tre aste Hayne Lewisville Belhaven Archdale Surf City Gibsonville Poweller Intercultural Institute Salem Murfreesboro Bald Head Island Half Moon Sanford Colerain for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

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



Brunswick Grifton Orrum Enochville Kings Grant Lucama Kill Devil Hills Tarboro Piney Green Burgay Event Knightdale Newland Sherrills Ford Canton Lowesville Highlands Bald Head Island Murphy Hillsborough Pittsboro Wallburg Seaboard Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Concord A

### 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	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	4	
4	NCHS Rural Urban	5	Micropolitan - counties in a micropolitan statistical area
	Codes		
5	NCES Urban Centric	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or
	Locale Codes		equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	79	Micropolitan core commuting: No additional code
7	ERS RUCA Commuting	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large
	Value		urban cluster)
8	Percent Commuting to	6	Percent commuting from non metro to metro areas
	Metro		

Bonnetsville Boone Kernersville nully spring

Ronda Conerce Fairland Newport Eden Seima Columbus Fountain far Heer Spring Hope Ingold Bu Snow Hill Mar-Mac Stallings Greenville Topsail Beach Scotland Neck in Intercultural Institute Rhodhiss Thomasville Milton Lexington Albemarle Fletcher Snea for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	11,170	20,110	15,203
2010 Households	4,672	8,589	6,403
2010 Group Quarters Population	761	587	155

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	24	24	19
Language Diversity National Index	18	11	8
Foreign Born Diversity National Index	50	18	20
Ancestry Diversity National Index	58	49	55
Racial Diversity National Index	40	37	22

ell Lattimore <u>Spencer Montreat Beaufort Forest City Catawba</u> Duck Wilson's Mills Seagrove Garner Bryson City Aulander Marshall Graham McLeansville Claremont <u>Intercultural Institute</u> Mar-Mac North Tryon Cofield Banner Elk Northlakes Cedar Point Lake Lure Sweps (Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Site Location Summary - County Environment

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

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

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

Calypso Pembroke Washington Pilot Mountain Sugar Mountain Kings Mountain Biscoe Jacksonville He Grandlather Prospect Bessemer City Mulberry Selma Misenheimer Intercultural Institute East Laurinburg Lincolnton Dobbins Heights Autryville Brunswick St. For Confectual Ministry Copyright 2011, Intercultural Institute 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	525	11.24%
Mainstay Communities	Established, Diverse Households	722	15.45%
Working Communities	Blue-collar, Working Families	1,924	41.18%
Country Communities	Rural, Agri. & Mining Families	787	16.85%
Aspiring Communities	Young Singles / Aspiring-Multihousing	485	10.38%
Urban Communities	High Density, Inner-city Neighborhoods	228	4.88%

Mocksville Atlantic Beach Ranlo Carrboro Louisburg Staley Oriental Peletier Shelby Silver Lake Ma ten Windsor Cameron Lake Waccamaw Columbia Charlotte Franklin Intercultural Institute oats Powellsville Wrightsville Beach Barker Ten Mile Pikeville JAARS Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Wingate Delway Richlands Landis Ocracoke East

# 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.

Sherrills Ford Hot Springs Speed Surf City Teachey Biscoe Elkin Wentworth Shallotte Hamlet Well Shrille Kinston Caswell Beach Pittsboro Albemarle Nashville Canton Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Scale 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?



# 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	16,678	3,093	18.54%
Unreached %	61.53%	66.19%	107.59
Religious But NOT Evangelical HH	3,661	715	19.52%
Religious But NOT Evangelical %	13.5%	15.3%	113.29
Spiritual But NOT Relig or Evang HH	2,548	493	19.33%
Spiritual But NOT Relig or Evang %	9.4%	10.54%	112.17
Not Evangelical, Not Interested HH	10,526	1,896	18.01%
Not Evangelical, Not Interested %	38.83%	40.58%	104.51



S Mineral Springs Fuquay Varina Ogden Sanford Plain View Kenly Ranio Rutherford College Altamahar Intersville Grandfather Garysburg Rockwell Spruce Pine Southport Europe Intercultural Institute vinity Wentworth Severn Vanceboro Sawmills Lowell East Rockingham for Confectual Ministry I as Mesic Sy Confectual Ministry St. Pauls Fearrington Bent Creek Butner Oriental L11 Confectual Institute for Contextual Ministry St. Pauls Fearrington Bent Creek Butner Oriental L11 Confectual Ministry Fast Spencer Supset Beach Lake Santeetlab Winterville Forest Hills

## **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	90	21	23.33%
Active BCNC Attenders	9,679	2,308	23.85%
Active Evangelical Households	6,866	1,039	15.13%
Active Evangelical Percent	25.33%	22.24%	87.81
Inactive Evangelical Households	3,563	540	15.14%
Inactive Evangelical Percent	13.15%	11.55%	87.85
# 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	New Dimension Baptist	0.54 mi	40	Insufficient Data	16	Southern - Rutherfordton	2.59 mi	152	Declining
2	Rutherfordton First - Rutherfordton	0.66 mi	190	Plateauing	17	Mountain Creek - Rutherfordton	2.59 mi	94	Plateauing
3	Green Hill - Rutherfordton	0.76 mi	126	Plateauing	18	Mt View Baptist Church	2.59 mi	47	Declining
4	West Memorial - Rutherfordton	0.77 mi	41	Declining	19	Gilkey - Rutherfordton	2.59 mi	45	Plateauing
5	Calvary - Rutherfordton	1.07 mi	57	Plateauing	20	Sandy Springs First - Rutherfordton	2.59 mi	131	Plateauing
6	Piedmont - Rutherfordton	1.66 mi	62	Growing	21	Rutherfordton Second - Rutherfordton	2.97 mi	350	Growing
7	Main Street - Spindale	1.74 mi	94	Plateauing	22	Adaville - Spindale	3.26 mi	240	Plateauing
8	Spencer - Spindale	1.76 mi	176	Declining	23	Iglesia Bautista Cristo Vive - Forest Cit	3.35 mi	97	Insufficient Data
9	Fellowship - Rutherfordton	2.03 mi	80	Growing	24	New Hope	3.35 mi	0	Insufficient Data
10	Spindale First - Spindale	2.05 mi	91	Declining	25	Mount Vernon - Forest	4.06 mi	173	Declining
11	West Point - Rutherfordton	2.26 mi	199	Declining	26	Pleasant Hill - Ruthe	4.10 mi	114	Plateauing
12	Pores Ford - Rutherfordton	2.59 mi	39	Plateauing	27	Johnson Memorial - Forest City	4.47 mi	36	Plateauing
13	Gray's Creek	2.59 mi	163	Growing	28	Oak Springs - Rutherfordton	4.56 mi	78	Declining
14	Shiloh - Rutherfordton	2.59 mi	93	Growing	29	Smith Grove - Forest	5.60 mi	72	Declining
15	Pleasant Grove - Rutherfordton	2.59 mi	38	Declining	30	Crestview	5.72 mi	272	Plateauing

Cleveland McFarlan Lowesville Elk Park Piney Green Stem Boonville Mount Airy East Flat Rock Sin Cornellus Belmont Greenville Glen Raven Selma Landis Castalia Corro Malstenburg Walkertown Weldon Oriental Salisbury Grifton Morganton Lewiston Woodville Pate (or Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Using the Spirituality Indicators

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

#### Issues for Your Consideration

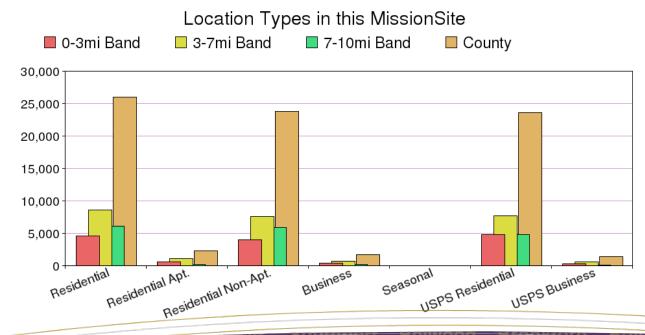
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



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	56,929	10,288	18.07%
2000 Population	62,899	11,453	18.21%
2010 Population	63,570	11,170	17.57%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	22,202	4,123	18.57%
2000 Households	25,191	4,514	17.92%
2010 Households	27,108	4,672	17.23%

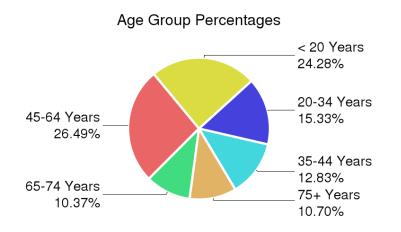


Location Type	0-3mi Band
Residential	4,648
Residential Apt.	637
Residential Non-Apt.	4,011
Business	404
Seasonal	0
USPS Residential	4,814
USPS Business	322

Woodlawn Walstenburg Laurinburg West Marion Oakboro Oxford Hillsborough Euguay-Varina Vals Hulberry Ranlo Tabor City Teachey Colerain Winton Marshville Or Summerfield Spruce Pic enboro Bunn Glen Raven Harmony JAARS Lowesville Danbury Cashi Confectual Ministry Mineral Spruce Pic Copyright 2017, Intercultural Institute for Contextual Ministry Hertford Mount Pleasant College Jonesville Come Jamestow

