MissionSite
top unreached locations

LAURINBURG, NC

CENSUS TRACT: 37165010300
REGION: Region 6: Central Piedmont
COUNTY: Scotland
SITESCAPE: Townscape
DENSITY PATTERN: K

iMultiply
CONGREGATIONAL REPRODUCTION

In partnership with the:

Intercultural Institute
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North Carolina Baptists
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MissionSite (TM)
Table of Contents

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Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	3706	Region 6: Central Piedmont
3	County Location	37165	Scotland
4	Zipcode	28352	Scotland
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	K	50000-50000-50000
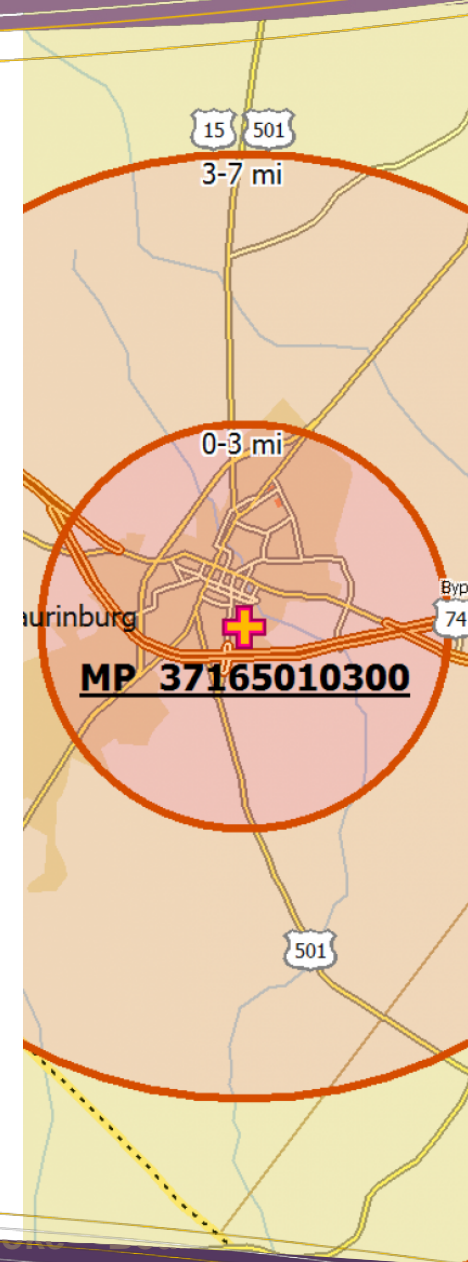
Site Location Summary - Map of the Site Location

MP 37165010300

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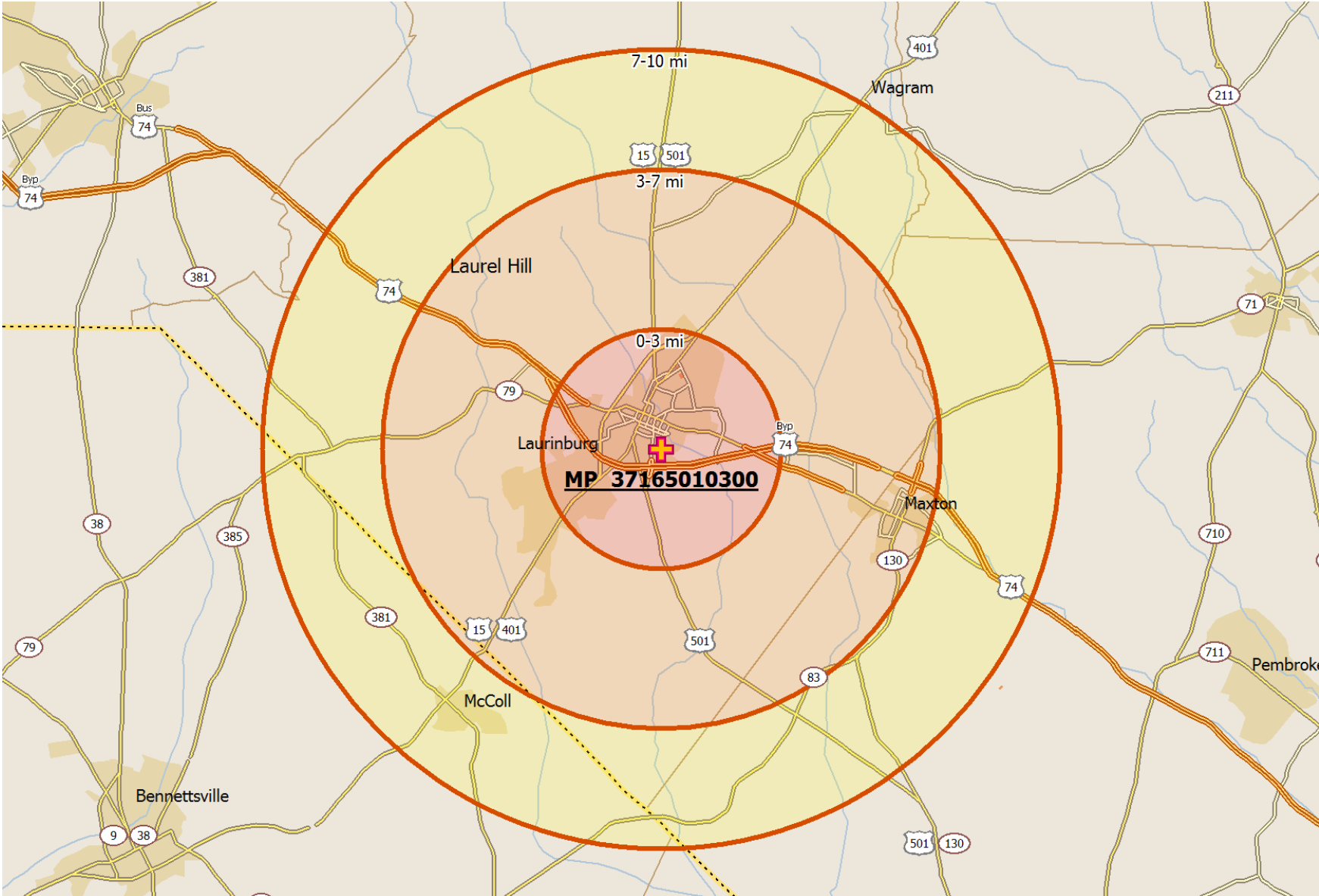
Site Location Summary - Urbanicity

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

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

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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	13,368	17,019	15,062
2010 Households	5,028	6,255	5,303
2010 Group Quarters Population	1,541	323	150

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	24	23	23
Language Diversity National Index	9	11	12
Foreign Born Diversity National Index	55	95	44
Ancestry Diversity National Index	14	13	2
Racial Diversity National Index	74	76	87

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	1	True
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

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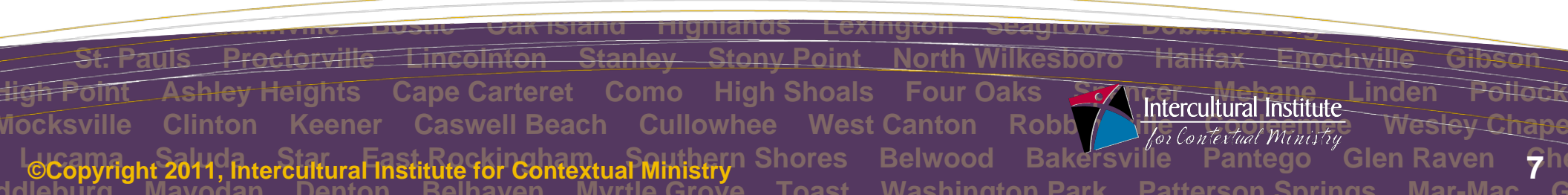
Site Location Summary - Social Environment

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	628	12.49%
Mainstay Communities	Established, Diverse Households	245	4.87%
Working Communities	Blue-collar, Working Families	262	5.21%
Country Communities	Rural, Agri. & Mining Families	186	3.7%
Aspiring Communities	Young Singles / Aspiring-Multihousing	899	17.88%
Urban Communities	High Density, Inner-city Neighborhoods	2,806	55.81%

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Using the Site Location Summary

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

Issues for Your Consideration

1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for a "City Person" to minister effectively in a "country" location and vice versa.

2. The urbanicity designations on page 5 may have implications for ministry development. The extent of commuting within a metro area may need to be considered in choosing a potential building site or in developing evening events or ministries. The percent of the population that commute from a non-metro to metro area may also need to be taken into consideration.

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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?

