MissionSite top unreached locations

Balfour

Oxford

Shores

Elrov

Davidson Colu

Mount Holly

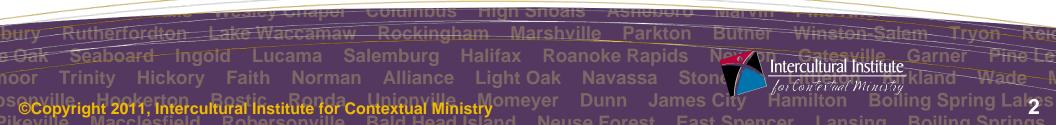
Cooleeme

Clayton Cofield Robbins Casar FLAT ROCK, NC Madison Ocracoke ansing Plymouth Nags Head La Grange LouisburgCENSUS TRACT: 37089991500 Si MultiplySt. Pauls Jackson Kernersville Wilmi REGION: Region 9: Mountains CONGREGATIONAL Sharton Middlesex Marvin Weddington **COUNTY: Henderson** eggett Sea Breeze Black Mountain North Topsail Beach SiSITESCAPE: Townscapen In partnership with the: Marion Maxton Stanfield Denton PDENSITY PATTERN: KBeul PDENSITY PATTERN: KBeulaville Intercultural Institute Sett Fairplains Var for Contextual Ministry Everetts Moneyer Pumpkin Center Burgaw Red Oak North Carolina Baptists Caring. Sharing. Daring. Washington Park Light Oak Spindale Vander Magnolia

CopyrighE 2011, Intercultural Institute for Contextual Ministry Alliance Dunn Newton Fairfield Harbour Ramseur Mou

MissionSite (TM) Table of Contents

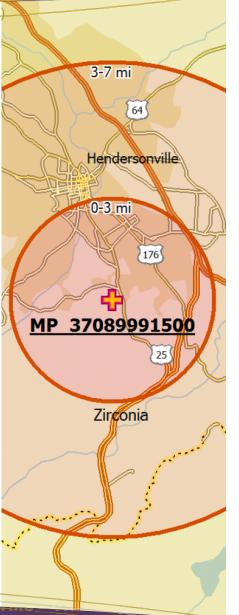
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers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



Site Location Summary

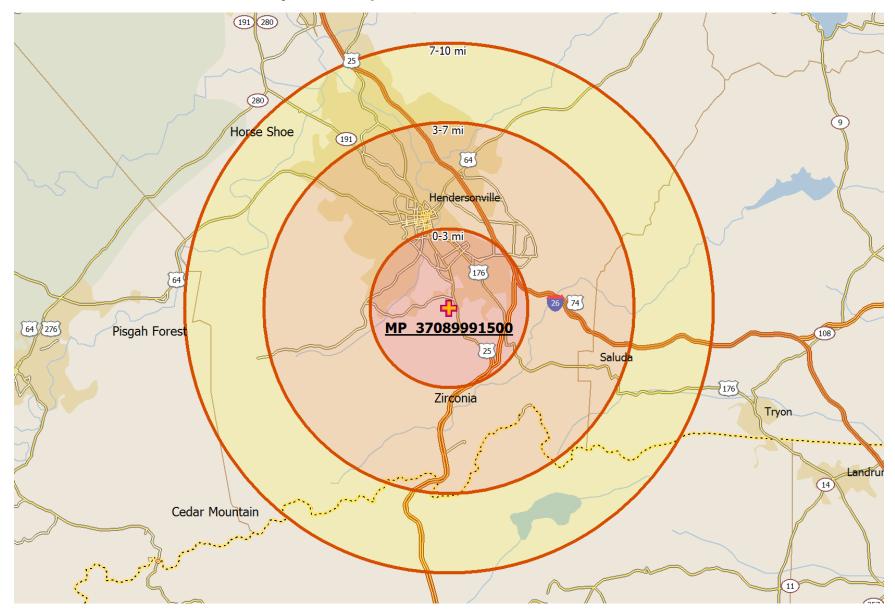
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	3709	Region 9: Mountains
3	County Location	37089	Henderson
4	Zipcode	28731	Henderson
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



Stle Hayne Midland Hope Mills Lake Park Rennert Raeford Vanceboro Creswell Lewisville Belwood Le Elen Bear Grass Silver Lake North Wilkesboro Clyde Black Mountain Erect Intercultural Institute enboro Cullowhee Pollocksville Aulander Banner Elk Weddington Legg for Confectual Ministry Nags Head Ahoskie Marvin Robbins Woodland R3 Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



orman Kings Grant Bowmore Laurinburg Taylorsville Vass Spindale Snow Hill Wadesboro Spring Lake Bolling Spring Lakes Wingate Fair Bluff Watha Rhodhiss Webster Intercultural Institute Foxfire Gibsonville Asheville Rocky Mount Edenton Harrisburg Work for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric	22	Suburb: Midsize: Territory outside a principal city and inside an urbanized area with
	Locale Codes		population less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

vel Flat Rock <u>Grantsboro</u> West Marion Franklinville Hildebran Toast Watha Flat Rock Hightsville Faik Lake Junaluska Gatesville Norman Murfreesboro Elon Goldston Hightsville Intercultural Institute sville Tobaccoville Middlesex Casar Shannon Lake Waccamaw Millers for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	13,633	41,472	28,207
2010 Households	5,956	17,927	11,934
2010 Group Quarters Population	49	1,560	371

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	30	31	27
Language Diversity National Index	49	40	37
Foreign Born Diversity National Index	16	17	23
Ancestry Diversity National Index	82	85	87
Racial Diversity National Index	36	31	25



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	1	True

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

Point Walstonburg Myrtle Grove Newport Millers Creek Murphy Dobson Wanchese Creswell Linden Toke Seven Springs Shannon Salemburg Hickory Wendell Franklin Ministry Peletier Nags Head Bunn Pineville Yanceyville Burgaw Morganton 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	65	1.09%
Mainstay Communities	Established, Diverse Households	2,522	42.34%
Working Communities	Blue-collar, Working Families	2,093	35.14%
Country Communities	Rural, Agri. & Mining Families	999	16.77%
Aspiring Communities	Young Singles / Aspiring-Multihousing	103	1.73%
Urban Communities	High Density, Inner-city Neighborhoods	174	2.92%

Everetts Rockingham Franklin Marietta Nags Head Westport New London Stantonsburg Durham Hightdale Turkey Spring Hope Salem Robbins Dundarrach Winfall Government Kenner Whitsett Lake Lure ry Creek St. Helena Fountain Altamahaw Mesic Conway Connelly Spring Longon Ayden Newland Kings 80 ^aCopyright 2011, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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



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	29,990	3,995	13.32%
Unreached %	66.71%	67.08%	100.55
Religious But NOT Evangelical HH	6,536	863	13.2%
Religious But NOT Evangelical %	14.54%	14.49%	99.65
Spiritual But NOT Relig or Evang HH	5,687	813	14.3%
Spiritual But NOT Relig or Evang %	12.65%	13.65%	107.91
Not Evangelical, Not Interested HH	17,788	2,320	13.04%
Not Evangelical, Not Interested %	39.57%	38.94%	98.42



Insten Carrbore Troy Mineral Springs Rockfish Cofield Granite Falls Calabash Denton Nashville Rich Pleasant Garden Old Fort Toast Ellerbe Whispering Pines Franklinville Intercultural Institute Long View Swannanoa Haw River River Road Seven Springs Bethani Confectual Ministry of Confectual Ministry Copyright 2011, Intercultural Institute for Confectual Ministry Copyright 2011, Intercultural Institute for Confectual Ministry Pineburst Bear Grass Catawba Eletcher Linden Per

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	57	6	10.53%
Active BCNC Attenders	8,862	3,068	34.62%
Active Evangelical Households	8,444	1,106	13.1%
Active Evangelical Percent	18.78%	18.58%	98.89
Inactive Evangelical Households	6,520	854	13.1%
Inactive Evangelical Percent	14.50%	14.34%	98.89
# New Churches Needed	0	0	0%



Forest Oaks Ramseur Ronda Neuse Forest Moravian Falls Bladenboro Lewiston Woodville Mooresville are Carteret Lincolnton Harkers Island Saluda Barker Ten Mile Indian Tree Intercultural Institute law River Kure Beach Farmville Troy Whitsett Kenansville Stem Lake for Confectual Ministry Cocopyright 2011, Intercultural Institute for Contextual Ministry Cocopyright 2011, Intercultural Institute for Contextual Ministry Comparison of Contextual Ministry Cocopyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Comparison of Contextual Ministry Contextual Minist

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	Mud Creek Mission - East Flat Rock	1.19 mi	7	Insufficient Data		16	Mountain Valley - Zirconia	4.30 mi	105	Plateauing
2	East Flat Rock First - East Flat Rock	2.06 mi	263	Declining		17	Providence - Hendersonville	4.87 mi	0	Insufficient Data
3	Crossroads - Zirconia	2.37 mi	0	Insufficient Data		18	Mount Olivet - Zirconia	5.30 mi	0	Insufficient Data
4	Mud Creek - Hendersonville	2.46 mi	2,692	Growing		19	Tuxedo First - Zirconia	5.30 mi	100	Plateauing
5	Berea - Hendersonville	2.68 mi	0	Insufficient Data		20	Zion Hill - Zirconia	5.30 mi	0	Insufficient Data
6	Gethsemane - Hendersonville	3.00 mi	106	Growing		21	Double Springs - Zirconia	5.30 mi	42	Declining
7	Barker Heights - Hendersonville	3.44 mi	45	Growing		22	Bob's Creek - Zirconia	5.31 mi	0	Insufficient Data
8	Valley Hill - Hendersonville	3.60 mi	0	Plateauing		23	Mountain View - Hendersonville	5.50 mi	140	Plateauing
9	West Hendersonville - Hendersonville	3.64 mi	76	Declining		24	Shaws Creek - Hendersonville	5.53 mi	68	Plateauing
10	Upward - Flat Rock	3.67 mi	39	Declining	-	25	Cedar Springs - Hendersonville	5.58 mi	0	Insufficient Data
11	Christ Covenant - Hendersonville	3.84 mi	25	Plateauing		26	Living Water - Hendersonville	5.73 mi	467	Growing
12	Main Street - Hendersonville	3.90 mi	75	Growing	-	27	Jones Gap - Hendersonville	5.76 mi	35	Insufficient Data
13	Wayside - Flat Rock	3.93 mi	34	Growing	2	28	Pleasant Hill - Hendersonville	5.76 mi	20	Insufficient Data
14	Contemporary First - Hendersonville	4.22 mi	0	Insufficient Data	2	29	Straightway - Hendersonville	6.17 mi	0	Insufficient Data
15	Hendersonville First - Hendersonville	4.29 mi	1,497	Plateauing	;	30	Ebenezer - Hendersonville	6.24 mi	273	Declining