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

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

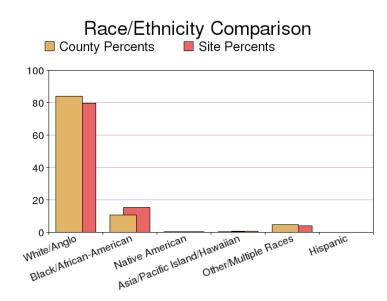


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.19%	4.69%	90.37
4-5 Years	2.5%	2.12%	84.8
6-8 Years	3.7%	3.43%	92.7
9-11 Years	3.74%	3.6%	96.26
12-13 Years	2.52%	2.62%	103.97
14-17 Years	5.12%	5.15%	100.59
18-19 Years	2.57%	2.67%	103.89
0-5 Years	7.7%	6.81%	88.44
6-12 Years	8.7%	8.33%	95.75
13-19 Years	8.95%	9.14%	102.12
< 20 Years	25.35%	24.28%	95.78
20-34 Years	16.25%	15.33%	94.34
35-44 Years	12.49%	12.83%	102.72
45-64 Years	27.8%	26.49%	95.29
65-74 Years	9.89%	10.37%	104.85
75+ Years	8.22%	10.7%	130.17
Median Age	42	43	102.22
Median Age (Male)	40	39	97.07
Median Age (Female)	43	46	106.4

Sfield Angler Altamahaw Parmele Vandemere Kanapolis Foxfire Cleveland Robersonville Kill Devil Hill ape Carteret Peletier Bethlehem Gastonia Stedman West Canton Washing Intercultural Institute Robbins Washington Park Chapel Hill Spindale Hamlet Indian Beach Joi Confextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Carolina Swannanoa Avery Creek Fairyjew Stanfield Carolina St

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	83.97%	79.78%	95.01
Black, African-American	10.78%	15.27%	141.72
Native American	0.23%	0.24%	105.97
Asian	0.44%	0.62%	139.25
Pacific Island, Hawaiian	0.04%	0.02%	49.49
Other/Multiple Races	4.55%	4.07%	89.54
Hispanic	0%	1.82%	0
Education of Adults (25 yrs+)			

Education of Addits (25 yrs+)			
Total Adults over age 25 years.	43,948	7,901	
Less than 9th Grade	5.15%	5.75%	89.65
No High School Diploma	12.91%	11.94%	108.15
High School Graduate	35.49%	29.41%	120.67
Some College, no degree	20.68%	20.31%	101.79
Associate Degree	10.99%	11.73%	93.71
College Degree	9.72%	14.39%	67.56
Graduate/Prof. degree	5.05%	6.47%	78.1

ner City Marshall Faith Toast Surf City Delway Mocksville Randleman Carrboro Maggie Valley Franklik Carolina Beach Tarboro Yadkinville Lenoir Dunn Hightsville Hender Intercultural Institute sville East Bend Pumpkin Center Sharpsburg Spencer Brices Creek Bay for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Rose Hill Bonnetsville Scotland Neck Biscoe Kings

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	10.49%	11.3%	130.48
\$10,000 to \$19,999	16.92%	15.84%	93.63
\$20,000 to \$29,999	13.58%	13.27%	97.7
\$30,000 to \$49,999	24.32%	23.78%	97.76
\$50,000 to \$59,999	9.4%	10.38%	110.49
\$60,000 to \$69,999	7.65%	5.29%	69.1
\$70,000 to \$79,999	5.06%	4.79%	94.66
\$80,000 to \$89,999	3.19%	3.79%	118.59
\$90,000 to \$99,999	1.96%	2.27%	115.61
\$100,000 to \$124,999	3.69%	3.92%	106.29
\$125,000 to \$149,999	1.48%	2.29%	154.82
\$150,000 to \$199,999	1.35%	1.67%	123.32
\$200,000 to \$249,999	0.28%	0.39%	137.42
\$250,000 or more	0.62%	0.96%	156.35
Median Household	36,223	37,453	103.4
Average Household	47,622	49,865	104.71
Per Capita Household	20,752	21,032	101.35
Family/Non-Family Household			
Income			
Median Family Income	45,475	50,504	111.06
Average Family Income	58,666	63,072	107.51
Median Non-Family Income	20,354	22,811	112.07
Average Non-Family Income	27,171	28,947	106.54

Macon Peachland Trenton Washington Park Bethania JAARS Fearrington Richlands Northwest Richlands Richlands Northwest Richlands Northwest Richlands Richlands Northwest Richlands Richlands Northwest Richlands R

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	64.93%	61.6%	94.87
Families with Children	28.25%	27.31%	96.67
Families without Children	36.68%	34.29%	93.48
Non-Family Households			
% Non-Family Households	35.07%	38.4%	109.5
Non-Families with Children	0.72	0.62	86.29
Non-Families without Children	34.35	37.78	109.99
Housing Units			Index
Total Housing Units	32,567	5,296	
Vacant percent	16.76%	11.78%	70.29
Owned percent	59.58%	57.36%	96.28%
Rented Percent	23.66%	30.85%	130.41
Households by Size			Index
Avg household size	2.29	2.23	97.38
Avg family hh size	2.91	2.90	99.66
Avg non-family hh size	1.14	1.16	101.75
Households By Count of Persons			Percent
One	8,199	1,599	19.5%
Two	9,648	1,572	16.29%
Three or Four	7,714	1,248	16.18%
Five+	1,547	252	16.29%

Castalia Columbia Roper Pikeville Smithfield Durham Robbins Avery Creek Ellenboro St. James G anton Surf City Kenly Robersonville Rutherfordton Whitsett Siler City Intercultural Institute Dover Jackson Four Oaks Saratoga Elk Park Green Level Boone Provide Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Ditakers Parmelo Relbaven Society Report Stallings Cramerton Stovall Troy Patterson Springs

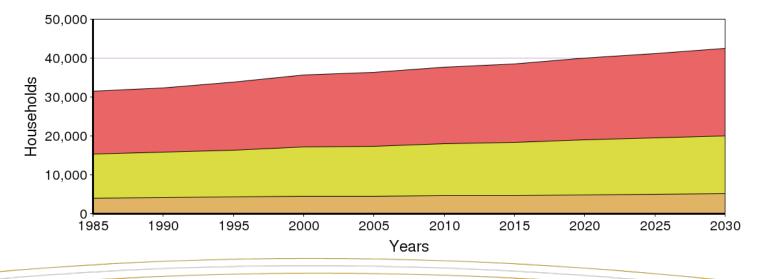
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	56,929	10,288	18.07%
2000 Population	62,899	11,453	18.21%
2010 Population	63,570	11,170	17.57%
2015 Population	64,344	11,164	17.35%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 🔲 0-7mi Ring

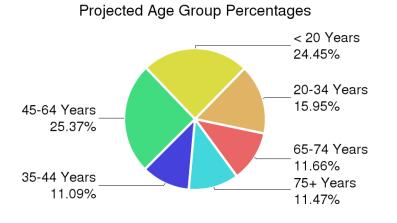
📕 0-10mi Ring



Trinity Cherryville West Jefferson Chocowinity Polkton Leggett Grandfather Garland Hendersonville Hilton Carrboro Ramseur Littleton Elizabethtown Gamewell Ocean Isle Boon Intercultural Institute o Sharpsburg Jacksonville Salem Murraysville Royal Pines Boonville Socopyright 2011, Intercultural Institute for Contextual Ministry Contextual Mi

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

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

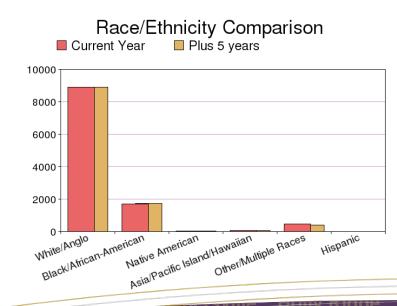


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.69%	5.15%	109.81
4-5 Years	2.12%	2.22%	104.72
6-8 Years	3.43%	3.51%	102.33
9-11 Years	3.6%	3.53%	98.06
12-13 Years	2.62%	2.51%	95.8
14-17 Years	5.15%	4.94%	95.92
18-19 Years	2.67%	2.58%	96.63
0-5 Years	6.81%	7.37%	108.22
6-12 Years	8.33%	8.28%	99.4
13-19 Years	9.14%	8.8%	96.28
< 20 Years	24.28%	24.45%	100.7
20-34 Years	15.33%	15.95%	104.04
35-44 Years	12.83%	11.09%	86.44
45-64 Years	26.49%	25.37%	95.77
65-74 Years	10.37%	11.66%	112.44
75+ Years	10.7%	11.47%	107.2
Median Age	42	43	101.53
Median Age (Male)	40	40	98.39
Median Age (Female)	43	46	106.35

Sherrills Ford Kure Beach Fairview Pleasant Garden Falkland Kittrell Erwin Harmony Clinton Oak Isla is ville Tabor City Belville Cofield Wendell Lake Santeetlah Princeville Intercultural Institute or City Grantsboro Laurinburg Vandemere Mineral Springs Graham Bet for Contextual Ministry Contextual Ministry Panceyville Wanchese Archdale Middlesex Earl M21 Copyright 2011, Intercultural Institute for Contextual Ministry