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Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	9,128	3,483	38.16%
Unreached %	67.54%	69.28%	102.57
Religious But NOT Evangelical HH	3,021	1,264	41.84%
Religious But NOT Evangelical %	22.35%	25.14%	112.46
Spiritual But NOT Relig or Evang HH	865	236	27.31%
Spiritual But NOT Relig or Evang %	6.4%	4.7%	73.41
Not Evangelical, Not Interested HH	5,473	2,124	38.81%
Not Evangelical, Not Interested %	40.5%	42.25%	104.33

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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 RING	PERCENT &INDEX
Num of BCNC Churches	15	8	53.33%
Active BCNC Attenders	1,380	442	32.03%
Active Evangelical Households	2,200	774	35.16%
Active Evangelical Percent	16.28%	15.39%	94.52
Inactive Evangelical Households	2,187	769	35.18%
Inactive Evangelical Percent	16.18%	15.30%	94.56
# New Churches Needed	0	0	0%

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Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	New Hope	0.43 mi	0	Insufficient Data	16	Union Light - Maxton	7.85 mi	71	Declining
2	Laurinburg First - Laurinburg	0.59 mi	165	Growing	17	Salem Missionary - Maxton	8.11 mi	0	Insufficient Data
3	Sandhills Community - Laurel Hill	0.62 mi	73	Insufficient Data	18	Skyway - Maxton	8.11 mi	10	Growing
4	South Laurinburg - Laurinburg	0.79 mi	30	Growing	19	Faith Community - Maxton	8.11 mi	28	Plateauing
5	East Laurinburg Hispanic	0.84 mi	0	Insufficient Data	20	Living Water - Maxton	8.11 mi	43	Growing
6	Grace	0.94 mi	0	Insufficient Data	21	Gibson - Gibson	8.26 mi	29	Declining
7	East Laurinburg - Laurinburg	1.20 mi	118	Declining	22	Leitch Creek - Maxton	8.76 mi	41	Growing
8	North Laurinburg - Laurinburg	1.83 mi	56	Plateauing	23	Spring Hill - Wagram	9.67 mi	54	Plateauing
9	Stewartsville - Laurinburg	3.64 mi	437	Declining	24	Sandhill Community - Red Springs	10.51 mi	59	Plateauing
10	Gray Pond - Laurinburg	3.69 mi	105	Plateauing	25	Mount Moriah - Laurinburg	12.24 mi	14	Plateauing
11	Laurel Hill - Laurel Hill	6.04 mi	183	Declining	26	Baker's Chapel - Maxton	12.78 mi	185	Plateauing
12	Calvary - Maxton	6.18 mi	0	Insufficient Data	27	Marston - Marston	13.62 mi	30	Declining
13	Maxton First - Maxton	6.35 mi	36	Growing	28	Willard's Chapel - Rowland	13.83 mi	0	Insufficient Data
14	Shady Grove - Maxton	7.56 mi	0	Insufficient Data	29	Oak Ridge - Hamlet	14.43 mi	21	Plateauing
15	Oak Grove - Laurinburg	7.78 mi	60	Growing	30	Turnpike - Wagram	14.48 mi	100	Growing

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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.

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Current Demographic Summary

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	33,754	15,444	45.75%
2000 Population	35,998	14,640	40.67%
2010 Population	36,224	13,368	36.9%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	11,838	5,616	47.44%
2000 Households	13,399	5,687	42.44%
2010 Households	13,515	5,028	37.2%

Location Types in this MissionSite
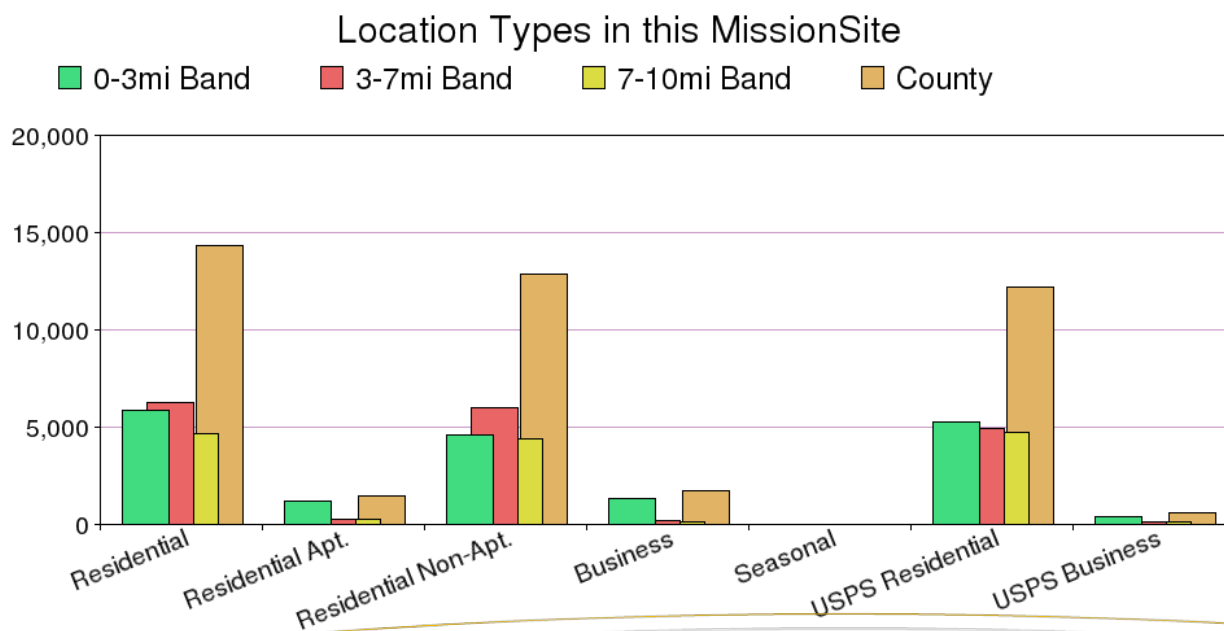
Location Type	0-3mi Band
Residential	5,839
Residential Apt.	1,212
Residential Non-Apt.	4,627
Business	1,340
Seasonal	0
USPS Residential	5,239
USPS Business	409

Current Demographic Summary

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.

Age Group Percentages

- 45-64 Years 23.95%
- 20-34 Years 19.82%
- 35-44 Years 10.44%
- 65-74 Years 9.23%
- 75+ Years 9.03%
- < 20 Years 27.52%
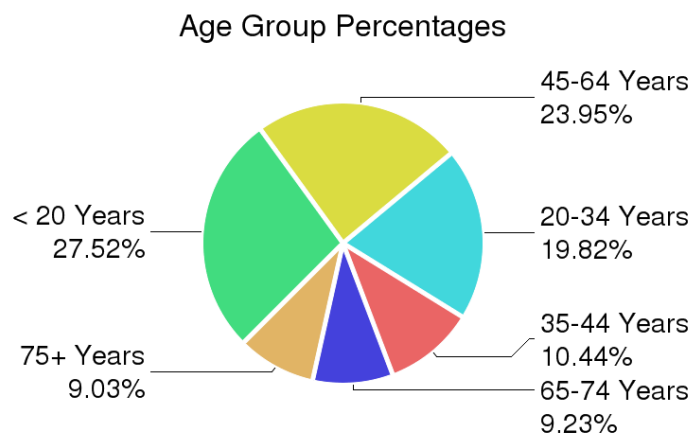
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.36%	6.41%	100.79
4-5 Years	2.8%	2.38%	85
6-8 Years	4.03%	3.41%	84.62
9-11 Years	4%	3.36%	84
12-13 Years	2.68%	2.29%	85.45
14-17 Years	5.73%	5.77%	100.7
18-19 Years	2.95%	3.89%	131.86
0-5 Years	9.17%	8.79%	95.86
6-12 Years	9.38%	7.93%	84.54
13-19 Years	10.02%	10.79%	107.68
< 20 Years	28.57%	27.51%	96.29
20-34 Years	19.02%	19.82%	104.21
35-44 Years	12.15%	10.44%	85.93
45-64 Years	26.46%	23.95%	90.51
65-74 Years	7.87%	9.23%	117.28
75+ Years	5.93%	9.03%	152.28
Median Age	37	39	105.16
Median Age (Male)	34	34	101.62
Median Age (Female)	40	43	107.42

Current Demographic Summary

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.
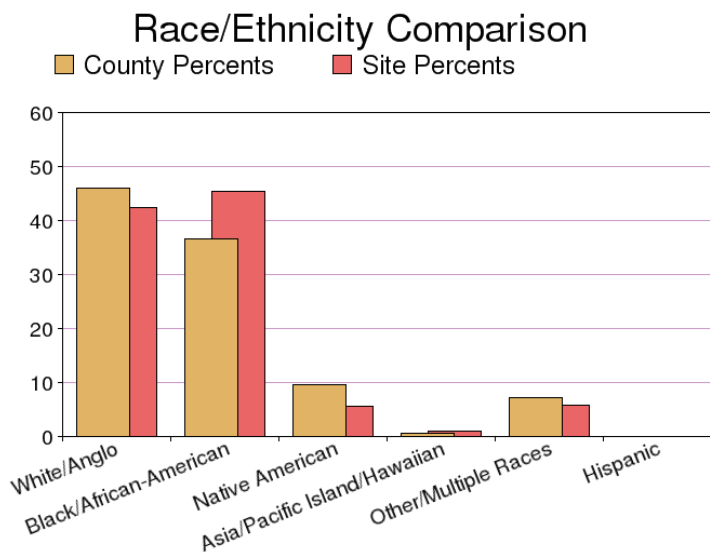
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	45.92%	42.32%	92.17
Black, African-American	36.52%	45.35%	124.18
Native American	9.67%	5.52%	57.09
Asian	0.59%	0.95%	161.57
Pacific Island, Hawaiian	0.02%	0.02%	116.13
Other/Multiple Races	7.28%	5.82%	79.98
Hispanic	0%	1.51%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	23,242	8,457	
Less than 9th Grade	9.14%	10.45%	87.47
No High School Diploma	12.7%	13.93%	91.18
High School Graduate	36.29%	32.75%	110.8
Some College, no degree	18.31%	17.62%	103.93
Associate Degree	8.91%	8.74%	101.92
College Degree	10.11%	10.65%	94.9
Graduate/Prof. degree	4.53%	5.85%	77.48