Comparing Show Hill Pinebluff Landis Fayetteville Mayodan Taylorsville <u>Intercultural Institute</u> Cornelius Skippers Corner Conover Bonnetsville Fairmont Wadesboro <u>For Contextual Ministry</u> Copyright 2011, Intercultural Institute for 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

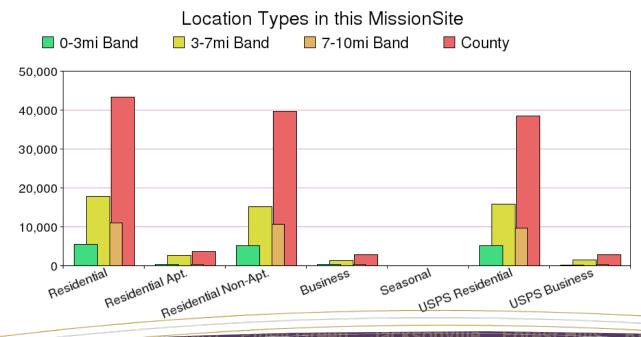
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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	69,341	9,043	13.04%
2000 Population	89,173	11,757	13.18%
2010 Population	105,184	13,633	12.96%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	28,731	3,921	13.65%
2000 Households	37,414	5,040	13.47%
2010 Households	44,954	5,956	13.25%

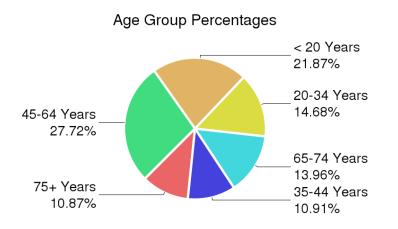


Location Type	0-3mi Band
Residential	5,538
Residential Apt.	304
Residential Non-Apt.	5,234
Business	263
Seasonal	0
USPS Residential	5,102
USPS Business	218

Ellerbe McAdenville Connelly Springs Valdese JAARS Buies Creek Bethel Cameron Grantsboro Cas Angler Kingstown Oriental Norlina Wilkesboro Raleigh Laurinburg Sowmore Seven Springs Greensboro Five Points Bethlehem Eastover it Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

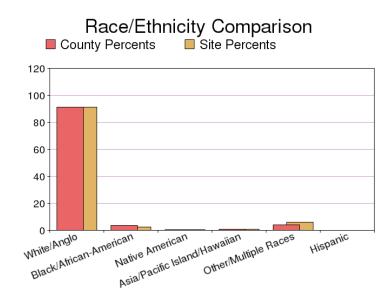


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.52%	4.25%	94.03
4-5 Years	2.37%	2.08%	87.76
6-8 Years	3.6%	3.36%	93.33
9-11 Years	3.5%	3.27%	93.43
12-13 Years	2.28%	2.35%	103.07
14-17 Years	4.41%	4.31%	97.73
18-19 Years	2.16%	2.26%	104.63
0-5 Years	6.88%	6.34%	92.15
6-12 Years	8.24%	7.82%	94.9
13-19 Years	7.7%	7.72%	100.26
< 20 Years	22.82%	21.88%	95.88
20-34 Years	14.85%	14.68%	98.86
35-44 Years	11.75%	10.91%	92.85
45-64 Years	27.37%	27.73%	101.32
65-74 Years	11.95%	13.96%	116.82
75+ Years	11.25%	10.87%	96.62
Median Age	45	45	99.43
Median Age (Male)	43	43	99.77
Median Age (Female)	48	47	99.16

Rutherfordten Icard Laurel Park Balfour Stony Point Stallings Mooresboro Parmele Ahoskie East Prospect Winton Kirkland Waynesville Fair Bluff Surf City Kelly <u>Intercultural Institute</u> Yanceyville G Green Level Eureka Valley Hill Henderson Powellsville Fairplains Saw [or Contextual Ministry] De Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry East Arcadia Burlington White Lake Mountain View 16

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	91.3%	91.04%	99.71
Black, African-American	3.59%	2.27%	63.34
Native American	0.36%	0.26%	72.01
Asian	0.8%	0.62%	78.17
Pacific Island, Hawaiian	0.02%	0.01%	38.58
Other/Multiple Races	3.94%	5.81%	147.49
Hispanic	0%	14.62%	0
Γ duration of Adulta (OF μ mod)			

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	75,961	9,909	
Less than 9th Grade	5.41%	6.26%	86.5
No High School Diploma	6.53%	7.11%	91.76
High School Graduate	28.26%	27.49%	102.8
Some College, no degree	21.73%	19.69%	110.37
Associate Degree	10.79%	7.19%	150.16
College Degree	16.8%	19.39%	86.68
Graduate/Prof. degree	10.48%	12.88%	81.36

h Square Icard Ansonville Claremont Maggie Valley Tobaccoville Gatesville Burlington Toast Pikeville Lasker Raynham Raeford Bolton Centerville North Topsail Beach intercultural Institute Rex Matthews Ayden Montreat Cricket Mars Hill Bethlehem Seven Don Contextual Ministry Ville Mountain Copyright 2011, Intercultural Institute for Contextual Ministry Bayboro Burnsville Pink Hill Sunset Beach Erwin 17

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	6.21%	5.89%	142.28
\$10,000 to \$19,999	12.5%	12.26%	98.04
\$20,000 to \$29,999	11.72%	12.06%	102.85
\$30,000 to \$49,999	22.83%	20.75%	90.89
\$50,000 to \$59,999	10.58%	10.22%	96.65
\$60,000 to \$69,999	6.92%	5.39%	77.88
\$70,000 to \$79,999	7.06%	7.91%	112
\$80,000 to \$89,999	5.94%	6.95%	116.94
\$90,000 to \$99,999	3.78%	4.25%	112.33
\$100,000 to \$124,999	4.98%	3.49%	70.09
\$125,000 to \$149,999	3.13%	4.84%	154.6
\$150,000 to \$199,999	2.16%	2.7%	125.28
\$200,000 to \$249,999	0.73%	1.02%	139.94
\$250,000 or more	1.45%	2.32%	160
Median Household	46,343	51,543	111.22
Average Household	62,042	65,934	106.27
Per Capita Household	26,948	28,806	106.89
Family/Non-Family Household			
Income			
Median Family Income	55,957	62,059	110.9
Average Family Income	71,575	76,071	106.28
Median Non-Family Income	29,146	32,973	113.13
Average Non-Family Income	43,141	46,566	107.94

boro Bowmore Gorman Plymouth Mills River Casar Fair Bluff Midland Sylva Long View Asheville Factor and Walstonburg Dillsboro Spindale Jefferson Trent Woods Danbury Chingham Proctorville Want of Midway East Laurinburg Mulberry Bryson City Foxfire Aurora Gree To Confectual Ministry Everetis Sta

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	66.47%	66.66%	100.28
Families with Children	28.02%	26.06%	93.01
Families without Children	38.46%	40.6%	105.57
Non-Family Households			
% Non-Family Households	33.53%	33.34%	99.45
Non-Families with Children	0.59	0.57	97.21
Non-Families without Children	32.94	32.77	99.49
Housing Units			Index
Total Housing Units	51,854	7,238	
Vacant percent	13.31%	17.71%	133.11
Owned percent	65.61%	61.73%	94.09%
Rented Percent	21.09%	20.56%	97.49
Households by Size			Index
Avg household size	2.30	2.28	99.13
Avg family hh size	2.88	2.84	98.61
Avg non-family hh size	1.14	1.17	102.63
Households By Count of Persons			Percent
One	13,180	1,731	13.13%
Two	17,596	2,427	13.79%
Three or Four	11,326	1,395	12.32%
Five+	2,852	402	14.1%

Bethania Lumberton Green Level Stanley Oriental Leggett Enfield Murraysville East Bend Cramerton Atkinson Delway Huntersville Falkland Rosman Forest City McFarland Intercultural Institute m Jamestown Goldsboro Walnut Creek Duck Cerro Gordo Atlantic Beac For Contextual Ministry De Mills Indian Copyright 2011, Intercultural Institute for Contextual Ministry

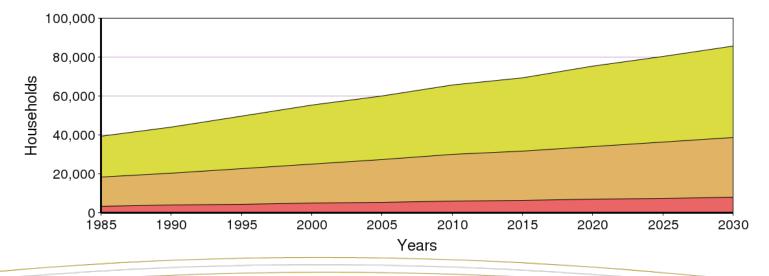
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	69,341	9,043	13.04%
2000 Population	89,173	11,757	13.18%
2010 Population	105,184	13,633	12.96%
2015 Population	112,762	14,615	12.96%

Household Change from 1985 to 2030

📕 0-3mi Ring 🛛 🔲 0-7mi Ring

g 🛛 📃 0-10mi Ring

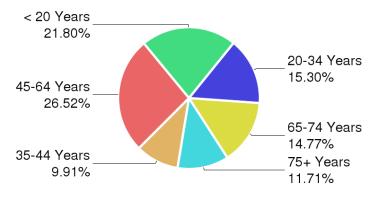


urkey Winton <u>St. Helena</u> Brookford Hendersonville Sandyfield Fairplains Hamilton Mesic Bethel Lake The Canton Kenansville Knightdale Middlesex Hightsville Four Oaks <u>Intercultural Institute</u> Sallston Butters Trent Woods East Arcadia Grover Candor Tobaccoville Louisburg *for Contextual Ministry* of Jackson B Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