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	79.78%	79.77%	100
Black, African-American	15.27%	15.58%	101.99
Native American	0.24%	0.27%	111.17
Asian	0.62%	0.64%	104.4
Pacific Island, Hawaiian	0.02%	0.02%	100.05
Other/Multiple Races	4.07%	3.71%	91.04
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	7,901	7,794	
Less than 9th Grade	5.75%	3.75%	65.2
No High School Diploma	11.94%	9.83%	82.35
High School Graduate	29.41%	29.74%	101.11
Some College, no degree	20.31%	20.8%	102.38
Associate Degree	11.73%	14.02%	119.53
College Degree	14.39%	14.95%	103.87
Graduate/Prof. degree	6.47%	6.92%	106.93

rion Simpson <u>Como Lake Junaluska Bermuda Run Bethel</u> Flat Rock Burnsville Morehead City Fallston E Bayshore Pembroke Nags Head Polkville Vandemere Mayodan Ang Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Sandyfield Saxapahaw Kinston Oak Island Ocracoke 22

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	11.3%	10.29%	91.09
\$10,000 to \$19,999	15.84%	15.49%	97.83
\$20,000 to \$29,999	13.27%	12.42%	93.6
\$30,000 to \$49,999	23.78%	23.43%	98.53
\$50,000 to \$59,999	10.38%	10.4%	100.18
\$60,000 to \$69,999	5.29%	5.6%	105.92
\$70,000 to \$79,999	4.79%	5.12%	100.11
\$80,000 to \$89,999	3.79%	4.15%	104.47
\$90,000 to \$99,999	2.27%	2.38%	104.85
\$100,000 to \$249,999	3.92%	4.4%	112.33
\$125,000 to \$149,999	2.29%	2.59%	113.07
\$150,000 to \$199,999	1.67%	2%	119.79
\$200,000 to \$249,999	0.39%	0.42%	109.29
\$250,000 or more	0.96%	1.01%	104.92
Median Household	37,453	39,530	105.55
Average Household	49,865	51,739	103.76
Per Capita Household	21,032	22,207	105.59
Family/Non-Family Household			
Income			
Median Family Income	50,504	54,452	107.82
Average Family Income	63,072	67,018	106.26
Median Non-Family Income	22,811	24,617	107.92
Average Non-Family Income	28,947	30,355	104.86

Ogden Burlington Swansboro Taylortown Middlesex Walkertown Bald Head Island Oak Island Maysville Stallings Oxford Eden Morehead City Tarboro St. Stephens Shallotte Intercultural Institute Morganton Long View Columbus Richfield Cornelius Salisbury a Copyright 2011, Intercultural Institute for Contextual Ministry a Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 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	61.6%	58.74%	95.35
Families with Children	27.31	25.26	92.5
Families without Children	34.29	31.87	92.95
Non-Family Households			
% Non-Family Households	38.4%	41.26%	107.46
Non-Families with Children	0.62	0.69	107.46
Non-Families without	37.78	40.57	107.39
Children			
Housing Units			
Total Housing Units	5,296	5,379	101.57%
Vacant percent	11.78%	11.69%	99.25
Owned percent	57.36%	57.45%	100.14
Rented Percent	30.85%	30.88%	100.08
Households by Size			
Avg household size	2.23	2.19	98.21%
Avg family hh size	2.90	2.95	101.72%
Avg non-family hh size	1.16	1.12	96.55%
Households By Count of			
Persons			
One	1,599	1,729	108.13%
Two	1,572	1,539	97.9%
Three or Four	1,248	1,234	98.88%
Five+	252	248	98.41%

Wilkesboro Balfour Murraysville Faison Carolina Shores Lucama Greenevers Conetoe Spindale Yad Hount Gilead Davidson Pinehurst Lenoir Bogue Cerro Gordo Mountain Intercultural Institute gar Mountain Rutherford College Maiden New Bern Proctorville Lake Jun (on Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# **Ethnographic Summary**

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

BORN IN:	0-3	3-7	7-10
	MILES	MILES	MILES
Foreign Born Pop	188	314	124
Northern Europe	0	13	17
Western Europe	17	19	17
Southern Europe	0	0	0
Eastern Europe	45	4	7
Other Europe	0	0	0
Eastern Asia	24	15	2
So. Central Asia	12	8	2
SE Asia	0	2	2
Western Asia	0	9	0
Other Asia	0	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 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	10,326	18,967	11,617	Other Indo-Euro	28	0	0
Spanish	226	494	218	Asian/PI languages	0	0	0
Other Indo-Euro	209	91	51	Chinese	24	0	0
language				Japanese	0	50	16
French (incl. Patois,	67	48	6	Korean	0	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	3	5	3	Cambodian			
Italian	0	6	4	Miao, Hmong	0	0	0
Portuguese	17	0	1	Thai	0	0	0
German	54	12	9	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	11
Other West Germanic	0	17	23	Other Asian	0	0	0
A Scandinavian	0	0	1	Tagalog	0	0	0
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	13	17
Russian	0	0	1	Navajo	0	0	0
Polish	17	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	1	1	American			
Other Slavic Language	11	0	0	Hungarian	0	9	4
Armenian	0	0	0	Arabic	0	4	13
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	12	2	2	Other unspecified	0	0	0
Urdu	0	0	0				

Richlands Northwest Salem Minnesott Beach Broadway South Henderson Stem Ahoskie Caswell B Grange Granite Quarry East Bend Pine Knoll Shores Old Fort Landis Intercultural Institute Lewiston Woodville Buies Creek Bethania Gastonia Colerain Wake For Intercultural Institute Bolivia Bald F Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10		ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	7,378	13,613	7,944		Irish	Irish 675	Irish 675 1,235
Arab	0	0	0		Italian		Italian 121 183
Armenian	0	0	0		Lithuanian	Lithuanian 28	Lithuanian 28 10
Austrian	35	0	0		Norwegian	Norwegian 39	Norwegian 39 12
British	45	23	13		Polish	Polish 26	Polish 26 71
Canadian	9	11	3		Portuguese	Portuguese 0	Portuguese 0 3
Croatian	0	0	0		Romanian	Romanian 0	Romanian 0 0
Czech	7	2	3		Russian	Russian 0	Russian 0 14
Czechoslovak	0	7	0		Scandinavian	Scandinavian 8	Scandinavian 8 6
Danish	6	5	1		Scotch-Irish	Scotch-Irish 453	Scotch-Irish 453 597
Dutch	90	181	111		Scottish	Scottish 297	Scottish 297 284
English	654	1,435	1,132		Slovak	Slovak 0	Slovak 0 0
European	2	120	51		Subsaharan African	Subsaharan African 69	Subsaharan African 69 128
Finnish	0	0	0		Swedish	Swedish 37	Swedish 37 52
French (not Basque)	117	166	110		Swiss	Swiss 0	Swiss 0 10
French Canadian	11	24	14		Ukrainian	Ukrainian 23	Ukrainian 23 4
German	724	1,339	643		US/American	US/American 1,915	US/American 1,915 3,814
Greek	30	0	0		Welsh	Welsh 10	Welsh 10 42
Hungarian	0	14	9	West Indian		West Indian 7	West Indian 7 7
Iranian	0	0	0		Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
					Other	Other 1,941	Other 1,941 3,814

Fair Bluff Rockingham Dobbins Heights Ahoskie Earl West Canton Woodfin Chimney Rock Village Vashington Barker Ten Mile Belmont Vander Mooresboro Dillsboro Five Lansing Mesic Varname Dunn Lumber Bridge Sharpsburg Lawndale Laurel Park Wendell Coole Jon Confectual Institute Jon Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Contextual Ministry Garden Bayboro Dallas Burnsville Brunswick Mou 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?

Mineral Springs Angler Bollvia Gorman Vass Cooleemee Askewville Taylortown Beaufort Everetts Asheville Pittsboro Lake Park Atkinson St. Stephens White Oak Fallstory Intercultural Institute Pineville Wentworth Leggett Raynham Badin Stoneville Pleasant Hill for Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Windshift Contextual Ministry

# 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?

City Cedar Point Kittrell Fairmont Tarboro Swannanoa Piney Green Sandyfield Red Oak Duck Clyde Sessemer City Silver City Mount Airy Biltmore Forest Northwest St. Stepher Chimney Rock Village Bonnetsville Shannon Bogue Dobson Pine Knoll Shores Columbus Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Dallas Indian Beach Conway Belbayen Vandemere Williamston China Grove Elk Park Hobgood Lincol

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.