Race/Ethnicity Comparison
County Percents   Site Percents

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Current Demographic Summary

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 ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< $10,000	16.46%	21.3%	140.98
$10,000 to $19,999	16.22%	19.59%	120.79
$20,000 to $29,999	15.37%	15.1%	98.23
$30,000 to $49,999	20.29%	19.23%	94.79
$50,000 to $59,999	6.76%	4.71%	69.7
$60,000 to $69,999	5.62%	4.08%	72.5
$70,000 to $79,999	4.03%	2.96%	73.49
$80,000 to $89,999	2.83%	2.19%	77.2
$90,000 to $99,999	1.92%	1.73%	90.29
$100,000 to $124,999	6.47%	5.21%	80.58
$125,000 to $149,999	2.63%	2.31%	87.58
$150,000 to $199,999	0.95%	0.99%	104.18
$200,000 to $249,999	0.15%	0.22%	147.84
$250,000 or more	0.3%	0.36%	120.96
Median Household	31,529	29,246	92.76
Average Household	42,985	39,016	90.77
Per Capita Household	16,850	14,915	88.52
Family/Non-Family Household Income			
Median Family Income	39,314	38,852	98.82
Average Family Income	50,463	47,934	94.99
Median Non-Family Income	18,986	17,427	91.79
Average Non-Family Income	26,485	23,433	88.48

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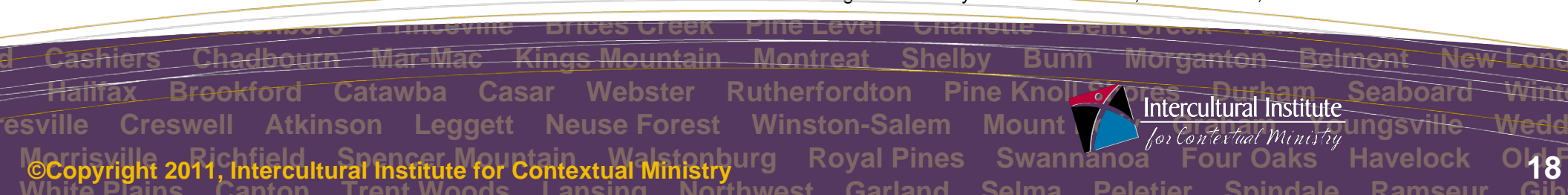
Current Demographic Summary

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 ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	68.81%	63.15%	91.77
Families with Children	38.35%	34.98%	91.22
Families without Children	30.46%	28.16%	92.45
Non-Family Households			
% Non-Family Households	31.19%	36.85%	118.17
Non-Families with Children	0	0	0
Non-Families without Children	31.19	36.85	118.17
Housing Units			Index
Total Housing Units	15,416	5,715	
Vacant percent	12.33%	12.02%	97.48
Owned percent	58.69%	44.34%	75.55%
Rented Percent	28.98%	43.62%	150.51
Households by Size			Index
Avg household size	2.53	2.35	92.89
Avg family hh size	3.20	3.08	96.25
Avg non-family hh size	1.07	1.11	103.74
Households By Count of Persons			Percent
One	3,910	1,716	43.89%
Two	3,919	1,465	37.38%
Three or Four	4,325	1,425	32.95%
Five+	1,361	421	30.93%

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Projected Demographic Summary

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	33,754	15,444	45.75%
2000 Population	35,998	14,640	40.67%
2010 Population	36,224	13,368	36.9%
2015 Population	35,889	12,838	35.77%

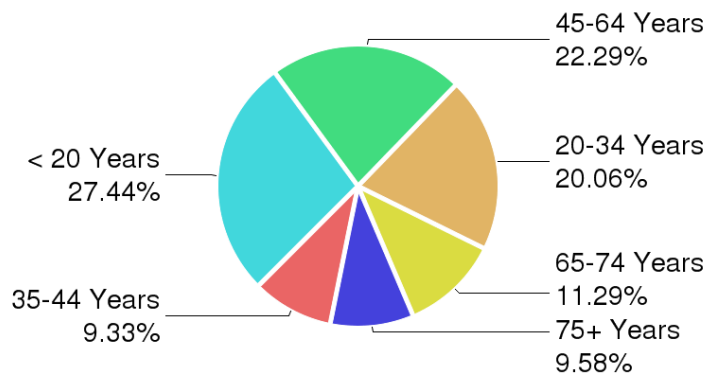| DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	11,838	5,616	47.44%
2000 Households	13,399	5,687	42.44%
2010 Households	13,515	5,028	37.2%
2015 Households	13,590	4,916	36.17%

Household Change from 1985 to 2030
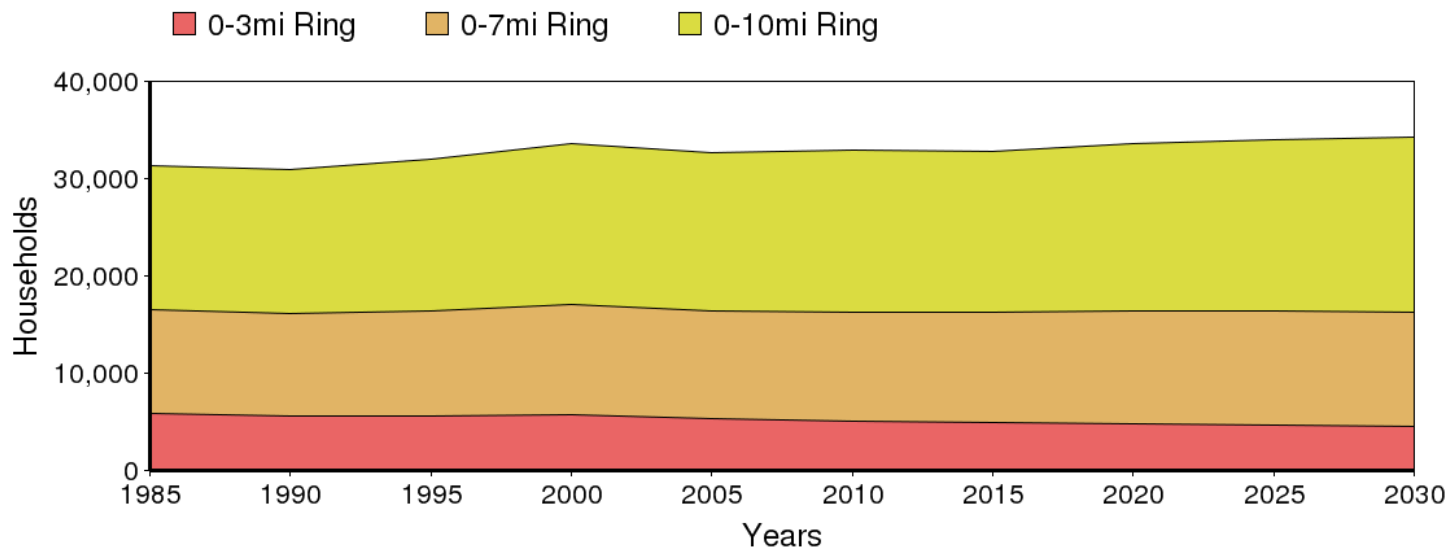
Projected Demographic Summary

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

- 45-64 Years 22.29%
- 20-34 Years 20.06%
- 65-74 Years 11.29%
- 75+ Years 9.58%
- 35-44 Years 9.33%
- < 20 Years 27.44%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.41%	7.39%	115.29
4-5 Years	2.38%	2.67%	112.18
6-8 Years	3.41%	3.65%	107.04
9-11 Years	3.36%	3.51%	104.46
12-13 Years	2.29%	2.22%	96.94
14-17 Years	5.77%	4.97%	86.14
18-19 Years	3.89%	3.04%	78.15
0-5 Years	8.79%	10.06%	114.45
6-12 Years	7.93%	8.29%	104.54
13-19 Years	10.79%	9.09%	84.24
< 20 Years	27.51%	27.44%	99.75
20-34 Years	19.82%	20.06%	101.21
35-44 Years	10.44%	9.33%	89.37
45-64 Years	23.95%	22.29%	93.07
65-74 Years	9.23%	11.29%	122.32
75+ Years	9.03%	9.58%	106.09
Median Age	37	38	103.13
Median Age (Male)	34	33	98.47
Median Age (Female)	40	43	108.12