Projected Age Group Percentages

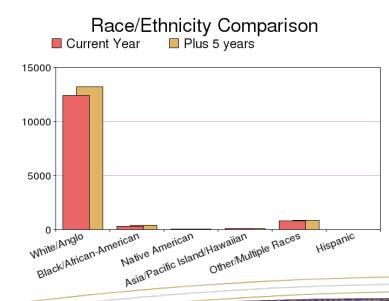


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.25%	3.74%	88
4-5 Years	2.08%	1.92%	92.31
6-8 Years	3.36%	3.11%	92.56
9-11 Years	3.27%	3.33%	101.83
12-13 Years	2.35%	2.49%	105.96
14-17 Years	4.31%	4.71%	109.28
18-19 Years	2.26%	2.5%	110.62
0-5 Years	6.34%	5.67%	89.43
6-12 Years	7.82%	7.65%	97.83
13-19 Years	7.72%	8.49%	109.97
< 20 Years	21.88%	21.81%	99.68
20-34 Years	14.68%	15.3%	104.22
35-44 Years	10.91%	9.91%	90.83
45-64 Years	27.73%	26.53%	95.67
65-74 Years	13.96%	14.77%	105.8
75+ Years	10.87%	11.71%	107.73
Median Age	45	45	99.38
Median Age (Male)	43	43	99.84
Median Age (Female)	48	47	99.41

lowhee Cary White Cak Spindale East Bend Cramerton Candor Flat Rock Yanceyville Oak Island Jan White Plains Teachey Sims Bakersville Avery Creek Pittsboro Oxford Intercultural Institute Sunset Beach Robersonville Connelly Springs New Bern Bonnetsville For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Highland Sharpsburg Belbayen Norman Vander Care

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	91.04%	90.27%	99.16
Black, African-American	2.27%	2.72%	119.76
Native American	0.26%	0.32%	125.26
Asian	0.62%	0.7%	113.03
Pacific Island, Hawaiian	0.01%	0%	0
Other/Multiple Races	5.81%	5.97%	102.82
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	9,909	10,534	
Less than 9th Grade	6.26%	5.61%	89.67
No High School Diploma	7.11%	5.63%	79.12
High School Graduate	27.49%	26.93%	97.97
Some College, no degree	19.69%	19.33%	98.17
Associate Degree	7.19%	8.55%	119.04
College Degree	19.39%	19.94%	102.88
Graduate/Prof. degree	12.88%	14%	108.74

Fair Bluff Valley Hill Kelly Trenton Grandfather Kure Beach Elizabeth City Oxford Bogue Boiling Sprin eliocksville Nags Head Momeyer Duck Spindale St. Pauls Fallston Atter Intercultural Institute Warsaw Hot Springs Foxfire Mulberry Whitsett Toast Canton Fair for Confextual Ministry Confextual Ministry Confextual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 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	5.89%	5.18%	87.97
\$10,000 to \$19,999	12.26%	12.09%	98.61
\$20,000 to \$29,999	12.06%	11%	91.24
\$30,000 to \$49,999	20.75%	19.49%	93.93
\$50,000 to \$59,999	10.22%	10.29%	100.64
\$60,000 to \$69,999	5.39%	5.26%	97.66
\$70,000 to \$79,999	7.91%	8.6%	94.45
\$80,000 to \$89,999	6.95%	7.82%	104.51
\$90,000 to \$99,999	4.25%	4.44%	104.61
\$100,000 to \$249,999	3.49%	3.7%	106.04
\$125,000 to \$149,999	4.84%	5.55%	114.71
\$150,000 to \$199,999	2.7%	2.88%	106.68
\$200,000 to \$249,999	1.02%	1.15%	112.32
\$250,000 or more	2.32%	2.32%	99.98
Median Household	51,543	54,621	105.97
Average Household	65,934	70,710	107.24
Per Capita Household	28,806	30,704	106.59
Family/Non-Family Household			
Income			
Median Family Income	62,059	65,994	106.34
Average Family Income	76,071	81,580	107.24
Median Non-Family Income	32,973	36,845	111.74
Average Non-Family Income	46,566	51,539	110.68

aboard Pinetops <u>Gatesville</u> Selma Dillsboro Stony Point <u>Sylva</u> Casar Plymouth Speed Garland India burg Weddington Boiling Springs Saluda Vanceboro Emerald Isle Bather <u>Intercultural Institute</u> rt Swepsonville Raemon Winfall Cricket Blowing Rock Kill Devil Hills ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	66.66%	64.62%	96.95
Families with Children	26.06	25.97	99.66
Families without Children	40.6	40.17	98.94
Non-Family Households			
% Non-Family Households	33.34%	35.38%	106.09
Non-Families with Children	0.57	0.71	106.09
Non-Families without	32.77	34.67	105.78
Children			
Housing Units			
Total Housing Units	7,238	7,716	106.6%
Vacant percent	17.71%	17.76%	100.24
Owned percent	61.73%	61.55%	99.7
Rented Percent	20.56%	20.7%	100.68
Households by Size			
Avg household size	2.28	2.30	100.88%
Avg family hh size	2.84	2.93	103.17%
Avg non-family hh size	1.17	1.14	97.44%
Households By Count of			
Persons			
One	1,731	1,972	113.92%
Two	2,427	2,413	99.42%
Three or Four	1,395	1,494	107.1%
Five+	402	467	116.17%

Rock Calabash Ramseur Waxhaw Cherryville Walnut Cove Ruth Gamewell Rutherfordton Grantsbord Port Casar Dover Greenville White Oak Sedalia Seven Springs Jones Intercultural Institute West Jefferson Seaboard Wesley Chapel Bryson City Bethel Lilesv For Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Oak Ridge Mooresboro Cricket Burlington Pine Kno24

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	ВС	ORN IN:	DRN IN: 0-3	DRN IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	1,086	2,620	962	Eastern Afric	a	a 1	a 1 7
Northern Europe	55	258	76	Middle Africa		0	0 0
Western Europe	38	210	82	Northern Africa		0	0 2
Southern Europe	8	43	3	Southern Africa		61	61 7
Eastern Europe	22	90	20	Western Africa		0	0 0
Other Europe	0	0	0	Other Africa		0	0 0
Eastern Asia	23	59	27	Oceania		0	0 8
So. Central Asia	1	65	21	Caribbean		2	2 57
SE Asia	13	57	75	Central Amer.	7	796	796 1,578
Western Asia	4	8	2	South America	3	4	³⁴ 76
Other Asia	0	0	0	North America		28	28 95
				Born at sea	0)	0

Robbins Pleasant Hill Eden Drexel Green Level Wagram Fairview Oak Island Alliance Taylorsville Be tha Badin Rural Hall Jamesville Pinehurst Oak City Flat Rock Newton Intercultural Institute Ten Mile Woodfin Catawba Red Springs Maysville Cary Rosman Park for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	10,032	32,564	19,396	Other Indo-Euro	5	38	0
Spanish	933	2,247	1,028	Asian/PI languages	0	0	0
Other Indo-Euro	160	807	242	Chinese	0	46	0
language				Japanese	11	15	0
French (incl. Patois,	26	204	63	Korean	16	9	30
Cajun)				Mon-Khmer,	4	48	44
French Creole	0	0	0	Cambodian			
Italian	0	53	20	Miao, Hmong	0	0	0
Portuguese	0	2	6	Thai	0	7	0
German	40	231	91	Laotian	0	0	0
Yiddish	0	24	0	Vietnamese	0	0	0
Other West Germanic	59	8	1	Other Asian	0	4	0
A Scandinavian	25	60	31	Tagalog	0	17	22
Language				Other Pacific Is	0	0	20
Greek	1	31	0	Other languages	12	79	77
Russian	3	20	0	Navajo	0	16	0
Polish	0	27	5	Other Native N.	6	0	45
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	3	5	Hungarian	0	53	0
Armenian	0	0	0	Arabic	0	10	8
Persian	0	2	9	Hebrew	0	0	0
Gujarathi	1	21	4	African languages	0	0	9
Hindi	0	22	0	Other unspecified	6	0	15
Urdu	0	15	0				

onerrills Ford Warrenton onaligue wa

Convert Lewiston Woodville Drexel Burnsville Rockwell Stantonsburg Norma Salem Cata Bolivia Mount Holly Goldsboro Momeyer Whispering Pines James Intercultural Institute Intercultural Institute for Contextual Ministry Ellerbe Columbia Gamewell Clarkton Black Mount 26 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	8,570	28,256	16,020	Irish	Irish 876	Irish 876 2,605
Arab	4	33	12	Italian	Italian 150	Italian 150 662
Armenian	2	12	0	Lithuanian	Lithuanian 12	Lithuanian 12 39
Austrian	17	89	30	Norwegian	Norwegian 45	Norwegian 45 199
British	74	179	130	Polish	Polish 92	Polish 92 490
Canadian	9	56	39	Portuguese	Portuguese 23	Portuguese 23 47
Croatian	5	6	6	Romanian	Romanian 7	Romanian 7 33
Czech	5	17	18	Russian	Russian 43	Russian 43 163
Czechoslovak	3	16	12	Scandinavian	Scandinavian 20	Scandinavian 20 40
Danish	16	182	43	Scotch-Irish	Scotch-Irish 545	Scotch-Irish 545 1,674
Dutch	191	441	224	Scottish	Scottish 304	Scottish 304 1,141
English	1,253	4,719	2,592	Slovak	Slovak 0	Slovak 0 27
European	118	353	197	Subsaharan African	Subsaharan African 75	Subsaharan African 75 80
Finnish	0	25	37	Swedish	Swedish 69	Swedish 69 254
French (not Basque)	197	578	329	Swiss	Swiss 16	Swiss 16 86
French Canadian	20	196	92	Ukrainian	Ukrainian 11	Ukrainian 11 48
German	1,037	3,590	2,087	US/American	US/American 1,448	US/American 1,448 4,598
Greek	10	71	19	Welsh	Welsh 59	Welsh 59 159
Hungarian	12	97	43	West Indian	West Indian 0	West Indian 0 38
Iranian	0	2	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 2
				Other	Other 1,803	Other 1,803 5,210