Union Mills 221 3-7 mi 0-3 mi 74A MP\_37161960500 108

Kirkland Pumpkin Center Roxboro Hot Springs Misenheimer Landis Black Mountain Lake Junaluska F Verport Nags Head Parkton Biltmore Forest Boiling Spring Lakes Tarboro Intercultural Institute Polkville River Road Silver Lake Wilson's Mills Burnsville Sunset Beach Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Elat Book Dolway Edonton Lattimore Kanada

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	4,672	100%	3,092	100%
AFFLUENT SUBURBIA	282	6.04%	199	6.44%
America's Wealthiest	23	0.49%	18	0.58%
Dream Weavers	68	1.46%	49	1.58%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	191	4.09%	132	4.27%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	243	5.2%	163	5.27%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	243	5.2%	163	5.27%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	452	9.67%	290	9.38%
Successful Urban Sprawl	27	0.58%	0	0%
2nd City Homebodies	28	0.6%	19	0.61%
Prime Middle America	0	0%	18	0.58%
Urban Optimists	397	8.5%	0	0%
Family Convenience	0	0%	253	8.18%
Mid-Market Enterprise	0	0%	0	0%

Source Spring Hope Henderson Winterville Speed Canton Wade Spring Hope Henderson Winterville Pinebluff Shallotte Woodlawn Plymouth Faith Harkers Island Ocracol Intercultural Institute Misenheimer E West Canton Atlantic Beach Salemburg Harrellsville Teachey Kinst Contextual Ministry Iand Whiteville Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Minis

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	4,672	100%	3,092	100%
BLUE COLLAR BACKBONE	262	5.61%	171	5.53%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	70	1.5%	42	1.36%
Lower Income Essentials	40	0.86%	27	0.87%
Small Town Endeavors	152	3.25%	102	3.3%
AMER. DIVERSITY	270	5.78%	188	6.08%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	34	0.73%	22	0.71%
Professional Urbanites	143	3.06%	103	3.33%
Urban Advancement	45	0.96%	30	0.97%
Amer. Great Outdoors	36	0.77%	23	0.74%
Mature America	12	0.26%	10	0.32%
METRO FRINGE	1,662	35.57%	1,145	37.03%
Steadfast Conservative	1,076	23.03%	737	23.84%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	586	12.54%	408	13.2%

arrells Boone Alliance Mount Cilead Westport Oakboro Thomasville Wilson's Mills Oak City Bonnets H Dunn Spencer Mountain Como Kenly Kelly Parmele Plymouth Bar Toest Bessemer City Welcom City Catawba Gibsonville Chapel Hill St. Helena Everetts Granite Qua for Contextual Institute of Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 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 & P	ercent
Total	4,672	100%	3,092	100%
REMOTE AMERICA	47	1.01%	29	0.94%
Hardy Rural Fam.	29	0.62%	18	0.58%
Rural Southern Living	18	0.39%	11	0.36%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	485	10.38%	356	11.51%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	286	6.12%	212	6.86%
Stable Careers	199	4.26%	144	4.66%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	740	15.84%	395	12.77%
Aspiring Hispania	25	0.54%	0	0%
Industrious Country Living	0	0%	17	0.55%
America's Farmland	314	6.72%	0	0%
Comfy Country Living	125	2.68%	192	6.21%
Small Town Connections	276	5.91%	73	2.36%
Hinterland Fam.	0	0%	113	3.65%

Crossnore Forest Oaks Parmele Lowell Whiteville Halifax Maggie Valley Lexington Carolina Beach H Oak Island Albemarle Oak Ridge Garland Sea Breeze Mooresboro lead Island Oxford Ruth Williamston McDonald Cornelius Warrenton Corpyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 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	4,672	100%	3,092	100%
STRUGGLING SOCIETIES	192	4.11%	130	4.2%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	192	4.11%	130	4.2%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	36	0.77%	26	0.84%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	21	0.45%	15	0.49%
Urban Diversity	15	0.32%	11	0.36%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Rolesville McDonald Grifton Morrisville Fairfield Harbour East Spencer Ocracole Long-View Conoverse States Jefferson Wilmington Brogden South Weldon Fletcher Castle Hay Intercultural Institute Calabash Mars Hill Flat Rock Raemon Bonnetsville Watha Aurora Open States Intercultural Institute Marietta Morga José Convertant Ministry New London Stanley Woodland Cloveland West Canton 34

# 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?

Washington Park Rich Square Polkville Norlina Stoneville Kannapolis Wake Forest Knightdale Dunn E Bladenboro Vass Stovall Aulander Northlakes Dundarrach Washing Intercultural Institute xhaw Jamesville Hendersonville Murraysville Hillsborough North Wilkes 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).

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n Level Jacksonville Seven Springs Cerro Gordo Southern Shores Cedar Rock Lillington Elizabeth City H Whitsett Dillsboro Long View Winton Columbus Hot Springs Lilesville <u>Intercultural Institute</u> Cherryville on Springs Hamilton Brices Creek Vann Crossroads Albemarle Davidson 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	76%	75%	74%
Use Comp. for Internet/E-mail	57%	55%	54%
Internet Use: E-Mail	49%	47%	46%
Use Comp. for Comp. Games	39%	38%	38%
Use Comp. for Word Processing	36%	34%	34%
Use Comp. for Shopping	34%	33%	33%
Use Comp. for Education	31%	30%	29%
Use Comp. for Digital Camera	31%	29%	29%
Photo Editing			
Use Comp. for Banking	28%	27%	27%
Internet Use: News/ Weather	27%	26%	25%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	27%	26%	26%
Internet Use: Banking	23%	23%	23%
Use Comp. for News/Info./Data	20%	19%	19%
Service			
PC-Network-HH Has One	16%	16%	17%
Use Comp. for Accounting	12%	12%	12%
Use Comp. for Filing/DB Mngmnt	12%	11%	11%
Use Comp. for Personal Financial	12%	11%	10%
Mngmnt			
Internet Use: Shopping: Gathered	12%	11%	11%
Info. for Shopping			
Internet Use: Research/ Education	11%	11%	11%
Internet Use: Shopping: Made A	10%	10%	10%
Purchase			

Ossipee Cajah's Mountain Tarboro Webster Lexington Rowland West Jefferson Caswell Beach Carol disle Macon James City Halifax Bakersville Centerville Eastover Ogder Sharpsburg Roxboro Smithin Grange East Spencer Taylortown Wanchese Ramseur East Laurinburg Copyright 2011, Intercultural Institute for Contextual Ministry Dallas Minnesott Beach Chadbourn Wallace Hunters 37

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%	66%
Dining Out (Not Fast	58%	56%	56%
Food)			
Reading Books	54%	52%	51%
Card Games	41%	41%	41%
Gardening	37%	36%	37%
Cooking for Fun	35%	34%	34%
Go To A Beach/Lake	33%	33%	33%
Board Games	33%	32%	33%
Visit Museum	20%	18%	17%
Photography	20%	19%	19%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	69%	68%	67%
Gen./Fam. Practitioner	43%	41%	41%
Dentist	27%	25%	25%
Backache	23%	23%	23%
Eye Dr.	22%	21%	21%
None Of These	19%	20%	20%
Hypertension/High Blood	19%	20%	20%
Pressure			
High Cholesterol	18%	17%	17%
Any Arthritis	17%	17%	17%
Acid Reflux Disease (GERD)	16%	15%	14%

hem Columbia Conetae Ansonville Creswell Newland Monroe Lewisville Hemby Bridge Begue Godwin Hinterville Harkers Island Gamewell Stoneville Leland Jefferson Newport Vice Spivers Corner East La en Forest City Midland China Grove Andrews Mayodan Raemon Bunn ForContextual Ministry ity Copyright 2011, Intercultural Institute for Contextual Ministry amount of the Spires State Stone State State State State Stone State State State Stone State Stone State Stone State State

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	25.91%	24.42%	23.72%
Live Theater	19.35%	17.62%	16.9%
Live Theater Most Often	16.4%	14.48%	13.78%
Rock/Pop Concerts Most	14.35%	13.38%	12.94%
Often			
Dance Performance	8.62%	7.5%	6.76%
Comedy Club	7.03%	6.97%	6.46%
Movies: Comedy	39.62%	38.66%	37.66%
Movies: Action/Adventure	38.29%	37.09%	35.95%
Movies: Fam.	20.8%	20.03%	19.24%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Drama	19.5%	18.74%	17.73%
Movies: Romantic Comedy	19.1%	18.81%	18.36%
Movies: Mystery	15.63%	15.75%	15.08%
College Football Reg.	6.91%	5.98%	5.82%
Season			
MLB Baseball Reg. Season	6.28%	5.89%	5.71%
NFL Football Reg. Season	5.8%	5.3%	5.09%
College Basketball Reg.	4.82%	4.02%	3.84%
Season			
NBA Basketball Reg.	3.15%	2.85%	2.65%
Season			
College Basketball	2.72%	1.91%	1.8%
Post-Season			

Salisbury Bethlehem Bald Head Island Wake Forest Pleasant Hill Shelby Love Valley Hickory Roberson Han Montreat Orrum Skippers Corner Fountain Magnolia Badin Altar Intercultural Institute Spencer Mountain Boonville East Rockingham Middlesex Salemburg Ve Copyright 2011, Intercultural Institute for Contextual Ministry Plat Rock Gaston Carthage Elizabeth City Etowah Cogg

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
	MILES	MILES	MILES
Walking for Exercise	40.08%	38.43%	38.14%
Swimming	31.93%	31.88%	32.29%
Bowling	20.84%	20.77%	20.95%
Freshwater Fishing	18.5%	19.99%	21.66%
Billiards/Pool	16.65%	17.4%	17.45%
Camping Trips	16.24%	17.45%	18.91%
Basketball	14.38%	14.75%	14.78%
Weight Training	13.7%	13.56%	13.28%
Jogging/Running	13.48%	12.82%	12.24%
Golf	12.67%	12.39%	12.42%
Using Cardio Machine	12.59%	11.57%	11.18%
Mountain/Road Biking	11.62%	11.81%	11.96%
Stationary Cycling	11.53%	10.85%	10.67%
Hunting	11.04%	12.5%	14.11%