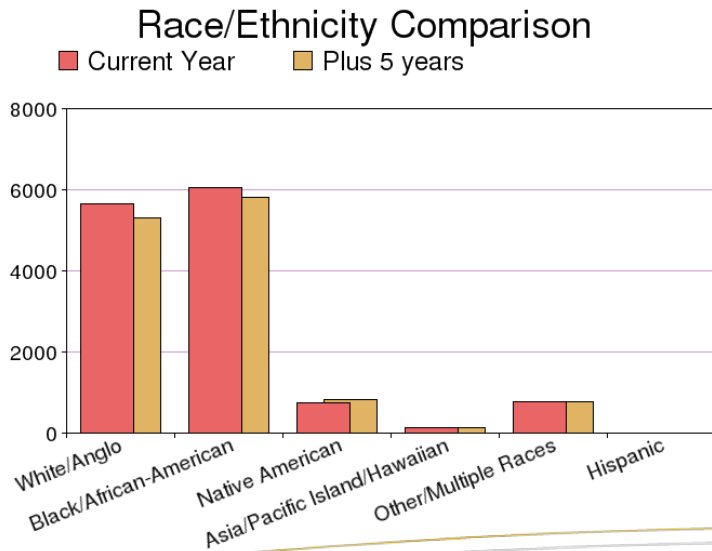Intercultural Institute
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Projected Demographic Summary

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	42.32%	41.27%	97.5
Black, African-American	45.35%	45.31%	99.9
Native American	5.52%	6.42%	116.26
Asian	0.95%	0.99%	104.13
Pacific Island, Hawaiian	0.02%	0.04%	173.55
Other/Multiple Races	5.82%	5.97%	102.66
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	8,457	8,194	
Less than 9th Grade	10.45%	10%	95.62
No High School Diploma	13.93%	11.35%	81.48
High School Graduate	32.75%	35.65%	108.84
Some College, no degree	17.62%	16.94%	96.14
Associate Degree	8.74%	10.29%	117.73
College Degree	10.65%	10.48%	98.4
Graduate/Prof. degree	5.85%	5.3%	90.49

Race/Ethnicity Comparison
- Current Year
- Plus 5 years

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Projected Demographic Summary

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	21.3%	20.67%	97.03
$10,000 to $19,999	19.59%	19.91%	101.66
$20,000 to $29,999	15.1%	14.89%	98.64
$30,000 to $49,999	19.23%	18.86%	98.05
$50,000 to $59,999	4.71%	4.27%	90.63
$60,000 to $69,999	4.08%	4.03%	98.79
$70,000 to $79,999	2.96%	2.75%	94.04
$80,000 to $89,999	2.19%	2.12%	98.56
$90,000 to $99,999	1.73%	1.77%	102.28
$100,000 to $249,999	5.21%	6.45%	123.75
$125,000 to $149,999	2.31%	2.64%	114.62
$150,000 to $199,999	0.99%	1.16%	116.6
$200,000 to $249,999	0.22%	0.22%	102.28
$250,000 or more	0.36%	0.33%	90.91
Median Household	29,246	30,559	104.49
Average Household	39,016	38,685	99.15
Per Capita Household	14,915	15,074	101.07
Family/Non-Family Household Income			
Median Family Income	38,852	40,116	103.25
Average Family Income	47,934	47,083	98.22
Median Non-Family Income	17,427	18,310	105.07
Average Non-Family Income	23,433	24,279	103.61
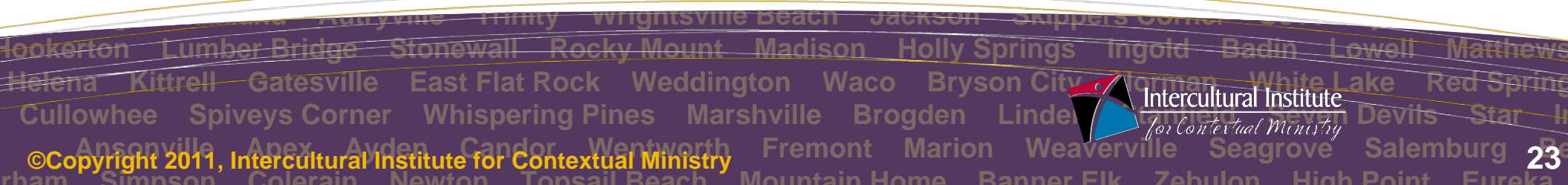
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Projected Demographic Summary

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	63.15%	61.45%	97.32
Families with Children	34.98	34.58	98.85
Families without Children	28.16	25.67	91.15
Non-Family Households			
% Non-Family Households	36.85%	38.55%	104.6
Non-Families with Children	0	0	104.6
Non-Families without Children	36.85	38.55	104.6
Housing Units			
Total Housing Units	5,715	5,582	97.67%
Vacant percent	12.02%	11.95%	99.4
Owned percent	44.34%	44.18%	99.64
Rented Percent	43.62%	43.89%	100.62
Households by Size			
Avg household size	2.35	2.32	98.72%
Avg family hh size	3.08	3.09	100.32%
Avg non-family hh size	1.11	1.08	97.3%
Households By Count of Persons			
One	1,716	1,769	103.09%
Two	1,465	1,372	93.65%
Three or Four	1,425	1,370	96.14%
Five+	421	404	95.96%

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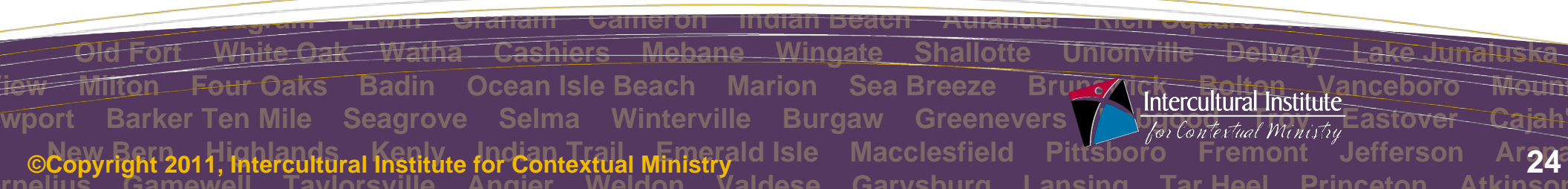
Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	252	149	188
Northern Europe	84	17	7
Western Europe	6	15	8
Southern Europe	4	3	0
Eastern Europe	0	0	4
Other Europe	11	7	0
Eastern Asia	14	4	20
So. Central Asia	25	11	16
SE Asia	26	17	24
Western Asia	0	0	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	10	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	12	10	20
Other Africa	0	0	2
Oceania	0	0	0
Caribbean	40	9	18
Central Amer.	5	28	59
South America	6	3	0
North America	19	15	10
Born at sea	0	0	0

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	12,791	13,209	14,296
Spanish	249	228	338
Other Indo-Euro language	43	155	156
French (incl. Patois, Cajun)	10	35	65
French Creole	0	2	1
Italian	0	8	3
Portuguese	0	0	0
German	11	51	16
Yiddish	0	1	1
Other West Germanic	0	0	0
A Scandinavian Language	0	7	6
Greek	10	13	4
Russian	0	0	0
Polish	0	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	15
Armenian	0	0	0
Persian	0	0	0
Gujarathi	12	30	18
Hindi	0	7	6
Urdu	0	0	19

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	1	2
Asian/PI languages	0	0	0
Chinese	14	3	0
Japanese	0	0	10
Korean	0	0	15
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	24
Vietnamese	0	2	6
Other Asian	0	0	0
Tagalog	27	2	6
Other Pacific Is	0	0	0
Other languages	19	26	3
Navajo	0	0	3
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	7	18	0
Hebrew	0	0	0
African languages	12	8	0
Other unspecified	0	0	0

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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 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	10,951	10,641	11,135
Arab	42	9	5
Armenian	0	0	0
Austrian	0	0	0
British	33	12	0
Canadian	14	19	7
Croatian	0	6	4
Czech	0	9	10
Czechoslovak	14	12	0
Danish	0	0	0
Dutch	47	30	5
English	558	566	430
European	78	62	30
Finnish	0	1	1
French (not Basque)	128	98	34
French Canadian	6	5	10
German	362	591	250
Greek	6	5	0
Hungarian	9	3	2
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	330	360	259
Italian	182	87	47
Lithuanian	0	0	0
Norwegian	24	16	2
Polish	47	34	8
Portuguese	25	18	2
Romanian	0	1	0
Russian	29	21	0
Scandinavian	3	3	0
Scotch-Irish	574	815	385
Scottish	396	442	176
Slovak	0	0	0
Subsaharan African	124	22	59
Swedish	24	44	34
Swiss	0	1	2
Ukrainian	3	3	10
US/American	1,224	1,468	1,592
Welsh	17	17	4
West Indian	18	9	9
Yugoslavian	0	0	0
Other	6,634	5,852	7,759

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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?