 Harrells
 Holly Ridge
 Hays
 Cedar Point
 Harrisburg
 Boonville
 Powellsville
 Wake Forest
 East

 Shores
 Black Creek
 Eastover
 Ashley Heights
 Mount Pleasant
 Ahoskie
 Intercultural Institute

 Ierain
 Bent Creek
 Ronda
 Salemburg
 Toast
 Woodland
 Falcon
 Newport
 Intercultural Institute

 ©Copyright 2011, Intercultural Institute for Contextual Ministry
 Binistry
 Love Valley
 Concord
 Lasker
 Morrisv

Richne

Gaston 27

Lowist

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?

ands Sims Franklinville White Lake Avery Creek Goldsboro Casar Unionville Princeton Neuse Forest Stanley Light Oak Monroe Lasker Forest City Randleman Grantsbory Intercultural Institute ws Altamahaw Jefferson Leland Oakboro Scotland Neck East Laurinbu for Confectual Ministry Lake Waccama Copyright 2011, Intercultural Institute for Contextual Ministry Odwin Roxboro Emerald Isle Parkton Keener Rex 28

Using the Demographic Indicators

Issues for Your Consideration - continued

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

Wrightsboro Whitakers Roseboro Rich Square Seagrove Ramseur Snow Hill Cressell Murphy Cape G Hountain Home Wendell Micro Teachey Rex Macclesfield Powellsvier Intercultural Institute Shannon Siler City Elon Lasker Pinehurst Aberdeen Charlotte For Contextual Ministry Panego Mo Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



Kingstown Carolina Beach Wilkesboro Swansboro Fountain Biscoe Welcome Elkin Beulaville Car Wendell Goldston Rose Hill Toast Brunswick Lenoir Casar Holly Intercultural Institute Hudson Calabash West Canton Old Fort Red Cross Fairmont Little Contextual Ministry Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,956	100%	4,024	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	65	1.09%	44	1.09%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	65	1.09%	44	1.09%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	176	2.96%	113	2.81%
Successful Urban Sprawl	20	0.34%	0	0%
2nd City Homebodies	2	0.03%	14	0.35%
Prime Middle America	0	0%	1	0.02%
Urban Optimists	154	2.59%	0	0%
Family Convenience	0	0%	98	2.44%
Mid-Market Enterprise	0	0%	0	0%

kertown Roanoke Rapids Fearrington Swannanoa Cedar Point Trent Woods Asheboro Cajah's Mountain MicAdenville Raeford Brevard Tabor City Manteo Half Moon Gastonia <u>Intercultural Institute</u> Pink Hill Mot Micro Warsaw McDonald Ranlo Woodlawn Falkland Southport *Sol Confestual Ministry* Topsal Beach ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,956	100%	4,024	100%
BLUE COLLAR BACKBONE	1,036	17.39%	689	17.12%
Nuevo Hispanic Fam.	7	0.12%	5	0.12%
Working Rural Suburbia	138	2.32%	83	2.06%
Lower Income Essentials	628	10.54%	424	10.54%
Small Town Endeavors	263	4.42%	177	4.4%
AMER. DIVERSITY	2,346	39.39%	1,660	41.25%
Ethnic Urban Mix	1	0.02%	1	0.02%
Urban Blues	84	1.41%	54	1.34%
Professional Urbanites	1,748	29.35%	1,264	31.41%
Urban Advancement	126	2.12%	85	2.11%
Amer. Great Outdoors	337	5.66%	216	5.37%
Mature America	50	0.84%	40	0.99%
METRO FRINGE	1,057	17.75%	727	18.07%
Steadfast Conservative	907	15.23%	622	15.46%
Moderate Conventionalists	1	0.02%	1	0.02%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	149	2.5%	104	2.58%

E Tarboro Casar Faison Kure Beach Pleasant Hill Rockingham Badin Banner Elk Spring Lake Lumber Midway Greensboro Mineral Springs Wendell Weaverville Salemburg Intercultural Institute Mount Airy Norlina Watha Madison Silver City Woodlawn Stony Point for Confectual 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 & Percen	nt	Unreached HH &	& Percent
Total	5,956	100%	4,024	100%
REMOTE AMERICA	555	9.32%	333	8.28%
Hardy Rural Fam.	342	5.74%	208	5.17%
Rural Southern Living	213	3.58%	125	3.11%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	103	1.73%	74	1.84%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	62	1.04%	46	1.14%
Stable Careers	1	0.02%	1	0.02%
Aspiring Hispania	40	0.67%	27	0.67%
RURAL VILLAGES & FARMS	444	7.45%	270	6.71%
Aspiring Hispania	179	3.01%	27	0.67%
Industrious Country Living	0	0%	122	3.03%
America's Farmland	0	0%	0	0%
Comfy Country Living	69	1.16%	0	0%
Small Town Connections	196	3.29%	40	0.99%
Hinterland Fam.	0	0%	81	2.01%

Cornelius Pink Hill Hightsville Unionville Bethel Thomasville Landis Millers Creek Fairmont River Hinteville New London Fallston St. Pauls Speed Havelock Grover Contextual Institute Imberton Murraysville Greenevers Seven Springs Spindale Five Points for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Old Fort Manteo Eletcher Spencer Navassa Mayodar

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,956	100%	4,024	100%
STRUGGLING SOCIETIES	119	2%	77	1.91%
Rugged Southern Style	45	0.76%	26	0.65%
Latino Nuevo	70	1.18%	48	1.19%
Struggling city Centers	4	0.07%	3	0.07%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	55	0.92%	37	0.92%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	55	0.92%	37	0.92%
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%

ural Hall Lake Lure Harmony Cedar Rock Bakersville Kill Devil Hills Rex Troutman Magnelia Lowesville Sandyfield Lillington Princeville Waxhaw Parkton Elkin Bolton Avery Intercultural Institute Ellerbe River Bend Spring Lake Durham Rennert Highlands Valley for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

t Angier Rockwell Geldston Murphy Conover Belwood Asheville Toast Millers Creek Bath Lucama Clemmons Arapahoe Hamilton Lake Junaluska Raemon Sneads Ferry Intercultural Institute Dallas Atkinson Como North Topsail Beach Richlands Pleasant Gard Intercultural Institute on Alpine Wayr Corpyright 2011, Intercultural Institute for Contextual Ministry Corpyright 2011, Intercultural Institute for Contextual Ministry

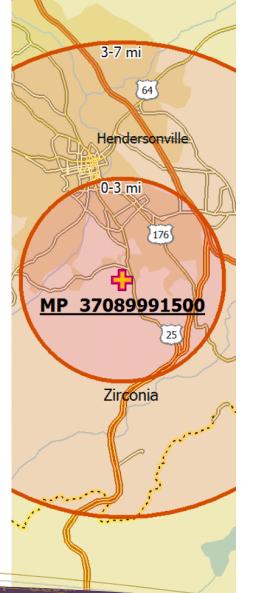
Potential Cultural Bridges

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).



Midway Ashley Heights Wallace Nags Head Hendersonville Winterville Red Oak Hamilton Bear Grass Solution Contextual Surf City Waxhaw Eastover Old Fort Mulberry Intercultural Institute The Milton River Road Fuquay-Varina Arapahoe Elizabeth City Pinebluff For Contextual Ministry Solution Contextual Ministry Solution Contextual Ministry Solution Contextual Ministry Solution Contextual Ministry Ministry Solution Contextual Ministry Ministry Solution Contextual Ministry Soluti

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	73%	74%	75%
Use Comp. for Internet/E-mail	56%	57%	58%
Internet Use: E-Mail	45%	47%	48%
Use Comp. for Word Processing	39%	38%	38%
Use Comp. for Comp. Games	37%	37%	38%
Use Comp. for Shopping	31%	32%	32%
Use Comp. for Digital Camera	31%	30%	31%
Photo Editing			
Use Comp. for Banking	28%	28%	29%
Use Comp. for Education	28%	28%	28%
HH Owns DVD Player	26%	26%	26%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	24%	25%	26%
Use Comp. for News/Info./Data	23%	23%	23%
Service			
Internet Use: Banking	21%	23%	23%
Use Comp. for Personal Financial	14%	14%	14%
Mngmnt			
PC-Network-HH Has One	14%	15%	15%
Use Comp. for Accounting	13%	13%	14%
Use Comp. for Filing/DB Mngmnt	13%	12%	12%
Internet Use: Shopping: Gathered	12%	11%	11%
Info. for Shopping			
Internet Use: Research/ Education	11%	11%	11%
Internet Use: Shopping: Made A	11%	11%	11%
Purchase			

Atkinson Star Saxapahaw Gibson Wilkesboro Red Springs Plain View Marietta Plymouth Peletier Belhaven Youngsville Beaufort Southern Pines Elrod Staley East Arcade Belmont Shannon Rex Ro Bear Grass Keener Whitakers High Shoals Fallston Nags Head Elk Park for Contextual Ministry file Gaston Ba Copyright 2011, Intercultural Institute for Contextual Ministry Point Millers Creek Whiteville Louisburg Midway Ha

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	64%	65%	65%
Dining Out (Not Fast	59%	58%	58%
Food)			
Reading Books	54%	55%	54%
Card Games	42%	41%	42%
Gardening	38%	36%	37%
Cooking for Fun	34%	34%	35%
Go To A Beach/Lake	34%	34%	35%
Board Games	28%	29%	30%
Visit Museum	19%	19%	20%
Photography	19%	19%	19%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	73%	71%	71%
Gen./Fam. Practitioner	43%	42%	42%
Dentist	33%	31%	30%
Eye Dr.	27%	24%	24%
Backache	23%	22%	22%
Hypertension/High Blood	22%	21%	21%
Pressure			
High Cholesterol	20%	20%	20%
Any Arthritis	20%	18%	18%
None Of These	17%	18%	18%
Acid Reflux Disease (GERD)	16%	15%	15%