Middlesex Stonewall Vass Plymouth Zebulon Youngsville Whispering Pines White Oak Wesley Chape astalia High Point Drexel Rockingham Roxobel Wentworth Spindale Intercultural Institute Asheville Norman Walkertown Hope Mills Pilot Mountain Goldston Trive for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Salemburg 40

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Motorcycling	5.34%	5.63%	5.76%
Archery	4.61%	5.17%	5.67%
Ice Skating	4.59%	4.74%	4.59%
Fly Fishing	4.39%	4.76%	5.03%
Roller Skating	4.3%	4.64%	4.62%
Auto Racing	4.11%	3.75%	3.82%
Snorkeling	3.96%	4.55%	4.62%
Downhill & X-Country	3.79%	4.11%	4.09%
Skiing			
Jet Skiing	3.62%	4.15%	4.29%
Water Skiing	3.53%	3.98%	4.22%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Rock Climbing	3.48%	3.3%	3.29%
Racquetball	3.08%	3.3%	3.26%
Hockey	3.02%	3.33%	3.39%
Snowmobiling	2.96%	3.41%	3.6%
Martial Arts	2.92%	3.3%	3.51%
Snowboarding	2.89%	3.03%	2.98%
Skateboarding	2.89%	3.34%	3.52%
Sailing	2.52%	2.77%	2.83%
Rowing	2.05%	2.26%	2.38%
Surfing & Windsurfing	1.98%	2.26%	2.29%

Biscoe Graham Oak Island Aulander Alamance Warsaw Cramerton Kittrell Brevard Boone Shah bere Lawndale Mesic Manteo Mills River Light Oak Harmony Middleburg Lass Clinton Black Mountain Sherrills Ford Woodlawn Fairplains White Plains Hightsville Etowah Boone Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Sherring Polkville Marshville Contextual Ministry Sherring South Weldon Barker Heights Cedar Point

#### 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.

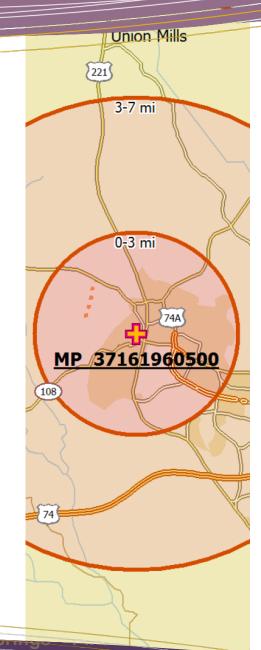
#### **BIBLICAL BARRIERS**

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.



Atlantic Beach Kings Hountain Rutherfordton Enochville Rowland Dillsboro Pleasant Garden Red Cross Ten Northwest Bethania Rolesville Oak Island Yadkinville Sunset Beach Intercultural Institute Bridge Siler City Smithfield Kill Devil Hills Raleigh Bald Head Island Hour Contextual Ministry ©Copyright 2019, Intercultural Institute for Contextual Ministry Waco Bess 42

#### Potential Cultural Barriers -- Introduction (part 2)

#### CULTURAL BARRIERS OF UNDERSTANDING

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

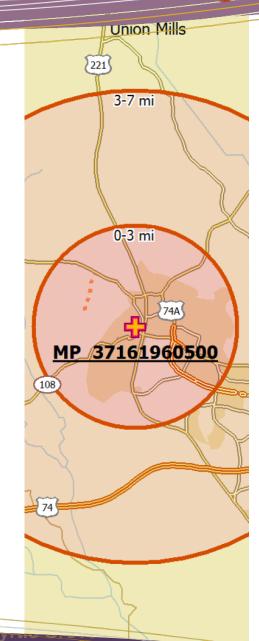
CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

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

#### **Unreached People Group**

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



Springs Drexel Red Springs Kannapolis Winfall Weldon Spring Lake Lucama Aboskie Ingold Reidsv Hy Springs Franklinville Vandemere Swansboro Old Fort Rolesville Electron Intercultural Institute Wilkesboro Robbinsville Cameron Oriental Asheville Beech Mountain Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES		0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning	51%	51%	51%		22%	22%	22%
New Things	0.70	• • • •	0.70	Marijuana Should Be Legalized	18%	19%	18%
Find It Difficult To Say No To My Kids	39%	39%	40%	Rarely Sit Down to a Meal Together At Home	18%	18%	18%
Woman's Place Is In The Home	36%	35%	35%	Like To Pursue	17%	17%	18%
Speak My Mind Even If It Upsets	36%	36%	36%	Challenge/Novelty/Change			
People				I Am A Workaholic	15%	16%	16%
Like Control Over People And Resources	33%	34%	34%	Only Work Current Job for The Money	14%	14%	15%
Prefer To Have Few Possessions As Possible	30%	29%	29%	We Should Strive for Equality for All	12%	13%	12%
Like To Do Unconventional Things	30%	30%	30%	Happy With My Standard Of Living	12%	11%	11%
Don't Judge People/Way They Live Life	28%	28%	28%	5	9%	10%	10%
Money Is Best Measure Of Success	25%	25%	26%	,	8%	8%	8%
If Won Lottery Would Never Work Again	25%	24%	24%		8%	8%	8%
Friends More Important Than My Fam.	24%	23%	23%	Very Happy With My Life As It Is	6%	7%	6%
Too Much Sponsorship In Arts/Sports	23%	25%	24%				

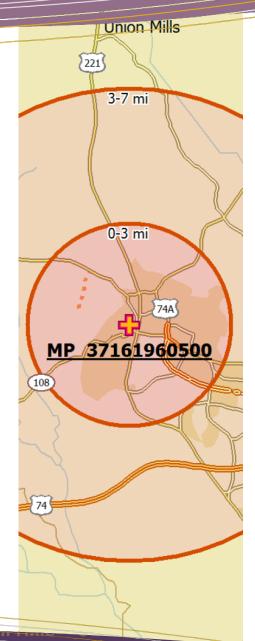
obgood Sunset Beach Raleigh Lansing Buies Creek Sharpsburg Stovall Yanceyville Marietta Atkinson ge Grant Winfall Roxobel Cramerton Graham Oakboro Edenton Benson Intercultural Institute Mineral Springs Clinton Plain View Long View Elrod New London Nor Confectual Ministry © Copyright 2011, Intercultural Institute for Contextual Ministry

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#### **Potential Cultural Themes**

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

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



Oak City Hickory Ocracoke Mineral Springs Woodlawn Eastover Burlington Claremont Statesville Mid Fevard Waxhaw Garland Rocky Mount Rockwell Yadkinville Parkton Intercultural Institute Sandyfield Stokesdale Shelby Trenton Plymouth Drexel Vass W For Confectual Ministry Midland Ced Copyright 2011, Intercultural Institute for Contextual Ministry Rodbiss Lillington East Rockingham Lowesville Mock

## **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	3-7	7-10	THEMES	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	60%	60%	60%	Worried About Pollution Caused By Cars	18%	18%	18%
You Should Seize Opportunities	57%	56%	56%	Real Men Don't Cry	17%	17%	16%
In Life				Looking for New Ideas To Improve	16%	17%	17%
Like To Understand About	37%	36%	35%	Home			
Nature				Is An Important Part Of Who I Am	16%	17%	17%
Important Feel Respected By My Peers	34%	34%	33%	Try Not To Worry About The Future	13%	13%	12%
Prefer Work Part Of Team Than Alone	33%	34%	34%	Enjoy Spending Time With My Fam.	12%	13%	14%
Important To Juggle Various Tasks	31%	32%	32%	Provide My Kids With The Little Extras	12%	13%	13%
Prefer To Have Few Possessions As Possible	30%	29%	29%	Children Should Be Allowed To Express Themselves	5%	6%	6%
Good At Fixing Things	28%	28%	28%	Like Spending Most Time With	5%	5%	5%
Have Keen Sense Of Adventure	25%	26%	26%	Fam.			
Like To Just Enjoy Life	22%	21%	21%	Feel Very Alone In The World	5%	5%	6%
People Have To Take Me As They Find Me	22%	22%	21%	Would Like To Set Up Own Business	3%	4%	4%
Consider Myself Interested In The Arts	20%	20%	19%	Decor Particular Interest To Me	3%	4%	3%

outhern Shores Columbus Askewville Tryon Valdese Elizabeth City Warsaw Columbia Robbins Lake No. Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

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

Mulberry Locust Claremont Oriental Hillsborough Dover Swansboro Sea Breeze Lasker Gibsonville Harrelisville Whiteville Balfour Bolton River Road Farmville Green Lever Intercultural Institute ace Kill Devil Hills White Oak Bath Plain View Greenevers Lowesville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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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	PLA
	MILES	MILES	MILES	
Fast Food/Drive-In	86.1%	86.81%	87.17%	Olive
Restaurant-Visit Any				Crac
Fam. Restaurants/Steak	82.73%	82.11%	82.43%	Red
Houses-Visit Any				Soni
McDonald's	55.71%	56.02%	55.74%	Outb
Burger King	37.32%	38.6%	38.86%	Dom
Subway	32.64%	31.55%	31.37%	Hard
Kentucky Fried Chicken (KFC)	30.83%	31.78%	31.83%	IHOF
Wendy's	29.75%	30.19%	30.07%	Pano
Taco Bell	29.43%	28.73%	28.35%	Chili
Applebee's	29.03%	28.13%	27.73%	Gold
Arby's	25.17%	23.63%	23.29%	Chic
Pizza Hut	24.91%	24.7%	24.69%	Denr
Dairy Queen	20.63%	19.9%	19.82%	