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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?
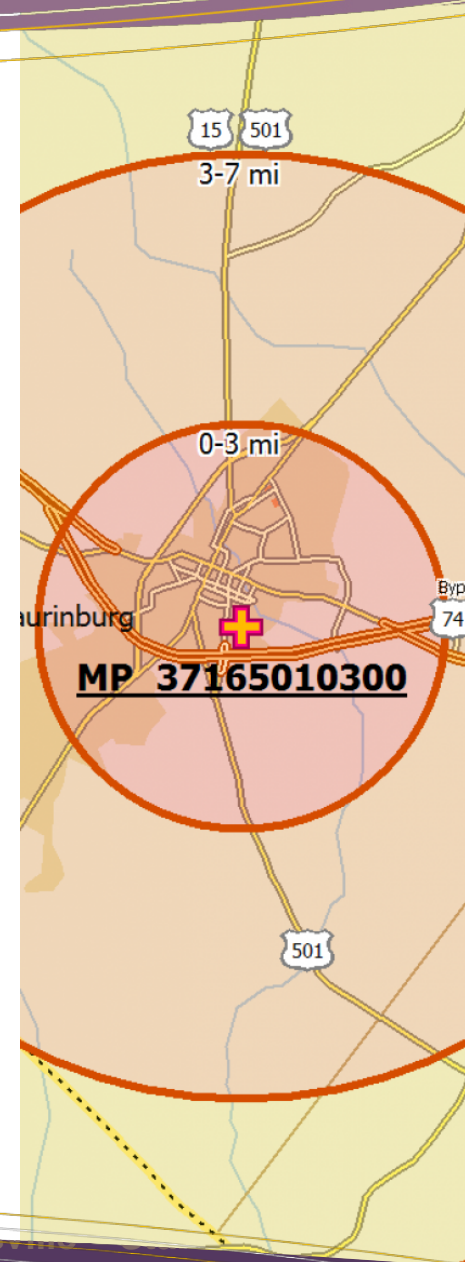
Unreached Households by Lifestyle Segment

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.

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Unreached Households by Lifestyle Segment

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	5,028	100%	3,485	100%
AFFLUENT SUBURBIA	220	4.38%	166	4.76%
America's Wealthiest	120	2.39%	96	2.75%
Dream Weavers	34	0.68%	24	0.69%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	66	1.31%	46	1.32%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	408	8.11%	274	7.86%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	1	0.02%	1	0.03%
Urban Commuter Fam.	407	8.09%	273	7.83%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	130	2.59%	87	2.5%
Successful Urban Sprawl	36	0.72%	0	0%
2nd City Homebodies	60	1.19%	26	0.75%
Prime Middle America	0	0%	39	1.12%
Urban Optimists	34	0.68%	0	0%
Family Convenience	0	0%	22	0.63%
Mid-Market Enterprise	0	0%	0	0%

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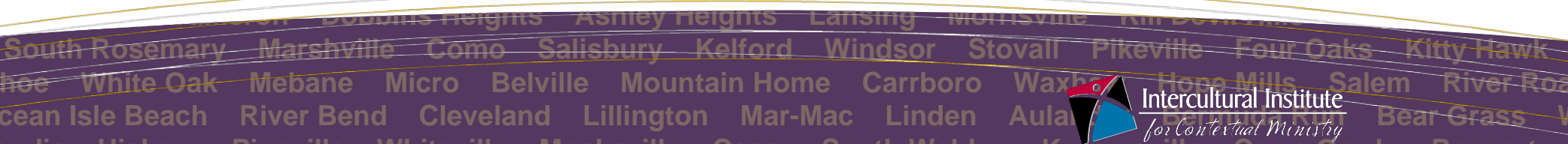
Unreached Households by Lifestyle Segment

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	5,028	100%	3,485	100%
BLUE COLLAR BACKBONE	118	2.35%	78	2.24%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	28	0.56%	17	0.49%
Lower Income Essentials	47	0.93%	32	0.92%
Small Town Endeavors	43	0.86%	29	0.83%
AMER. DIVERSITY	115	2.29%	83	2.38%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	7	0.14%	5	0.14%
Professional Urbanites	107	2.13%	77	2.21%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	1	0.02%	1	0.03%
METRO FRINGE	144	2.86%	99	2.84%
Steadfast Conservative	53	1.05%	36	1.03%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	19	0.38%	13	0.37%
Urban Grit	0	0%	0	0%
Grass-Roots Living	72	1.43%	50	1.43%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,028	100%	3,485	100%
REMOTE AMERICA	21	0.42%	11	0.32%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	12	0.24%	7	0.2%
Coal & Crops	0	0%	0	0%
Native America	9	0.18%	4	0.11%
ASPIRING CONTEMP'S	899	17.88%	672	19.28%
Young Cosmopolitans	146	2.9%	114	3.27%
Minority Metro Communities	730	14.52%	541	15.52%
Stable Careers	23	0.46%	17	0.49%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	165	3.28%	100	2.87%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	121	2.41%	0	0%
Comfy Country Living	44	0.88%	74	2.12%
Small Town Connections	0	0%	26	0.75%
Hinterland Fam.	0	0%	0	0%

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Unreached Households by Lifestyle Segment

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	5,028	100%	3,485	100%
STRUGGLING SOCIETIES	2,572	51.15%	1,747	50.13%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	2,522	50.16%	1,710	49.07%
College Town Communities	0	0%	0	0%
New Beginnings	50	0.99%	37	1.06%
URBAN ESSENCE	234	4.65%	168	4.82%
Unattached Multicultures	45	0.89%	31	0.89%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	91	1.81%	64	1.84%
Urban Diversity	0	0%	0	0%
New Generation Activists	29	0.58%	20	0.57%
Getting By	69	1.37%	53	1.52%
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%

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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?

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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).
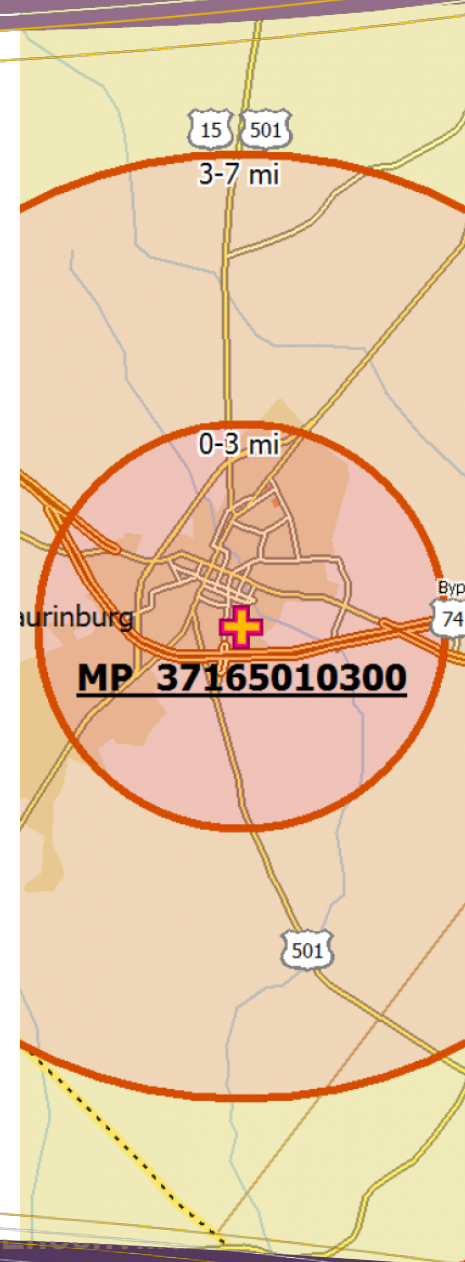
Potential Cultural Bridges

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 MILES	3-7 MILES	7-10 MILES
PC-HH Own	68%	70%	69%
Use Comp. for Internet/E-mail	47%	51%	50%
Internet Use: E-Mail	40%	40%	39%
Use Comp. for Comp. Games	35%	36%	36%
Use Comp. for Education	30%	30%	30%
HH Owns DVD Player	26%	28%	29%
Use Comp. for Word Processing	24%	28%	27%
Use Comp. for Shopping	24%	27%	26%
Internet Use: News/ Weather	23%	23%	22%
Use Comp. for Digital Camera Photo Editing	23%	24%	23%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Use Comp. for Banking	22%	24%	23%
Internet Use: Banking	20%	22%	20%
PC-Network-HH Has One	17%	20%	20%
Use Comp. for News/Info./Data Service	15%	16%	15%
Use Comp. for Filing/DB Mngmnt	11%	11%	10%
Use Comp. for Personal Financial Mngmnt	10%	10%	9%
Internet Use: Research/ Education	9%	9%	9%
Internet Use: Shopping: Gathered Info. for Shopping	9%	9%	9%
HH Owns Video/Webcam	9%	9%	9%
Use Comp. for Accounting	9%	12%	12%