Hickory Caswell Beach Lilesville Midway West Jefferson Kinston Swepsonville Cherryville Stem Mar Werven Salisbury Godwin Red Oak Creedmoor Kenly Cedar Rock New Intercultural Institute Middlesex Marvin Woodlawn Aurora Spruce Pine West Canton Rup Confertual Ministry et Copyright 2011, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-3 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	26.29%	26.79%	26.9%
Live Theater	21.71%	21.2%	21.01%
Live Theater Most Often	18.32%	17.7%	17.64%
Rock/Pop Concerts Most	11.1%	12.09%	12.33%
Often			
Dance Performance	8.25%	8.23%	8.09%
Classical Concerts Most	8.2%	7.67%	7.41%
Often			
Movies: Action/Adventure	36.24%	35.78%	36.1%
Movies: Comedy	34.91%	35.55%	36%
Movies: Drama	19.45%	19.75%	19.7%



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

BRIDGES	0-3	3-7	7-10		BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Nalking for Exercise	42.47%	41.68%	41.78%	Power Bo	ating	ating 10.15%	ating 10.15% 9.81%
Swimming	31.28%	32.16%	32.71%	Baseball		9.74%	9.74% 10.05%
Bowling	18.74%	19.42%	19.75%	Aerobics		8.81%	8.81% 9.36%
Freshwater Fishing	17.77%	18.39%	19.13%	Target Shooting		8.41%	8.41% 8.4%
Billiards/Pool	16.22%	16.8%	16.85%	Backpacking/Hikir	ng	ng 8.28%	ng 8.28% 8.88%
Camping Trips	14.85%	14.92%	15.34%	Saltwater Fishing		7.61%	7.61% 7.81%
Golf	14.59%	14.32%	14.43%	Football		7.49%	7.49% 8.14%
Weight Training	12.86%	13.49%	13.54%	Volleyball		7.05%	7.05% 8.03%
Jogging/Running	12.64%	12.77%	12.94%	Canoeing/Kayaking		6.93%	6.93% 7.41%
Mountain/Road Biking	12.35%	12.5%	12.74%	Softball		6.91%	6.91% 7.31%
Stationary Cycling	12.25%	12.29%	12.39%	Soccer		6.1%	6.1% 6.7%
Using Cardio Machine	12%	12.73%	12.83%	Tennis		6.03%	6.03% 6.4%
Basketball	11.29%	12.64%	12.98%	Yoga		6.01%	6.01% 6.58%
Hunting	10.17%	10.17%	10.58%	Motorcycling		5.59%	5.59% 5.74%

errills Ford White Oak Harkers Island Pine Level Centerville Ellenboro Weaverville Nags Head East Bend ref Newton Bethania Norlina Stanfield Pilot Mountain Northwest Sterrer Intercultural Institute Ingold Red Oak Ogden Farmville Hookerton Mount Airy Oak Island War for Contextual Ministry Contextual Ministry Bostic Seagrove Beautort Sawmills Boonville Bet 40

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Horseback Riding	5.03%	5.73%	5.87%
Fly Fishing	4.68%	4.5%	4.49%
Ice Skating	4.38%	4.65%	4.59%
Sailing	4.09%	3.91%	3.79%
Archery	4.03%	4.23%	4.38%
Snorkeling	3.97%	4.17%	4.18%
Roller Skating	3.94%	4.49%	4.4%
Jet Skiing	3.91%	4.02%	3.98%
Water Skiing	3.86%	4.18%	4.18%
Downhill & X-Country Skiing	3.85%	4.26%	4.25%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Auto Racing	3.16%	2.96%	3.07%
Racquetball	3.12%	3.57%	3.52%
Snowmobiling	3.07%	3.47%	3.53%
Hockey	2.93%	3.32%	3.22%
Snowboarding	2.86%	2.99%	2.92%
Rock Climbing	2.76%	2.9%	2.92%
Martial Arts	2.7%	2.84%	2.77%
Skateboarding	2.68%	2.99%	2.97%
Rowing	2.62%	2.84%	2.8%
Surfing & Windsurfing	1.99%	2.27%	2.22%

Mountain View Wallace Dover St. Helena Albemarle Troutman Glen Raven Lexington Simpson Hightsville Warsaw Stony Point Bakersville Leggett Weldon McFarlan Pumpkin Cerve Indian Beach Light Oak G Cullowhee Mooresboro Bethania Pine Knoll Shores Eden Walnut Confectual Institute for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bethere Proceeding Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



adia Red Oak Troy Reckingham Ingold Cullowhee Kelly Durham Beulaville Kings Mountain James Gravite Oak Atlantic Beach Salisbury Princeton Earl Winston-Salem East Cravite Ouarry Lewisville South Henderson Catawba Forest City Brunswick Hendersonville Winfa Contextual Ministry reek Mills River Contextual Ministry Contextual Ministry lile West Jefferson Dobson Sea Breeze Wrightsboro 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.

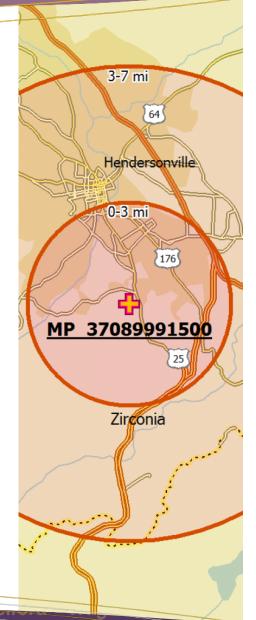
CULTURAL BARRIERS OF ACCEPTANCE

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.



Whitsett Mulberry Mount Airy Bridgeton Bladenboro Rocky Mount Danbury Hemby Bridge Autryville Sta Richlands Oak Island Newton Lewiston Woodville Greensboro Chimper Intercultural Institute ville Cherryville Simpson Maxton Ayden South Rosemary Hamilton Logic Strevius Ministry of Copyright 2011, Intercultural Institute for Contextual Ministry 43

Potential Cultural Barriers:

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

BARRIERS	0-3	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning New Things	50%	50%	50%	Like to Stand Out In A Crowd Marijuana Should Be Legalized	20% 20%	19% 19%	19% 19%
Speak My Mind Even If It Upsets People	36%	35%	35%	Like To Pursue Challenge/Novelty/Change	19%	19%	19%
Prefer To Have Few Possessions As Possible	35%	35%	35%	Rarely Sit Down to a Meal Together At Home	16%	16%	16%
Find It Difficult To Say No To My Kids	35%	36%	36%	Only Work Current Job for The Money	15%	15%	15%
Woman's Place Is In The Home	34%	33%	34%	I Am A Workaholic	13%	14%	14%
Like Control Over People And Resources	33%	33%	33%	We Should Strive for Equality for All	12%	13%	13%
Like To Do Unconventional Things	33%	31%	31%	Happy With My Standard Of Living	12%	12%	12%
If Won Lottery Would Never Work Again	29%	28%	28%	On Whole People Get What They Deserve	10%	10%	10%
Don't Judge People/Way They Live Life	28%	28%	27%	Indulge My Kids With The Little Extras	9%	9%	9%
Money Is Best Measure Of Success	27%	27%	27%	Little I Can Do To Change My Life	8%	8%	7%
Friends More Important Than My Fam.	26%	27%	26%	Very Happy With My Life As It Is	7%	6%	6%
Too Much Sponsorship In Arts/Sports	21%	21%	21%				

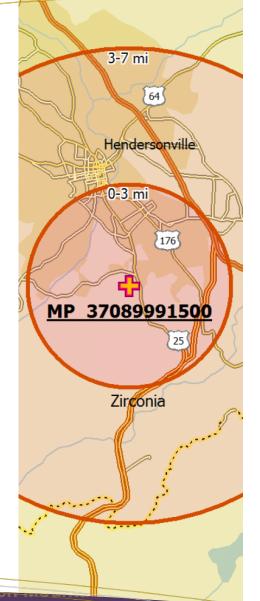
Gorman HICKON

kersville Woodland Brookford Garner Midland Badin Lake Norman of Catawba Navassa St. Stephens Ba Black Creek Bunn Yadkinville Jamestown Half Moon Wrightsville Beach Intercultural Institute Devils Fairview Midway Kinston Atkinson Graham Lake Lure Landis Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Gaston Faison Walstonburg Ocracoke Angier Buther

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.



eggett Roanoke Rapids Prospect Siler City Wadesboro Greenville Salemburg Williamston Hoffman When The Ton Cricket Rocky Mount Mount Holly South Weldon Bath McAden Intercultural Institute Tina JAARS Franklinville Pumpkin Center Spencer Avery Creek New Log Confertual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

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

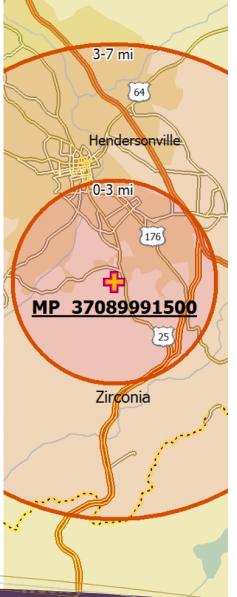
THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities	58%	58%	58%	Real Men Don't Cry	17%	17%	17%
In Life	500/	500/	000/	Looking for New Ideas To Improve	16%	16%	15%
Important To Respect Customs And Beliefs	58%	59%	60%	Home Is An Important Part Of Who I Am	16%	16%	16%
Like To Understand About Nature	39%	38%	37%	Worried About Pollution Caused By Cars	15%	16%	16%
Prefer To Have Few Possessions As Possible	35%	35%	35%	Try Not To Worry About The Future	14%	14%	14%
Important Feel Respected By My Peers	34%	34%	34%	Enjoy Spending Time With My Fam.	10%	11%	11%
Prefer Work Part Of Team Than Alone	34%	33%	33%	Provide My Kids With The Little Extras	10%	11%	11%
Important To Juggle Various	32%	31%	31%	Feel Very Alone In The World	6%	6%	6%
Tasks Good At Fixing Things	28%	27%	27%	Children Should Be Allowed To Express Themselves	5%	6%	6%
Have Keen Sense Of Adventure	28%	27%	27%	Like Spending Most Time With	5%	5%	5%
People Have To Take Me As	24%	23%	23%	Fam.			
They Find Me				Decor Particular Interest To Me	4%	4%	4%
Like To Just Enjoy Life	23%	23%	23%	Would Like To Set Up Own	3%	3%	3%
Consider Myself Interested In The Arts	19%	19%	18%	Business			

WING ROCK RODER NOTHING FILLE

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.