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	20.53%	19.36%	18.95%
Cracker Barrel	18.11%	16.46%	16.58%
Red Lobster	18.05%	17.25%	16.82%
Sonic	17.31%	17.04%	17.52%
Outback Steakhouse	14.23%	13.08%	12.57%
Domino's Pizza	14.12%	14%	13.49%
Hardee's	13.33%	13.7%	14.22%
IHOP (International House Of	13.26%	12.48%	11.76%
Pancakes)			
Chili's Grill and Bar	13.15%	11.6%	10.81%
Golden Corral	12.66%	12.8%	12.76%
Chick-Fil-A	12.64%	12.35%	11.98%
Denny's	12.2%	11.98%	11.67%

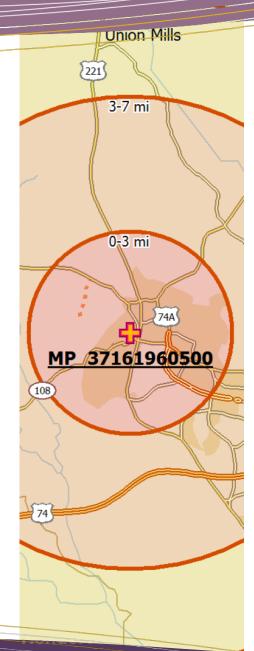


#### **Potential Shared Projects**

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!



Vest Canton Sime Mayodan Trenton Sneads Ferry Pink Hill Stallings Goldston Ferroville Youngsville Ferro Ranlo Kill Devil Hills Lumberton Midway Bowmore Gibsonville Intercultural Institute On Siler City Teachey Roanoke Rapids Southern Pines Arapahoe Chap for Confertual Ministry k ©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	46.41%	44.69%	44.13%
Recycled products	33.26%	31.2%	30.53%
Worked as volunteer (non political)	17.12%	16.07%	15.84%
Engaged in fund raising	11.53%	11.14%	11.19%
Religious club member	7.86%	7.81%	7.88%
Wrote to editor of mag or newspaper	5.9%	5.41%	5.24%

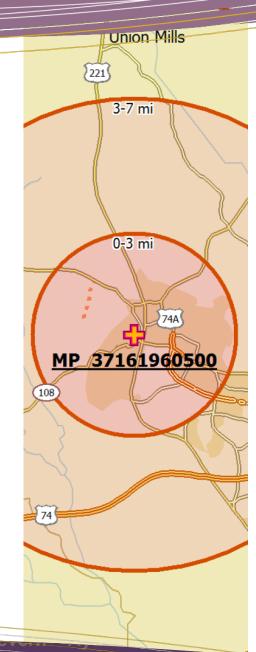
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	5.87%	5.51%	5.44%
Charitable Organization	5.58%	5.26%	5.21%
Church Board	5.16%	5.3%	5.39%
Union member	5.14%	4.87%	4.83%
Took active part in local civic issue	5.03%	4.72%	4.6%
Addressed a public meeting	4.77%	4.61%	4.6%

ver Lake Bolling Springs Momeyer Brunswick Fountain Wilson's Mills Murphy White Oak Maxton West Walkertown Tobaccoville Granite Falls Minnesott Beach Snow Hill Prince Intercultural Institute Tarboro Bear Grass Davidson James City Whitakers Glen Raven Nort For Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Stor Wordsville New Jonation Falls Of Contextual Ministry Stor Wordsville New Jonation Falls Of Contextual Ministry Stor Wordsville New Jonation Falls Of Contextual Ministry

#### **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.



n West Jefferson Snow Hill Macclesfield Red Springs East Arcadia Fayetteville Ocean Isle Beach JAARS West Marion Red Oak Elizabethtown Atkinson Badin East Flat Rock Intercultural Institute ington Bermuda Run Fairmont Gatesville Sylva New London Bayboro (onfertual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Print Media Content:**

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	15.68%	14.93%	14.7%
Children's Books	13.28%	12.95%	12.94%
Mystery	11.72%	11.07%	11.03%
Cookbooks	10.09%	9.89%	9.83%
Religious (not Bibles)	8.93%	9.07%	9.15%
Romance	6.78%	6.91%	7.06%
Personal/Business	6.61%	6.16%	6%
Self-help			
History	6.51%	6.22%	6.15%
Biography	5.92%	5.75%	5.67%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	65.37%	63.82%	62.37%
Gen. Editorial	46.53%	45.8%	44.8%
Womens	40.79%	40.5%	39.7%
Service	35.09%	34.25%	34.1%
Mens	18.48%	17.98%	17.48%
<b>Business/Finance</b>	15.9%	15.2%	14.26%
Sports	14.58%	14.06%	13.64%
Automotive	14.28%	14.42%	14.83%
Fishing/Hunting	14.15%	14.39%	15.1%

Middlesex Fairview Whiteville Wake Forest New Bern Weaverville Wesley Chapel Rich Square Holly S Hays Washington Park Peletier Mount Holly Simpson Liberty Salisburg Intercultural Institute awndale Dundarrach Jonesville Greenville Teachey Cedar Point Midlar for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	55.72%	54.23%	54.25%
Classified	35.03%	35.28%	35.9%
Sport	32.11%	31.21%	30.89%
Editorial Page	31%	30.44%	30.76%
Comics	28.54%	27.35%	27.25%
Business/Finance	27.27%	25.43%	24.57%
Food/Cooking	25.03%	23.74%	23.33%
Movie Listings & Reviews	24.49%	23.4%	22.68%
TV/Radio Listings	24.08%	23.25%	22.85%
Home/Gardening	21.27%	20.17%	19.82%
Travel	18.13%	16.87%	16.23%
Science/Technology	17.13%	15.83%	15.42%
Fashion	14%	13.7%	13.44%

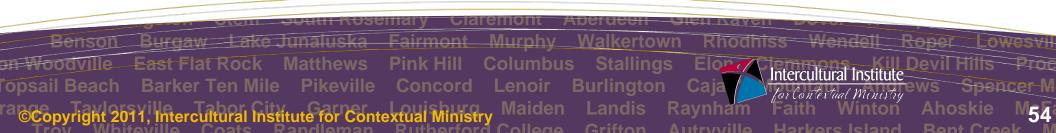
RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	24.24%	25.16%	27.19%
CHR Contemp Hit Radio	17.72%	17.23%	17.03%
Adult Contemporary	16.95%	16.38%	16.25%
Urban Contemporary	13.06%	14.74%	13.26%
Rock	12.34%	11.33%	11.06%
News/Talk	10.83%	9.62%	9.12%
Oldies	10.75%	10.43%	10.25%
Classic Rock	10.33%	9.73%	9.86%
Alternative	8.19%	7.83%	7.62%
Variety	6.93%	6.6%	6.2%
Religious	6.36%	6.32%	6.49%
Soft Contemporary	5.58%	5.37%	5.15%
Jazz	4.36%	4.34%	3.74%
All News	4.34%	3.88%	3.46%
Classic Hits	3.75%	3.66%	3.68%
Gospel	3.74%	4.12%	4.1%
All Talk	3.55%	3.33%	3.25%
Sports	3.45%	3.15%	2.95%

Catawba Mount Olive Salemburg Northwest Turkey Spring Lake Taylorsville Belville Windsor Buies Southern Shores Mar-Mac Locust Mesic Walnut Creek Carrboro New Reidsville Cameron Swanth Davidson Kure Beach Saratoga Castalia Hookerton Zebulon Momey Joi Contextual Ministry Joi Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Ridge West Canton Rowland Shelby Rosman Wag53

### **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	N	IULTIMEDIA: TV	IULTIMEDIA: TV 0-3	IULTIMEDIA: TV 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	62.19%	62.19%	62.51%	USA	Network	Network 25.21%	Network 25.21% 23.71%
Satellite Dish	57.13%	56.03%	56.54%	TV Info	From Monthly Cable	From Monthly Cable 24.84%	From Monthly Cable 24.84% 23.74%
Soapnet	52.56%	50.61%	50.02%	Guide			
Other Video-On-Demand	44.86%	45.72%	45.65%	TCM (Turner C	Classic	Classic 24.77%	Classic 24.77% 24.24%
Sci-Fi Channel	36.3%	35.7%	35.83%	Movies)			
MSNBC	33.91%	33.37%	33.32%	Hallmark Channel		23.2%	23.2% 23.28%
Adult Pay Per View TV	33.15%	34.52%	35.36%	Nick At Nite		23.03%	23.03% 23.62%
TV Info From Sunday TV	29.71%	28.76%	28.7%	Adult Swim		22.85%	22.85% 23.27%
Magazine				BET (Black Entertain	ment	ment 22.08%	ment 22.08% 22.45%
Subscribe Digital Cable	29.02%	29.09%	28.84%	TV)			
Nickelodeon	28.5%	29.02%	29.72%	The Golf Channel		21.75%	21.75% 20.83%
Comedy Central	26.92%	25.21%	23.88%	TV Info From Other		21.05%	21.05% 19.91%
TV Info From Newspapers	26.5%	25.81%	25.58%	Lifetime		19.75%	19.75% 20.09%
				ABC Fam.		19.61%	19.61% 19.19%