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Potential Cultural Bridges

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 MILES	3-7 MILES	7-10 MILES
Listening To Music	66%	66%	66%
Reading Books	50%	51%	51%
Dining Out (Not Fast Food)	45%	47%	46%
Card Games	34%	36%	36%
Cooking for Fun	33%	34%	34%
Go To A Beach/Lake	29%	31%	30%
Gardening	26%	28%	28%
Board Games	26%	28%	28%
Going To Bars/Nightclubs/Dancing	16%	16%	16%
Visit Museum	15%	16%	15%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	67%	67%	67%
Gen./Fam. Practitioner	33%	34%	34%
Dentist	23%	23%	23%
Backache	23%	22%	22%
Hypertension/High Blood Pressure	22%	22%	23%
None Of These	19%	19%	18%
Eye Dr.	19%	19%	19%
High Cholesterol	17%	19%	19%
Acid Reflux Disease (GERD)	16%	15%	15%
Any Arthritis	15%	16%	16%

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Potential Cultural Bridges

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 MILES	3-7 MILES	7-10 MILES
Concert	25.16%	24.09%	23.36%
Live Theater	17.18%	17.64%	17.14%
Live Theater Most Often	13.92%	14.57%	14.17%
Rock/Pop Concerts Most Often	13.74%	13.07%	12.78%
Dance Performance	10.57%	9.82%	9.92%
Comedy Club	9.08%	8.7%	8.34%
Movies: Comedy	43.78%	42.47%	42.11%
Movies: Action/Adventure	40.36%	39.03%	38.6%
Movies: Drama	26.58%	23.49%	22.7%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	23.71%	23.22%	23.75%
Movies: Romantic Comedy	21.63%	20.36%	19.96%
Movies: Mystery	20.29%	19.51%	19.66%
College Football Reg. Season	5.29%	5.27%	4.87%
MLB Baseball Reg. Season	4.51%	4.64%	4%
College Basketball Reg. Season	4.33%	4.02%	3.75%
NFL Football Reg. Season	4.26%	4.66%	4.22%
NBA Basketball Reg. Season	3.02%	3.01%	2.82%
College Football Post-Season	2.49%	2.32%	2.16%

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Potential Cultural Bridges

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 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	35.66%	35.15%	34.26%
Swimming	23.92%	26.35%	25.8%
Billiards/Pool	16.89%	17.1%	16.83%
Basketball	16.63%	16.33%	16.22%
Bowling	16.48%	18.21%	18.35%
Jogging/Running	15.06%	13.94%	13.34%
Weight Training	13.05%	13.42%	12.86%
Football	11.67%	11.3%	11%
Freshwater Fishing	11.24%	14.99%	15.43%
Stationary Cycling	10.75%	10.84%	10.48%
Aerobics	10.36%	9.43%	9.09%
Using Cardio Machine	9.88%	9.77%	9.15%
Baseball	9.58%	9.72%	9.44%
Golf	9.06%	10.13%	9.72%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Mountain/Road Biking	8.41%	9.21%	8.87%
Volleyball	7.96%	7.72%	7.53%
Camping Trips	6.86%	9.66%	9.61%
Yoga	6.41%	5.99%	5.8%
Tennis	6.24%	6.82%	6.84%
Softball	5.82%	6.15%	5.96%
Ice Skating	5.8%	5.41%	5.27%
Power Boating	5.28%	5.74%	5.49%
Roller Skating	5.24%	5%	4.84%
Soccer	5.22%	5.44%	5.34%
Backpacking/Hiking	5.06%	5.88%	5.72%
Snorkeling	5.01%	4.53%	4.15%
Hunting	4.84%	6.69%	6.64%
Saltwater Fishing	4.79%	5.87%	5.79%

Potential Cultural Bridges

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 MILES	3-7 MILES	7-10 MILES
Jet Skiing	4.28%	4.32%	4.1%
Canoeing/Kayaking	4.17%	4.79%	4.59%
Target Shooting	4.01%	6.08%	6.27%
Downhill & X-Country Skiing	3.87%	3.68%	3.38%
Fly Fishing	3.71%	4.04%	3.99%
Motorcycling	3.55%	4.33%	4.17%
Snowboarding	3.28%	3.01%	2.87%
Skateboarding	3.28%	3.23%	3.19%
Snowmobiling	3.22%	3.16%	3%
Horseback Riding	3.21%	4.29%	4.31%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Water Skiing	3.16%	3.43%	3.26%
Racquetball	3.05%	3.96%	4.23%
Hockey	3%	2.97%	2.92%
Sailing	2.92%	2.84%	2.66%
Rock Climbing	2.58%	2.64%	2.64%
Surfing & Windsurfing	2.5%	2.38%	2.24%
Archery	2.4%	2.98%	2.84%
Martial Arts	2.15%	3.18%	3.52%
Auto Racing	1.9%	2.09%	2.37%
Rowing	1.67%	2.06%	2.02%

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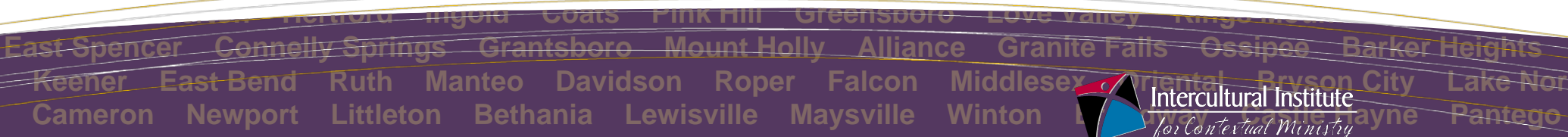
Potential Cultural Barriers -- Introduction (part 1)

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 refering 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.

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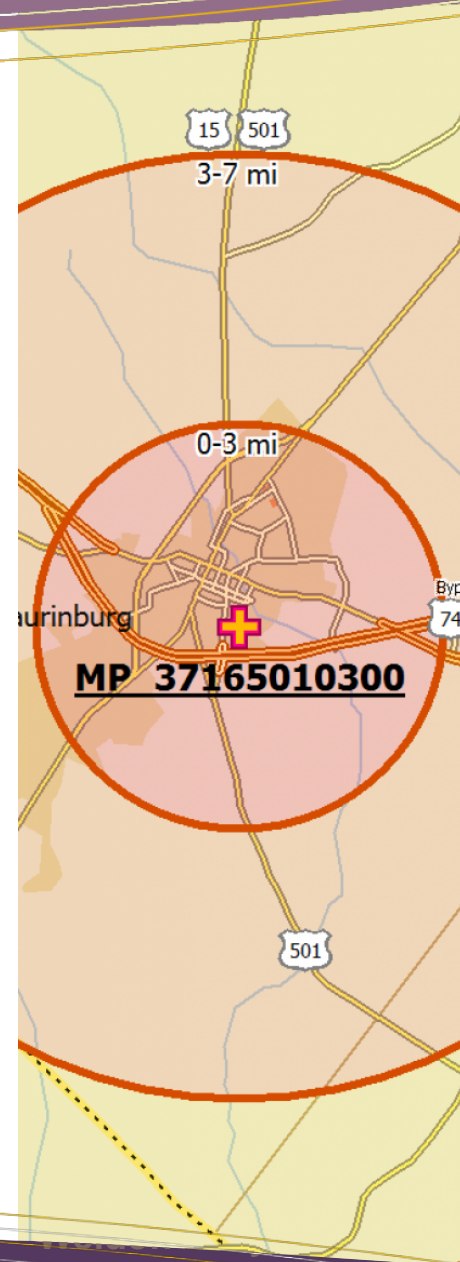
Potential Cultural Barriers -- Introduction (part 2)