Creek Roseboro Grover Buies Creek New London Pineville Concord Pilot Mountain Candor Kill Dev teter Rosman White Plains East Flat Rock Marion Princeville Rocky Mountain South Rosemary rell Fair Bluff Wadesboro Green Level Spring Hope Canton Northlakes for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry China Grove Boonville Pollocksville Fairmont Ansource South Rosemary Contextual Ministry China Grove Boonville Pollocksville Fairmont Ansource Burling Contextual Ministry China Grove Boonville Pollocksville Fairmont Ansource Burling Contextual Ministry China Grove Boonville Pollocksville Fairmont Ansource Burling Contextual Ministry China Grove Boonville Pollocksville Fairmont Ansource Burling

Potential Shared Places:

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fam. Restaurants/Steak	83.86%	82.61%	83.17%
Houses-Visit Any			
Fast Food/Drive-In	83.35%	83.54%	83.9%
Restaurant-Visit Any			
McDonald's	55.38%	55.15%	55.39%
Burger King	36.07%	36.06%	36.14%
Applebee's	28.28%	28.11%	28.68%
Subway	28.09%	28.37%	29.08%
Wendy's	27%	27.15%	27.49%
Taco Bell	26.71%	26.93%	27.37%
Kentucky Fried Chicken (KFC)	24.04%	24.66%	25.34%
Olive Garden	21.38%	20.65%	20.85%
Dairy Queen	19.85%	18.25%	18.54%
Arby's	19.5%	19.96%	20.85%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Pizza Hut	19.01%	19.67%	20.09%
Red Lobster	16.51%	16.31%	16.53%
Cracker Barrel	15.52%	14.87%	15.65%
Outback Steakhouse	13.83%	14.35%	14.64%
Denny's	12.74%	12.8%	12.77%
Sonic	12.67%	12.78%	13.3%
IHOP (International House Of	12.17%	12.89%	12.96%
Pancakes)			
Domino's Pizza	11.28%	12.08%	12.1%
Chick-Fil-A	10.49%	11.2%	11.56%
Chili's Grill and Bar	10.44%	10.69%	10.93%
Ruby Tuesday	10.18%	9.92%	10.26%
Long John Silver's	9.52%	8.68%	8.81%

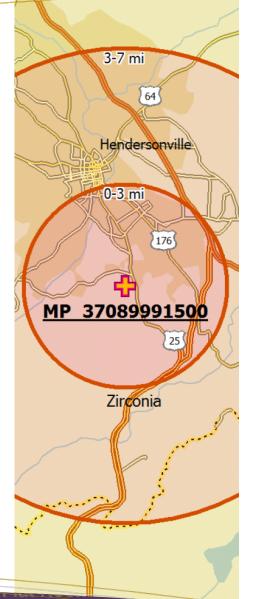
Varnamtown Drexel Smithfield Winfall Orrum Jackson Kenansville Chimney Rock Village Grossnore L Atom Lenoir Piney Green Murphy Faison Surf City Vandemere St. Paul Intercultural Institute Plain View Clarkton Bridgeton Elroy Kittrell Tarboro Sunset Beach for Confectual Ministry Confectual Ministry Spencer Spins Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry Faison Spins Columbia Sharpsburg Staley Linden Spencer Spins

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!



Columbus Lake Lure Linden Arapahoe Cashiers Lowell St. James Vander Clayton Albemarie Ele atawba Hot Springs Peachland Macclesfield Crossnore Huntersville Were Speads Ferry Danbury Ja Points Fairfield Harbour McAdenville Edenton Marshall Jacksonville Al Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	47.57%	46.89%	47.1%
Recycled products	35.92%	35.44%	35.55%
Worked as volunteer (non political)	17.15%	16.77%	16.96%
Engaged in fund raising	9.99%	9.96%	10.15%
Religious club member	7.43%	7.18%	7.26%
Wrote to elected offcl about publ bus	5.95%	5.96%	6.02%

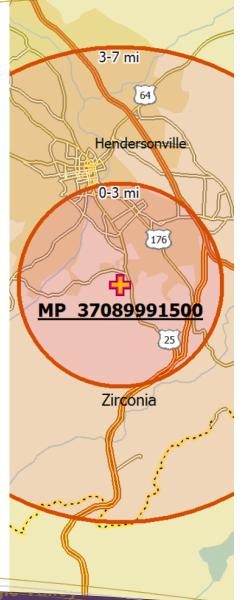
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	5.69%	5.59%	5.64%
newspaper			
Charitable Organization	5.65%	5.43%	5.45%
Addressed a public meeting	5.35%	5.11%	5.17%
Union member	5.24%	4.92%	5.02%
Fraternal order member	5.01%	4.89%	4.87%
Took active part in local civic	4.96%	4.99%	5.06%
issue			

River Road Surf City Belwood Ronda Cornelius Wade Pinebluff Mars Hill Flat Rock Waco Beauford Red Cross Southport Autryville Clemmons Eden Marvin Youngsville Intercultural Institute Graham Liberty Clinton Forest Hills Walnut Creek Clayton Robersonville for Contextual Ministry Corpyright 2011, Intercultural Institute for Contextual Ministry Corpyright 2011, Intercultural Institute for 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.



Peuse Forest Hightsville Dobbins Heights Pine Knoll Shores Leland Old Fort Cajah's Mountain Bryson City Frenton Lake Junaluska Eden Nags Head Pleasant Hill Marietta Parking Intercultural Institute for Alamance Chapel Hill Asheboro Rolesville Belmont Norman Warver Intercultural Institute for Confextual 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	17.42%	17.02%	16.94%
Mystery	12.99%	12.97%	12.96%
Children's Books	12.38%	12.2%	12.33%
Cookbooks	10.29%	10.41%	10.47%
Religious (not Bibles)	8.53%	8.52%	8.57%
History	7.72%	7.62%	7.53%
Biography	6.93%	6.78%	6.68%
Romance	6.9%	6.88%	6.88%
Personal/Business Self-help	6.08%	6.16%	6.24%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	65.84%	66.42%	66.39%
Gen. Editorial	45.46%	45.87%	45.79%
Womens	38.55%	38.81%	38.8%
Service	35.1%	34.71%	35.06%
Mens	16.84%	17.25%	17.18%
Business/Finance	16.09%	15.86%	15.72%
Mature Market	14.51%	14.46%	14.48%
Sports	14.43%	14.44%	14.36%
Automotive	13.49%	13.52%	13.66%

mmerfield Southern Shares Wilmington High Point JAARS Halifax Raleign Cove City Hobgood Zebulor The Park James City Greenville Ellerbe Lexington Varnamtown Silver Later Devidson Lymber Bridge Ka Hoffman Indian Beach Manteo Woodlawn Cajah's Mountain Topsail Beach Jor Confectual Ministry Intercultural Institute for Contextual Ministry Intercultural Institute for Contextual Ministry Seaboard Vandemere Brockford Prospect Salisbury Seven Springs Avery Creek Glen Alpine Emerald

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	56.97%	56.3%	56.52%
Sport	33.34%	32.91%	32.96%
Editorial Page	32.46%	32.05%	32.29%
Classified	32.34%	32.46%	32.94%
Business/Finance	29.88%	29.53%	29.53%
Comics	28.77%	28.46%	28.69%
Food/Cooking	25.82%	25.83%	26.07%
TV/Radio Listings	24.29%	24.93%	24.92%
Movie Listings & Reviews	24.25%	24.69%	24.71%
Home/Gardening	21.04%	20.98%	21.31%
Travel	19.25%	19.55%	19.51%
Science/Technology	17.28%	17.02%	17.19%
Fashion	13.38%	13.31%	13.33%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	23.38%	23.15%	23.88%
Adult Contemporary	18.59%	17.93%	18.02%
CHR Contemp Hit Radio	16.93%	17.34%	17.18%
Rock	11.29%	11.42%	11.67%
Oldies	11.25%	10.94%	10.99%
Classic Rock	10.59%	9.99%	10.1%
News/Talk	10.58%	10.8%	10.94%
Alternative	8.28%	8.51%	8.63%
Urban Contemporary	7.64%	9.49%	9.07%
Variety	6.21%	7.02%	6.93%
Religious	6.11%	6.15%	6.25%
All Talk	5.99%	5.21%	5.03%
All News	5.12%	4.88%	4.75%
Soft Contemporary	5%	5.2%	5.32%
Adult Standards	4.49%	4.23%	4.07%
Hispanic	4.12%	4.4%	3.98%
Jazz	3.48%	3.85%	3.73%
Sports	3.48%	3.39%	3.38%

Taber City Cameron Raynham Landis Bonnetsville Greensboro Franklinville Bald Head Island Goldstor Hill Swannanoa North Topsail Beach Lasker Askewville White Oak Reprint Contextual Institute Crossnore Intercultural Institute Concord St. Helena Hoffman Kan Goldstor Goldan Jamesville Bear Grass Belville Concord St. Helena Hoffman Kan Goldstor Goldan Jamesville Bear Grass Belville Concord St. Helena Hoffman Kan Goldstor Goldan Jamesville Bear Grass Belville Concord St. Helena Hoffman Kan Goldstor Goldan Jamesville Bear Grass Belville Concord St. Helena Hoffman Kan Goldstor Goldan Jamesville Bear Grass Belville Concord St. Helena Hoffman Kan Goldstor Goldan Jamesville Bear Grass Belville Contextual Ministry City Faison Oakboro Jackson Cullowhee Salisbury 53

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	64.05%	63.66%	64.04%
Soapnet	50.44%	50.61%	50.67%
Satellite Dish	50.15%	49.22%	50.11%
Other Video-On-Demand	45.22%	43.13%	43.29%
Adult Pay Per View TV	36.53%	35.67%	36.06%
Sci-Fi Channel	35.8%	35.33%	35.68%
Comedy Central	34.33%	33.81%	33.51%
MSNBC	32.29%	32.09%	32.69%
TV Info From Sunday TV	29.58%	29.57%	29.63%
Magazine			
Adult Swim	26.92%	26.44%	26.55%
Subscribe Digital Cable	26.64%	27.69%	28.03%
Nickelodeon	26.17%	26.58%	27.27%



TV Info From Other

21.22%

20.69%

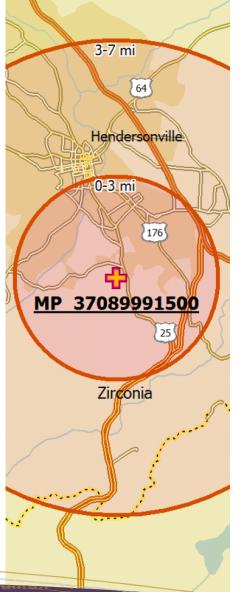
20.77%

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.