Video-On-Demand Movies

18.78%

19.41%

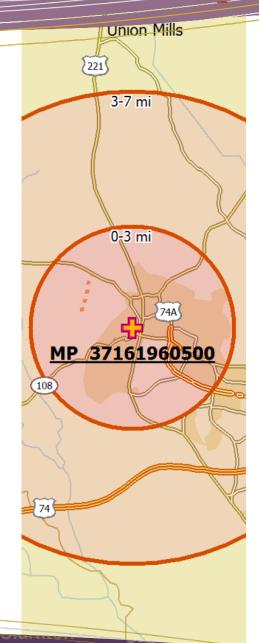
19.87%

#### **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.



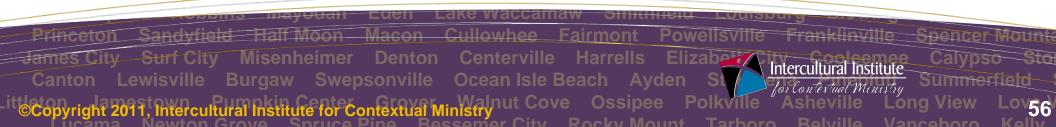
Hickory Fairfield Harbour Clayton Conway Yadkinville Pantego Spring Hope Hendersonville Spence Chapel Hill Ronda Henderson New London Falcon Kittrell Columbia w Cullowhee Burnsville Stanfield Bolivia Durham Ruth Marshall Fais for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	18.58%	17.86%	17.67%
Medium Users (4-6)	10.41%	9.95%	9.8%
Light Users (1-3)	20.34%	20.09%	20.23%
Quintiles (20%)			
Newspaper I (Heavy)	1.14%	1.19%	1.19%
Newspaper II	1.36%	1.26%	1.15%
Newspaper III	2.45%	2.39%	2.48%
Newspaper IV	0.61%	0.58%	0.54%
Newspaper V (Light)	1.58%	1.51%	1.44%

0-3	3-7	7-10
MILES	MILES	MILES
18.5%	18.84%	18.57%
8.25%	8.73%	8.84%
9.54%	9.56%	9.58%
10.51%	11.07%	10.79%
0.33%	0.37%	0.34%
6.11%	6.08%	5.67%
2.7%	3.06%	3%
3.11%	3.24%	3.01%
18.28%	18.51%	19.02%
26.28%	25.95%	25.76%
15.19%	15.41%	15.23%
5.45%	5.46%	5.23%
6.02%	6.07%	5.68%
24.2%	24.72%	24.97%
3.5%	3.77%	3.65%
	MILES     18.5%     8.25%     9.54%     10.51%     0.33%     6.11%     2.7%     3.11%     18.28%     26.28%     15.19%     5.45%     6.02%     24.2%	MILES   MILES     18.5%   18.84%     8.25%   8.73%     9.54%   9.56%     10.51%   11.07%     0.33%   0.37%     6.11%   6.08%     2.7%   3.06%     3.11%   3.24%     18.28%   18.51%     26.28%   25.95%     15.19%   15.41%     5.45%   5.46%     6.02%   6.07%     24.2%   24.72%



## 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	MILE
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths /			
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	2.79%	2.8%	2.92%	Prime Time I & II (Heavy)	4.23%	4.22%	4.27
Drive Time III (Medium)	0.62%	0.78%	0.78%	Prime Time III (Medium)	2.19%	1.94%	1.919
Radio IV & V (Light)	2.41%	2.55%	2.6%	Prime Time IV & V (Light)	7.82%	8.34%	7.989
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	7.87%	8.66%	8.54%	Fringe I & II (Heavy)	38.89%	39.73%	40.3
Radio III (Medium)	4.67%	4.53%	4.46%	Fringe III (Medium)	57.32%	57.06%	57.48
Radio IV & V (Light)	3.27%	2.97%	2.8%	Fringe IV (Light)	57.29%	57.36%	57.59
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	11.8%	11.94%	12.1%	All Day I & II (Heavy)	13.94%	14.12%	14.19
Cable III (Medium)	5.55%	5.46%	5.49%	All Day III (Medium)	24.72%	25.78%	26.43
Cable IV & V (Light)	34.45%	34.12%	33.54%	All Day IV (Light)	11.51%	12.24%	11.5



# 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]	9.88%	10.3%	10.25%
6:00am - 10:00am	13.51%	12.58%	11.71%
10:00am - 3:00pm	5.8%	6.37%	5.77%
3:00pm - 7:00pm	12.72%	13.92%	13.76%
7:00pm - Midnight	11.63%	10.9%	10.38%
Midnight - 6:00am	4.33%	4.84%	4.51%
Weekend Radio			
Listeners			
Dayparts [summary]	12.73%	13.28%	12.95%
6:00am - 10:00am	3.09%	2.79%	2.58%
10:00am-3:00pm	4.18%	4.07%	3.83%
3:00pm - 7:00pm	5.95%	6.31%	6.05%
7:00pm - Midnight	7.53%	8.02%	7.78%
Midnight - 6:00am	9.7%	9.75%	9.11%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.44%	6.81%	6.5%
Saturday: 8:00-11:00pm	8.06%	7.51%	7.34%
Sunday: 7:00-11:00pm	8.09%	9.05%	9.09%
9:00am-1:00pm	23.03%	23.62%	23.63%
9:00am-4:00pm	26.09%	26.88%	26.92%
4:00pm-7:00pm	26.31%	26.57%	26.19%
11:00pm-1:00am	42.02%	40.95%	40.44%
AVG Prime time	2.94%	2.93%	2.66%
Mon-Sun			

Ind Mountain View Lake Junaluska Eden Stovall Grantsboro Everetts Gatesville Vandemere Stem F Webster Walstonburg Spencer Spruce Pine Gastonia Atlantic Beach Intercultural Institute Oxford Washington Park Long View West Jefferson Eastover Hightsvill For Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEW	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	14.57%	14.64%	14.03%	Sat: 7-10	Sat: 7-10am 17.49%	Sat: 7-10am 17.49% 16.72%
7-9am	18.22%	18.14%	17.48%	Sat: 10ar	Sat: 10am-1pm 7.44%	Sat: 10am-1pm 7.44% 7.23%
9am-12noon	19.63%	19.18%	19.01%	Sat: 1-4p	Sat: 1-4pm 25.67%	Sat: 1-4pm 25.67% 25.17%
12noon-4pm	6.45%	7.71%	7.91%	Sat: 4-6p	Sat: 4-6pm 7.26%	Sat: 4-6pm 7.26% 6.68%
4-6pm	43.47%	43.31%	42.74%	Sat: 6-7p	Sat: 6-7pm 1.47%	Sat: 6-7pm 1.47% 1.42%
6-7pm	17.75%	19%	19.58%	Sat: 7-8p	Sat: 7-8pm 0.61%	Sat: 7-8pm 0.61% 0.59%
7-7:30pm	1.17%	1.1%	1.11%	Sat: 8-11	Sat: 8-11pm 8.06%	Sat: 8-11pm 8.06% 7.51%
7:30-8pm	11.04%	10.81%	10.66%	Sat: 11pr	Sat: 11pm-1am 4.28%	Sat: 11pm-1am 4.28% 4.34%
8-11pm	7.44%	6.81%	6.5%	Sat: 1am	Sat: 1am-7pm 25.21%	Sat: 1am-7pm 25.21% 23.71%
11pm-12am	33.91%	33.37%	33.32%	Sun: 7-10	Sun: 7-10am 1.87%	Sun: 7-10am 1.87% 2.22%
11pm-1am	42.02%	40.95%	40.44%	Sun: 10a	Sun: 10am-1pm 5.9%	Sun: 10am-1pm 5.9% 6.39%
1-6am	26.39%	26.62%	25.91%	Sun: 1-4p	Sun: 1-4pm 5.26%	Sun: 1-4pm 5.26% 5.65%
				Sun: 4-7	Sun: 4-7pm 13.13%	Sun: 4-7pm 13.13% 12.9%
				Sun: 7-11	Sun: 7-11pm 8.09%	Sun: 7-11pm 8.09% 9.05%
				Sun: 11p	Sun: 11pm-1am 3.41%	Sun: 11pm-1am 3.41% 3.79%
				Sun: 1-7a	Sun: 1-7am 19.88%	Sun: 1-7am 19.88% 19.95%

Carolina Shores Ruth Maysville Banner Elk Balfour China Grove Beech Mountain Troy Fletcher Cro era Dover Fallston Sugar Mountain Raemon Stallings Bayboro Micro Intercultural Institute rogden Norman Rex Granite Falls Brunswick Gaston Silver City East for Contextual Munistry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Speads Ferry Mineral Springs Barker Heights Wingate