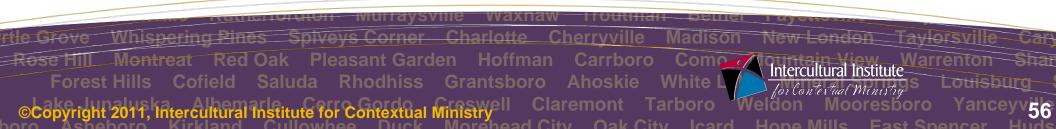
Fairmont Pikeville Carolina Shores Surf City Ogden Aurora Laurinburg Bonnetsville Momeyer Hei Harshall Lillington Roanoke Rapids Roxboro Wilson's Mills Tabor City Intercultural Institute harlotte Calabash Belhaven Lake Santeetlah McFarlan Bowmore Woo for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Henderson Mills River Centerville Madison Duck

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+)	19.11%	19.01%	19.13%
Medium Users (4-6)	11.27%	10.98%	10.92%
Light Users (1-3)	20.25%	20.5%	20.4%
Quintiles (20%)			
Newspaper I (Heavy)	0.88%	1.27%	1.32%
Newspaper II	0.98%	1.23%	1.22%
Newspaper III	2.16%	2.03%	2.03%
Newspaper IV	0.36%	0.46%	0.47%
Newspaper V (Light)	1.43%	1.14%	1.08%

MILES		
	MILES	MILES
18.16%	18.1%	17.98%
7.39%	7.9%	7.88%
3.65%	8.58%	8.55%
11.27%	11.07%	10.79%
0.15%	0.35%	0.31%
6.07%	6.62%	6.42%
2.1%	2.39%	2.33%
2.52%	2.91%	2.84%
17.89%	17.23%	17.03%
27.88%	27.05%	26.82%
17.05%	16.09%	15.75%
5.06%	5.48%	5.39%
3.39%	4.21%	4.22%
24.47%	23.31%	23.13%
3.45%	3.29%	3.19%
	7.39% 3.65% 1.27% 0.15% 0.17% 3.07% 2.1% 2.52% 7.89% 7.88% 7.05% 3.06% 3.39% 4.47%	7.39%7.9%3.65%8.58%1.27%11.07%0.15%0.35%0.07%6.62%2.1%2.39%2.52%2.91%7.89%17.23%27.05%27.05%7.05%16.09%3.9%4.21%4.47%23.31%



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	I	MEDIUM	0-3	3.	-7
	MILES	MILES	MILES			MILES	MIL	ES
Radio Drive Time Quntiles				٦	TV Prime Time Quntiles (fifths /			
(fifths / 20%)				2	20%)			
Drive Time I & II (Heavy)	2.9%	3.14%	3.13%	F	Prime Time I & II (Heavy)	4.56%	4.04%	6
Drive Time III (Medium)	0.49%	0.68%	0.66%	F	Prime Time III (Medium)	2.23%	2.21%	5
Radio IV & V (Light)	2.97%	2.42%	2.3%	F	Prime Time IV & V (Light)	6.16%	6.15%	r
Radio Media Quntiles (fifths /				٦	TV Early/Late Fringe Quntiles			
20%)				((fifths / 20%)			
Radio I & II (Heavy)	7.84%	7.95%	7.8%	F	Fringe I & II (Heavy)	43.93%	41.83%	6
Radio III (Medium)	4.81%	4.49%	4.49%	F	Fringe III (Medium)	56.3%	54.45%	6
Radio IV & V (Light)	2.32%	2.89%	2.97%	F	Fringe IV (Light)	57.9%	56%	
Cable TV Quntiles (fifths /				٦	TV All Day Quntiles (fifths /			
20%)				2	20%)			
Cable I & II (Heavy)	10.33%	10.83%	10.94%	F	All Day I & II (Heavy)	14.35%	13.1%	,
Cable III (Medium)	3.58%	3.7%	3.78%	ŀ	All Day III (Medium)	23.33%	23.639	%
Cable IV & V (Light)	36.05%	35.33%	35.2%	ŀ	All Day IV (Light)	10.47%	11.53%	6



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]	12.01%	12.68%	12.72%
6:00am - 10:00am	16.2%	15.91%	15.73%
10:00am - 3:00pm	6.41%	6.65%	6.49%
3:00pm - 7:00pm	14.06%	13.81%	13.51%
7:00pm - Midnight	14.12%	13.98%	13.81%
Midnight - 6:00am	6.35%	6.52%	6.27%
Weekend Radio			
Listeners			
Dayparts [summary]	12.97%	13.51%	13.66%
6:00am - 10:00am	3.77%	4.16%	4.22%
10:00am-3:00pm	5.56%	5.73%	5.63%
3:00pm - 7:00pm	5.74%	6.23%	6.19%
7:00pm - Midnight	7.68%	8.38%	8.22%
Midnight - 6:00am	10.62%	11.53%	11.45%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.76%	6.33%	6.66%
Saturday: 8:00-11:00pm	7.18%	7.53%	7.58%
Sunday: 7:00-11:00pm	9.58%	9.18%	9.23%
9:00am-1:00pm	23.23%	23.19%	23.42%
9:00am-4:00pm	26.5%	26.61%	26.87%
4:00pm-7:00pm	28.32%	28.84%	28.74%
11:00pm-1:00am	39.75%	40.02%	40.66%
AVG Prime time	1.9%	2.2%	2.23%
Mon-Sun			

Simpson Swannanoa Watha Wanchese Southport McAdenville McLeansville Benson Ansonville Severation Models and Spencer Mountain Rose Hill Mount Airy Franklinton Mount Holly Lumber Intercultural Institute Staley Spindares Hills Rolesville Piney Green Burgaw Shannon Midland Mooresboro Tox Contextual Ministry Heights Eairvier Copyright 2011, Intercultural Institute for Contextual Ministry Wilson's Mills Oak City Jackson Boiling Springs Plan

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10		TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	15.63%	16.13%	15.96%		Sat: 7-10am	Sat: 7-10am 17.84%	Sat: 7-10am 17.84% 17.96%
7-9am	21.88%	22.25%	22.32%		Sat: 10am-1pm	Sat: 10am-1pm 6.32%	Sat: 10am-1pm 6.32% 7.15%
9am-12noon	19.59%	19.18%	19.48%		Sat: 1-4pm	Sat: 1-4pm 23.41%	Sat: 1-4pm 23.41% 23.54%
12noon-4pm	6.91%	7.42%	7.39%		Sat: 4-6pm	Sat: 4-6pm 5.34%	Sat: 4-6pm 5.34% 5.81%
4-6pm	44.28%	44.36%	44.37%		Sat: 6-7pm	Sat: 6-7pm 1.52%	Sat: 6-7pm 1.52% 1.71%
6-7pm	18.85%	18.58%	18.79%		Sat: 7-8pm	Sat: 7-8pm 0.38%	Sat: 7-8pm 0.38% 0.6%
7-7:30pm	0.97%	1.29%	1.31%		Sat: 8-11pm	Sat: 8-11pm 7.18%	Sat: 8-11pm 7.18% 7.53%
7:30-8pm	10.46%	10.5%	10.72%		Sat: 11pm-1am	Sat: 11pm-1am 4.89%	Sat: 11pm-1am 4.89% 4.77%
8-11pm	5.76%	6.33%	6.66%		Sat: 1am-7pm	Sat: 1am-7pm 25.66%	Sat: 1am-7pm 25.66% 25.56%
11pm-12am	32.29%	32.09%	32.69%		Sun: 7-10am	Sun: 7-10am 1.55%	Sun: 7-10am 1.55% 1.83%
11pm-1am	39.75%	40.02%	40.66%		Sun: 10am-1pm	Sun: 10am-1pm 6.26%	Sun: 10am-1pm 6.26% 5.86%
1-6am	33.14%	32.32%	31.92%		Sun: 1-4pm	Sun: 1-4pm 5.76%	Sun: 1-4pm 5.76% 5.88%
					Sun: 4-7pm	Sun: 4-7pm 11.89%	Sun: 4-7pm 11.89% 11.72%
					Sun: 7-11pm	Sun: 7-11pm 9.58%	Sun: 7-11pm 9.58% 9.18%
					Sun: 11pm-1am	Sun: 11pm-1am 3.33%	Sun: 11pm-1am 3.33% 3.93%
					Sun: 1-7am	Sun: 1-7am 19.15%	Sun: 1-7am 19.15% 19.19%

Ington Park Kannapolis Pincy Green Stem Godwin Silver Lake Spiveys Corner Dundarrach Graham Al Momeyer Brookford Cooleemee Stantonsburg Ingold Plain View <u>Intercultural Institute</u> y Heights Stovall Middlesex Proctorville Harrisburg Concord Fairview *For Confectual Ministry* Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Construction Date of Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

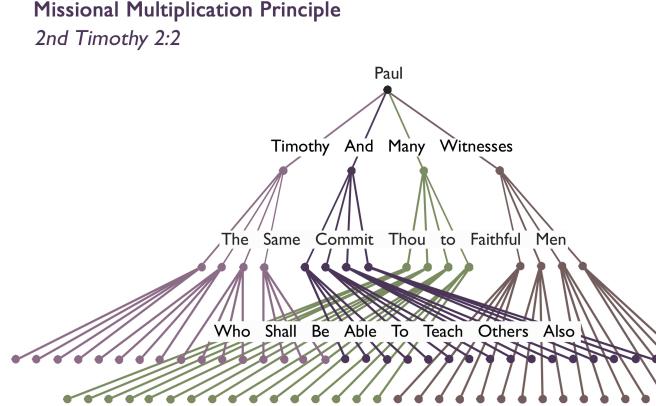
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Spencer White Oak Institute for Contextual Ministry Correction Contextual Ministry

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.



ndsor Morven Harmony Sherrills Ford Five Points Fairmont Jamesville Bostic Ramseur East Rockingha General Mount Holly Hamlet Mountain Home Seaboard Rockingham Bring Intercultural Institute Hillsborough Proctorville Weldon Andrews Swansboro Ruth Troy More Louis Confectual Ministry Copyright 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.



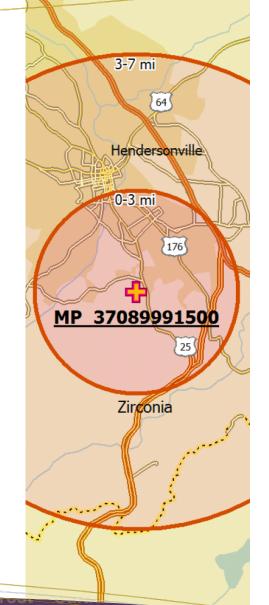
Blowing Rock Pollocksville Atkinson Rural Hall Love Valley Tar Heel Jacksonville Linden Lawndale White Plains Plymouth Navassa Beaufort Lewisville Simpson Wine Scient Winton Rockwell Be nville West Canton Raynham Forest Hills Claremont Elroy Clayton Bay for Confectual Ministry ©Copyright 2017, Intercultural Institute for Contextual Ministry ©Copyright 2017, Intercultural Institute for Contextual Ministry

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



Kinston Cleveland Hillsborough Falcon Aulander Half Moon Simpson South Weldon Boonville Wilson's Newton Grove Wrightsboro Swepsonville Harrells Sherrills Ford Ares Intercultural Institute ewisville Lumberton Fairview Red Cross Sneads Ferry Dillsboro River for Contextual Ministry for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Notes and Sources

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



APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Mud Creek Mission - East Flat Rock	104 Mine Gap Rd East Flat Rock, NC 28726	1.19 mi	7	Insufficient Data
2	East Flat Rock First - East Flat Rock	2227 Spartanburg Hwy East Flat Rock, NC 28726	2.06 mi	263	Declining
3	Crossroads - Zirconia	115 Smyre Rd Zirconia, NC 28790	2.37 mi	0	Insufficient Data
4	Mud Creek - Hendersonville	403 Rutledge Dr Hendersonville, NC 28739	2.46 mi	2,692	Growing
5	Berea - Hendersonville	626 Berea Church Rd Hendersonville, NC 28739	2.68 mi	0	Insufficient Data
6	Gethsemane - Hendersonville	1315 Old Spartanburg Rd Hendersonville, NC 28792	3.00 mi	106	Growing
7	Barker Heights - Hendersonville	210 Glover St Hendersonville, NC 28792	3.44 mi	45	Growing
8	Valley Hill - Hendersonville	118 School St Hendersonville, NC 28739	3.60 mi	0	Plateauing
9	West Hendersonville - Hendersonville	730 Willow St Hendersonville, NC 28739	3.64 mi	76	Declining
10	Upward - Flat Rock	935 Upward Rd Flat Rock, NC 28731	3.67 mi	39	Declining
11	Christ Covenant - Hendersonville	420 Kanuga Rd Hendersonville, NC 28739	3.84 mi	25	Plateauing
12	Main Street - Hendersonville	202 S Main St Hendersonville, NC 28792	3.90 mi	75	Growing
13	Wayside - Flat Rock	1548 Airport Rd Hendersonville, NC 28792	3.93 mi	34	Growing
14	Contemporary First - Hendersonville	429 Harris St Hendersonville, NC 28792	4.22 mi	0	Insufficient Data
15	Hendersonville First - Hendersonville	312 5th Ave W Hendersonville, NC 28739	4.29 mi	1,497	Plateauing

Washington Park Butner Neuse Forest Burgaw Wanchese Ingold Kelford Red Oak Ossipee Davids Vass Lilesville Askewville Biscoe Godwin Princeton West Jeffers Intercultural Institute iry Boiling Spring Lakes Valley Hill Lake Lure South Henderson Lake South For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Mountain Valley - Zirconia	65 Mountain Valley Cemetery Rd Zirconia, NC 28790	4.30 mi	105	Plateauing
17	Providence - Hendersonville	1201 Oakland St Hendersonville, NC 28792	4.87 mi	0	Insufficient Data
18	Mount Olivet - Zirconia	3582 Mount Olivet Rd Zirconia, NC 28790	5.30 mi	0	Insufficient Data
19	Tuxedo First - Zirconia	30 Branch Ln, Hwy 225 S Zirconia, NC 28790	5.30 mi	100	Plateauing
20	Zion Hill - Zirconia	5890 Greenville Hwy Zirconia, NC 28790	5.30 mi	0	Insufficient Data
21	Double Springs - Zirconia	49 Holbert Mountain Rd Zirconia, NC 28790	5.30 mi	42	Declining
22	Bob's Creek - Zirconia	1756 Bobs Creek Rd Zirconia, NC 28790	5.31 mi	0	Insufficient Data
23	Mountain View - Hendersonville	650 Duncan Hill Rd Hendersonville, NC 28792	5.50 mi	140	Plateauing
24	Shaws Creek - Hendersonville	91 Shaw Creek Church Rd Hendersonville, NC 28791	5.53 mi	68	Plateauing
25	Cedar Springs - Hendersonville	4196 Green River Rd Zirconia, NC 28790	5.58 mi	0	Insufficient Data
26	Living Water - Hendersonville	1284 Sugarloaf Rd Hendersonville, NC 28792	5.73 mi	467	Growing
27	Jones Gap - Hendersonville	8 Mount Hebron Rd Hendersonville, NC 28739	5.76 mi	35	Insufficient Data
28	Pleasant Hill - Hendersonville	4096 Little River Rd Hendersonville, NC 28739	5.76 mi	20	Insufficient Data
29	Straightway - Hendersonville	2560 Chimney Rock Rd Hendersonville, NC 28792	6.17 mi	0	Insufficient Data
30	Ebenezer - Hendersonville	2557 Chimney Rock Rd Hendersonville, NC 28792	6.24 mi	273	Declining

Franklinton <u>Chocowinity</u> Lowell <u>Asheville</u> Oak Ridge <u>Tryon</u> Harkers Island Andrews Williamston Fa Thomasville White Plains Northlakes Greenville Avery Creek Lumber <u>From Half Moon</u> Mar Mac Plain View Winterville Denton Saratoga Altamahaw Shelby Seven Spring Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Crab Creek - Hendersonville	72 Jeter Mountain Rd Hendersonville, NC 28739	6.26 mi	142	Declining
32	Balfour - Hendersonville	2502 Asheville Hwy Hendersonville, NC 28791	6.45 mi	113	Declining
33	Beulah - Hendersonville	7088 Willow Rd Hendersonville, NC 28739	6.52 mi	0	Insufficient Data
34	Fork Creek - Saluda	4011 Fork Creek Rd Saluda, NC 28773	6.93 mi	0	Insufficient Data
35	Saluda First - Saluda	213 Henderson St Saluda, NC 28773	6.93 mi	67	Plateauing
36	Mountain Page - Saluda	2010 Mountain Page Rd Saluda, NC 28773	6.93 mi	0	Insufficient Data
37	Warrior Mountain - Saluda	3520 Howard Gap Rd Saluda, NC 28773	6.93 mi	25	Declining
38	Middle Fork - Hendersonville	299 Middle Fork Rd Hendersonville, NC 28791	7.90 mi	28	Plateauing
39	New Life of Hendersonville	446 Deerhaven Ln Hendersonville, NC 28791	8.13 mi	0	Insufficient Data
40	Kings Grove - Hendersonville	3034 Pace Rd Hendersonville, NC 28792	8.98 mi	0	Insufficient Data
41	French Broad - Hendersonville	182 Grandview Ln Hendersonville, NC 28791	9.20 mi	157	Plateauing
42	Liberty - Hendersonville	3623 Old Clear Creek Rd Hendersonville, NC 28792	9.21 mi	41	Declining
43	Pleasant Grove - Hendersonville	1122 Pleasant Grove Rd Hendersonville, NC 28739	9.47 mi	64	Declining
44	Naples - Hendersonville	799 Rugby Dr Hendersonville, NC 28791	9.59 mi	79	Plateauing
45	Bat Cave - Hendersonville	5095 Chimney Rock Rd Hendersonville, NC 28792	9.63 mi	300	Plateauing

Aural Hall Raemon Grantsboro Magnolia Lake Waccamaw Newport Morganton Washington Selma Linde Trent Woods Enochville Lumber Bridge Norwood Stoneville Indian Charles Rock Kings Grant Magnolia helby Wendell Peachland Hildebran Greenville Summerfield Micro Auronalistical Ministry Kecopyright 2011, Intercultural Institute for Contextual Ministry Winston-Salem Elroy Myrtle Grove Wrightsboro Chapel Hill Jacksonville Marsbyille Laurinburg Maxto



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



CONTACT US:

An evangelical mission agency supported by individuals, foundations, churches, denominations, mission agencies & para-church ministries. For more information about the mission and vision of IICM please visit www.iicm.net.

Email:	cwatke@iicm.net
Office:	803-279-5828
Web:	www.iicm.net
	www.apept.org
	www.missionalcoach.org
	www.missionalcontext.org
	www.missionalcorps.org
	www.missionalcyclopedia.org
	www.missionalzipcode.org
	www.missionalpartners.org