# 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

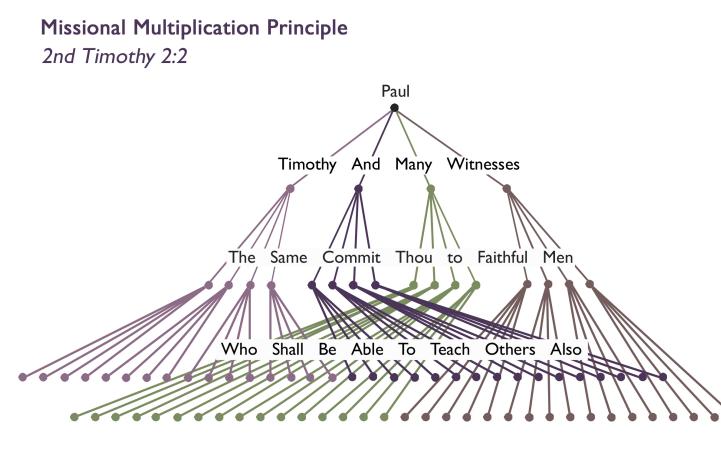
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Celdsboro Casar Mesic Cape Carteret Mars Hill Bridgeton Colerain Fearrington Oriental South Hense May ville Made St. Helena Carteret Mars Hill Bridgeton St. Helena Carteret May ville Made May ville Made Hemby Bridge East Bend Elon Waynesville Kings Mountain Mount Air Confectual Ministry ga Light Oak Confectual Ministry
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## **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.



kton Ellenboro Wrightsboro Pinebluff Orrum Black Mountain Midland Sparta Raynham Lake Santeetlah E Lansing Powellsville Marion Pinehurst Half Moon Boone Belmont Intercultural Institute Ivanhoe Chapel Hill Cofield Belville Lake Norman of Catawba Elizabeth Confertual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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



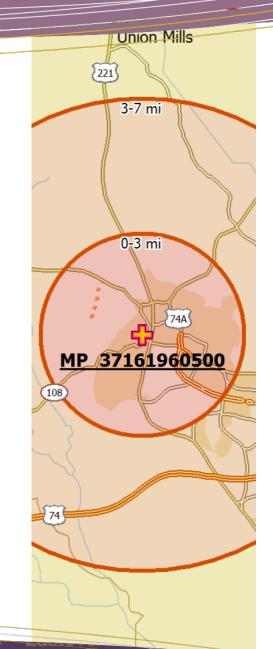


#### Your MissionSite and the Missional Suite

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

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

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



Newton Pilot Mountain Salisbury Seagrove Etowah Blowing Rock East Flat Rock Elizabeth City Robel Stokesdale Burlington Garland Gatesville Zebulon Marion Pikeville <u>Intercultural Institute</u> enterville Pollocksville Turkey Fountain East Rockingham Danbury Seagrove Intercultural Institute or Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Proctorville Alamance Sandy Creek Polkton Holly Seagrove Holly Seagrove Etowah Blowing Rock East Flat Rock Elizabeth City Robel Copyright 2011, Intercultural Institute for Contextual Ministry Proctorville Alamance Sandy Creek Polkton Holly Seagrove Holly Seagrove Etowah Blowing Rock East Flat Rock Elizabeth City Robel Contextual Ministry Flat Rock Elizabeth City Robel Contextual Robel Contextual Robel Contextual Rock Elizabeth City Robel Contextual Robel Cont

### Notes and Sources

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

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

			DIATANA		
	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	
1	New Dimension Baptist	241 E Court St Rutherfordton, NC 28139	0.54 mi	40	Insufficient Data
2	Rutherfordton First - Rutherfordton	246 N Main St Rutherfordton, NC 28139	0.66 mi	190	Plateauing
3	Green Hill - Rutherfordton	1941 US 64 74A Hwy Rutherfordton, NC 28139	0.76 mi	126	Plateauing
4	West Memorial - Rutherfordton	320 Piedmont Rd Rutherfordton, NC 28139	0.77 mi	41	Declining
5	Calvary - Rutherfordton	224 Chimney Rock Rd Rutherfordton, NC 28139	1.07 mi	57	Plateauing
6	Piedmont - Rutherfordton	984 Maple Creek Rd Rutherfordton, NC 28139	1.66 mi	62	Growing
7	Main Street - Spindale	327 E Main St Spindale, NC 28160	1.74 mi	94	Plateauing
8	Spencer - Spindale	187 N Oak St Spindale, NC 28160	1.76 mi	176	Declining
9	Fellowship - Rutherfordton	210 Silvers Lake Rd Rutherfordton, NC 28139	2.03 mi	80	Growing
10	Spindale First - Spindale	105 E Wilson St Spindale, NC 28160	2.05 mi	91	Declining
11	West Point - Rutherfordton	1160 Union Rd Rutherfordton, NC 28139	2.26 mi	199	Declining
12	Pores Ford - Rutherfordton	3531 Poors Ford Rd Rutherfordton, NC 28139	2.59 mi	39	Plateauing
13	Gray's Creek	751 Grays Creek Church Rd Rutherfordton, NC 28139	2.59 mi	163	Growing
14	Shiloh - Rutherfordton	1850 Poors Ford Rd Rutherfordton, NC 28139	2.59 mi	93	Growing
15	Pleasant Grove - Rutherfordton	130 Pleasant Grove Rd Rutherfordton, NC 28139	2.59 mi	38	Declining

annanoa Albemarle Mocksville Oxford Scotland Neck Nashville Dallas Five Points Butner Black Mounte Ocracoke Grifton East Arcadia Hamlet Youngsville Cameron Hendered Oak Island Greenville Wood sville Red Oak Bryson City Wake Forest Stem Buies Creek Pembroke for Contextual Institute West Jefferson Copyright 2011, Intercultural Institute for Contextual Ministry Quare Etowah Lexington Grover Hoffman Northlake 66

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Southern - Rutherfordton	140 Church St Rutherfordton, NC 28139	2.59 mi	152	Declining
17	Mountain Creek - Rutherfordton	710 Mountain Creek Rd Rutherfordton, NC 28139	2.59 mi	94	Plateauing
18	Mt View Baptist Church	430 Us 221 Hwy S Rutherfordton, NC 28139	2.59 mi	47	Declining
19	Gilkey - Rutherfordton	130 Gilkey School Rd Rutherfordton, NC 28139	2.59 mi	45	Plateauing
20	Sandy Springs First - Rutherfordton	382 Sandy Springs Rd Rutherfordton, NC 28139	2.59 mi	131	Plateauing
21	Rutherfordton Second - Rutherfordton	191 Green St Rutherfordton, NC 28139	2.97 mi	350	Growing
22	Adaville - Spindale	805 Oakland Rd Spindale, NC 28160	3.26 mi	240	Plateauing
23	Iglesia Bautista Cristo Vive - Forest Cit	929 Oakland Rd Forest City, NC 28043	3.35 mi	97	Insufficient Data
24	New Hope	929 Oakland Rd Forest City, NC 28043	3.35 mi	0	Insufficient Data
25	Mount Vernon - Forest	2676 Hudlow Rd Forest City, NC 28043	4.06 mi	173	Declining
26	Pleasant Hill - Ruthe	563 Pleasant Hill Church Rd Rutherfordton, NC 28139	4.10 mi	114	Plateauing
27	Johnson Memorial - Forest City	129 Groce St Forest City, NC 28043	4.47 mi	36	Plateauing
28	Oak Springs - Rutherfordton	2591 Rock Rd Rutherfordton, NC 28139	4.56 mi	78	Declining
29	Smith Grove - Forest	185 Horn Bottom Rd Forest City, NC 28043	5.60 mi	72	Declining
30	Crestview	630 S Church St Forest City, NC 28043	5.72 mi	272	Plateauing

Hill JAARS Mount Pleasant Balfour Lake Lure Oriental Hildebran Harrisburg Fallston Davidson Glen A Harmony Franklin Aberdeen Mountain View La Grange Pump Intercultural Institute Intercultural Institute for Contextual Mooresville Reidsville Middlese Fallston Apex Dallas Bogu 67 Copyright 2011, Intercultural Institute for Contextual Ministry

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Forest City First - Forest City	211 W Main St Forest City, NC 28043	5.73 mi	228	Declining
32	Oak Ridge - Rutherfordton	595 Cove Rd Rutherfordton, NC 28139	5.79 mi	26	Plateauing
33	Faith	149 W Main St Forest City, NC 28043	5.83 mi	52	Growing
34	Harvest House	245 Big Springs Ave Forest City, NC 28043	5.94 mi	49	Insufficient Data
35	Bethany	760 Bethany Church Rd Forest City, NC 28043	5.97 mi	197	Declining
36	Florence	201 S Broadway St Forest City, NC 28043	6.15 mi	450	Growing
37	Harmon Street	398 Harmon St Forest City, NC 28043	6.33 mi	71	Declining
38	New Generation Christian	Ledbetter Rd Forest City, NC 28043	6.49 mi	0	Insufficient Data
39	Sulphur Springs - For	221 Sulphur Springs Church Rd Forest City, NC 28043	6.49 mi	90	Plateauing
40	Forest Lake	292 Forest Lake Rd Forest City, NC 28043	6.49 mi	46	Declining
41	Cornerstone Fellowship - Forest City	1188 Hudlow Rd Forest City, NC 28043	6.49 mi	0	Insufficient Data
42	Mount Pleasant - For	397 Mount Pleasant Church Rd Forest City, NC 28043	6.49 mi	219	Growing
43	New Bethel - Forest C	223 New Bethel Church Rd Forest City, NC 28043	6.49 mi	85	Declining
44	Long Branch Road - Forest City	•	6.49 mi	64	Plateauing
45	Chase	1725 Harris Henrietta Rd Forest City, NC 28043	6.49 mi	0	Insufficient Data

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