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.
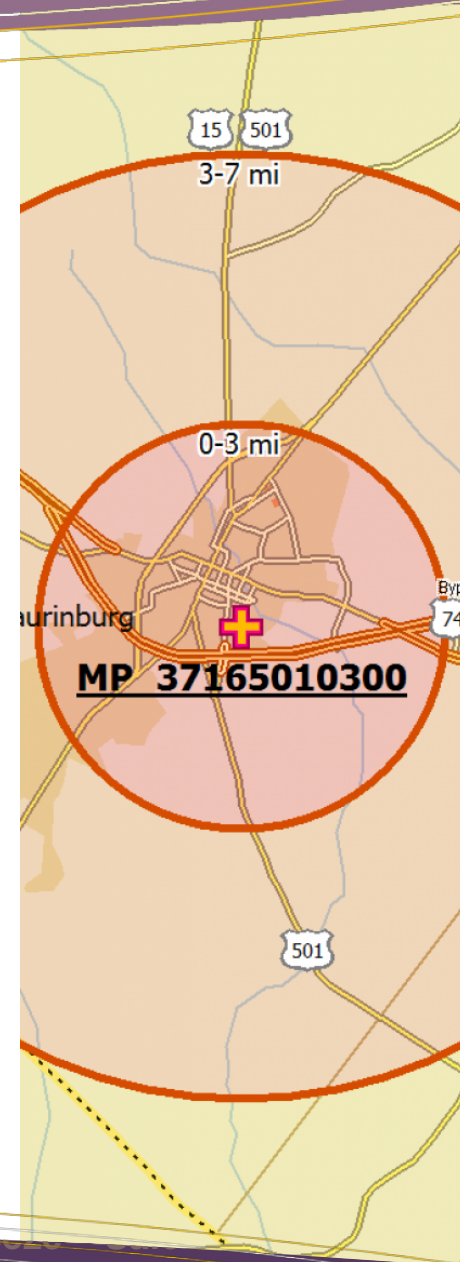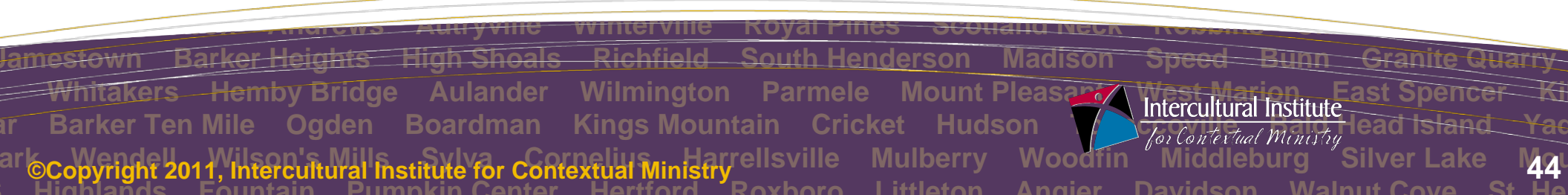
Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	55%	55%	55%
Speak My Mind Even If It Upsets People	42%	40%	39%
Like Control Over People And Resources	39%	38%	38%
Find It Difficult To Say No To My Kids	36%	38%	38%
Don't Judge People/Way They Live Life	35%	33%	33%
Woman's Place Is In The Home	35%	35%	34%
Too Much Sponsorship In Arts/Sports	32%	30%	31%
Prefer To Have Few Possessions As Possible	28%	27%	27%
If Won Lottery Would Never Work Again	28%	28%	27%
I Am A Workaholic	27%	24%	24%
Like To Do Unconventional Things	26%	28%	28%
Like to Stand Out In A Crowd	25%	25%	26%

| BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Money Is Best Measure Of Success	22%	23%	23%
We Should Strive for Equality for All	20%	19%	18%
Marijuana Should Be Legalized	20%	20%	20%
Friends More Important Than My Fam.	19%	20%	20%
Like To Pursue Challenge/Novelty/Change	18%	19%	20%
Rarely Sit Down to a Meal Together At Home	18%	18%	19%
Only Work Current Job for The Money	15%	16%	16%
Happy With My Standard Of Living	13%	13%	13%
On Whole People Get What They Deserve	11%	11%	11%
Very Happy With My Life As It Is	11%	10%	10%
More Important Do Duty Than Enjoy Life	10%	9%	9%
Little I Can Do To Change My Life	10%	9%	9%

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Potential Cultural Themes

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

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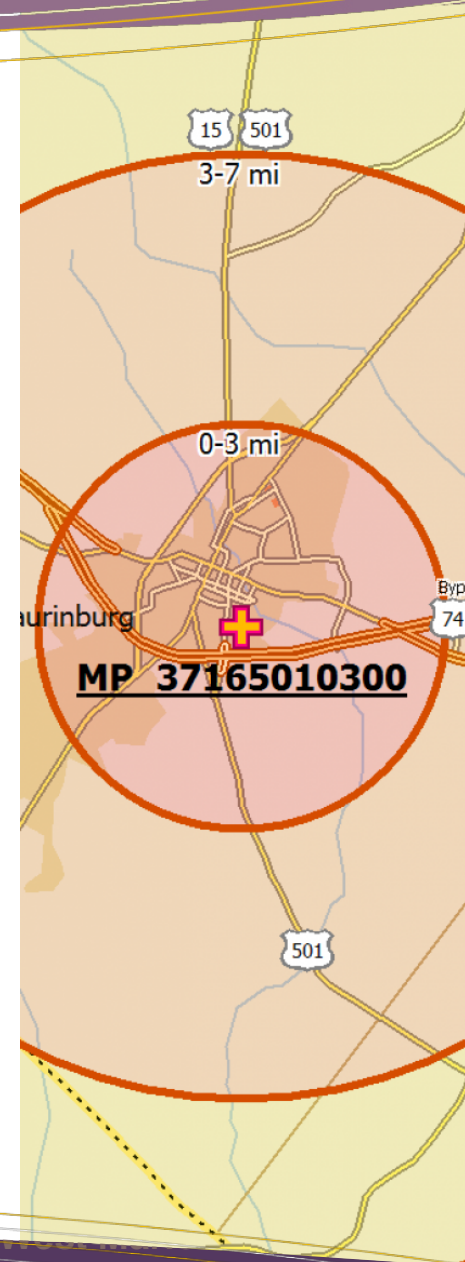
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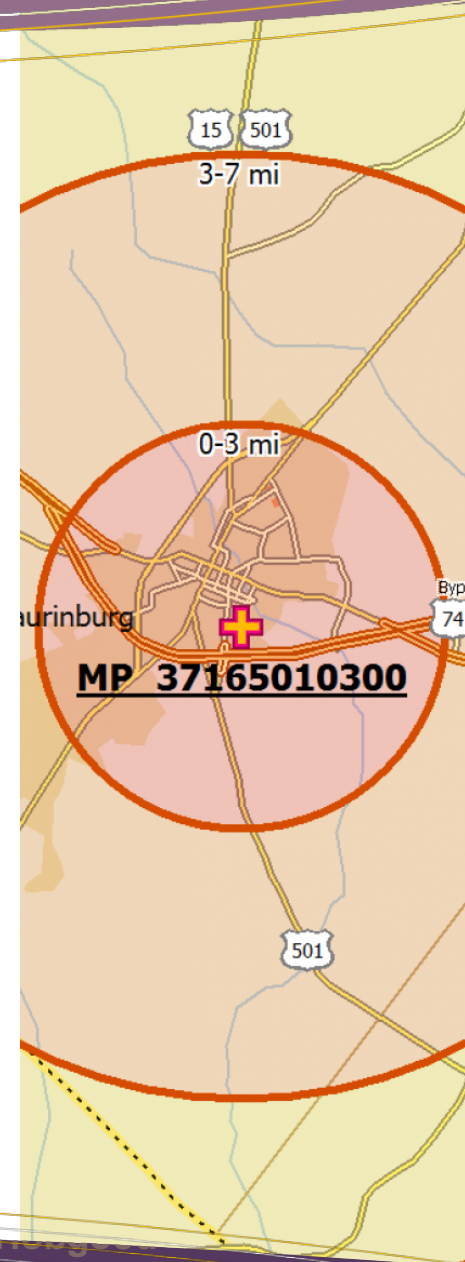
Potential Cultural Themes:

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
You Should Seize Opportunities In Life	59%	57%	57%
Important To Respect Customs And Beliefs	56%	58%	57%
Like To Understand About Nature	39%	38%	37%
Prefer Work Part Of Team Than Alone	37%	37%	38%
Important To Juggle Various Tasks	35%	33%	34%
Important Feel Respected By My Peers	33%	33%	34%
Good At Fixing Things	32%	31%	32%
Have Keen Sense Of Adventure	30%	30%	30%
Prefer To Have Few Possessions As Possible	28%	27%	27%
Consider Myself Interested In The Arts	24%	22%	21%
People Have To Take Me As They Find Me	24%	23%	23%
Looking for New Ideas To Improve Home	22%	22%	22%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Provide My Kids With The Little Extras	21%	20%	20%
Like To Just Enjoy Life	20%	20%	20%
Try Not To Worry About The Future	18%	17%	17%
Real Men Don't Cry	17%	16%	16%
Worried About Pollution Caused By Cars	16%	16%	15%
Enjoy Spending Time With My Fam.	14%	14%	14%
Is An Important Part Of Who I Am	14%	13%	13%
Children Should Be Allowed To Express Themselves	8%	8%	9%
Feel Very Alone In The World	6%	6%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Would Like To Set Up Own Business	4%	4%	4%
Decor Particular Interest To Me	4%	4%	4%

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Potential Shared Places

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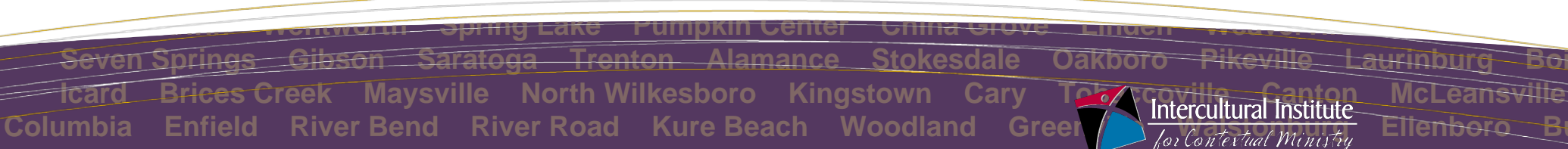
Potential Shared Places:

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 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In Restaurant-Visit Any	87.17%	87.86%	87.98%
Fam. Restaurants/Steak Houses-Visit Any	75.79%	77.67%	77.4%
McDonald's	55.84%	57.22%	57.14%
Burger King	38.77%	37.85%	37.45%
Kentucky Fried Chicken (KFC)	38.59%	37.65%	38.32%
Wendy's	34%	33.08%	32.69%
Subway	31.81%	31.54%	31.19%
Taco Bell	27.65%	27.28%	27.02%
Applebee's	26.98%	28.88%	28.71%
Pizza Hut	25.93%	25.78%	26.27%
Arby's	21.47%	23.35%	24.13%
Popeyes	19.58%	17.16%	17.02%

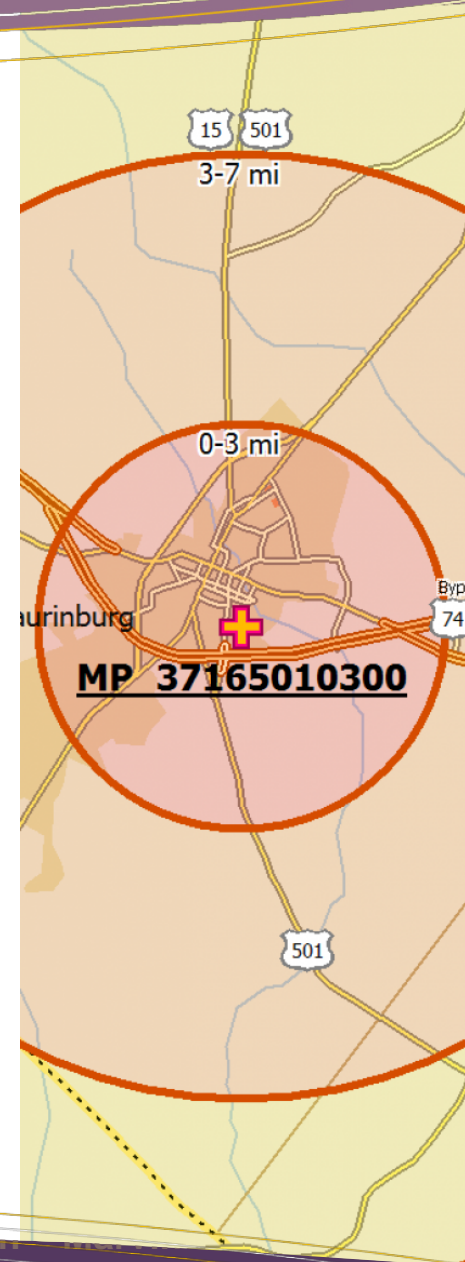| PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	19.39%	18.35%	18.21%
Dairy Queen	19.27%	19.52%	19.75%
Domino's Pizza	18.47%	17.69%	17.99%
Olive Garden	18.42%	18.47%	17.85%
Sonic	15.52%	17.73%	18.8%
Golden Corral	15.48%	16.02%	16.73%
IHOP (International House Of Pancakes)	15.2%	14.83%	14.88%
Outback Steakhouse	14.59%	14.82%	14.52%
Church's Fried Chicken	14%	11.77%	11.89%
Chick-Fil-A	13.75%	14.04%	13.59%
TGI Friday's	13.59%	12.49%	11.89%
Denny's	13.55%	13.14%	13.43%

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!

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 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	40.03%	41.38%	40.73%
Recycled products	24.76%	25.93%	24.95%
Worked as volunteer (non political)	12.79%	13.4%	12.99%
Engaged in fund raising	9.71%	10.1%	9.98%
Religious club member	7.48%	7.84%	7.83%
Church Board	5.96%	6.38%	6.52%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	4.75%	5.02%	4.98%
Took active part in local civic issue	4.68%	4.6%	4.53%
Wrote to elected offcl about publ bus	4.32%	4.7%	4.54%
Charitable Organization	3.9%	4.13%	4.05%
Union member	3.69%	4.25%	4.31%
Addressed a public meeting	3.68%	4.02%	3.91%

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Communication Media Content

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

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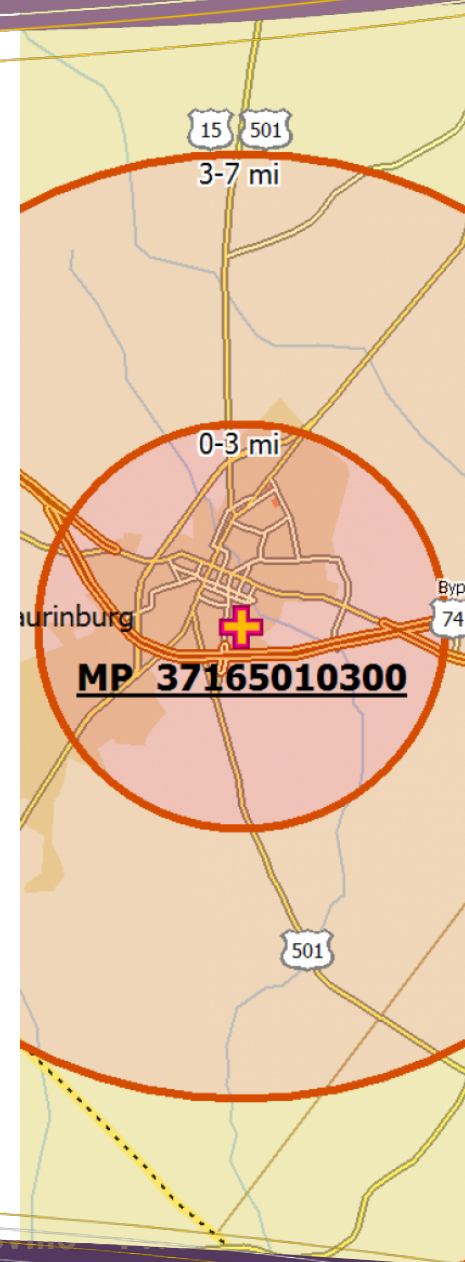
Potential Print Media Content:

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 MILES	3-7 MILES	7-10 MILES
Novel	12.99%	13.74%	13.34%
Children's Books	12.51%	12.38%	12.18%
Religious (not Bibles)	8.92%	9.14%	9.1%
Cookbooks	8.84%	8.95%	8.65%
Mystery	8.24%	8.66%	8.51%
Romance	6.23%	6.62%	6.65%
Biography	5.4%	5.42%	5.23%
Personal/Business	5.3%	5.26%	5.08%
Self-help			
History	5.03%	5.22%	5.04%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	65.45%	63.58%	62.12%
Gen. Editorial	54.81%	52.96%	52.92%
Womens	46.32%	45.07%	44.71%
Service	30.71%	31.84%	31.44%
Business/Finance	21.29%	19.82%	18.92%
Mens	20.31%	19.26%	19.23%
Music	19.84%	18.03%	18.16%
Parenthood	15.84%	15.26%	15.14%
Sports	14.37%	13.93%	13.74%

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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 particpation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	46.98%	48.64%	48.46%
Classified	30.57%	31.7%	32.16%
Sport	28.33%	29.49%	29.61%
Editorial Page	24.23%	25.81%	25.67%
Business/Finance	23.36%	23.62%	22.85%
Comics	22.45%	23.3%	23.41%
Movie Listings & Reviews	22.15%	21.6%	21.18%
TV/Radio Listings	21.8%	21.42%	21.17%
Food/Cooking	21.25%	21.9%	21.85%
Home/Gardening	16.3%	17.58%	17.47%
Travel	15.22%	15.52%	15.01%
Fashion	14.68%	14.52%	14.45%
Science/Technology	12.97%	13.44%	13.21%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	39.98%	33.7%	33.35%
CHR Contemp Hit Radio	14.85%	14.87%	15.05%
Adult Contemporary	12.24%	13.75%	13.65%
Jazz	11.49%	10.15%	9.89%
Country	10.73%	16.43%	17.48%
Variety	10.14%	9.75%	9.71%
Oldies	9.77%	10.41%	10.51%
Gospel	8.14%	7.31%	7.45%
News/Talk	7.29%	7.44%	6.83%
Alternative	6.56%	5.95%	5.31%
Rock	6.35%	7.36%	7.21%
All News	5.92%	5.51%	5.18%
Classic Rock	5.09%	5.87%	5.66%
Soft Contemporary	5.05%	4.99%	4.6%
Religious	4.7%	5.28%	5.2%
Sports	2.95%	2.81%	2.57%
Classical	2.88%	2.65%	2.39%
All Talk	2.84%	2.89%	2.58%

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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 MILES	3-7 MILES	7-10 MILES
Fox News Channel	60.45%	61.08%	60.15%
Other Video-On-Demand	53.11%	50.86%	51.28%
Soapnet	51.18%	51.07%	51%
Satellite Dish	49.3%	49.88%	49.41%
MSNBC	35.36%	35.63%	35.4%
Sci-Fi Channel	34.4%	35.71%	35.73%
Adult Pay Per View TV	32.25%	33.45%	33.08%
Subscribe Digital Cable	29.45%	30.12%	30.46%
Nickelodeon	27.53%	28.04%	27.23%
Comedy Central	27.29%	25.59%	23.65%
TV Info From Sunday TV Magazine	26.94%	27.88%	27.64%
TCM (Turner Classic Movies)	26.64%	25.75%	25.2%

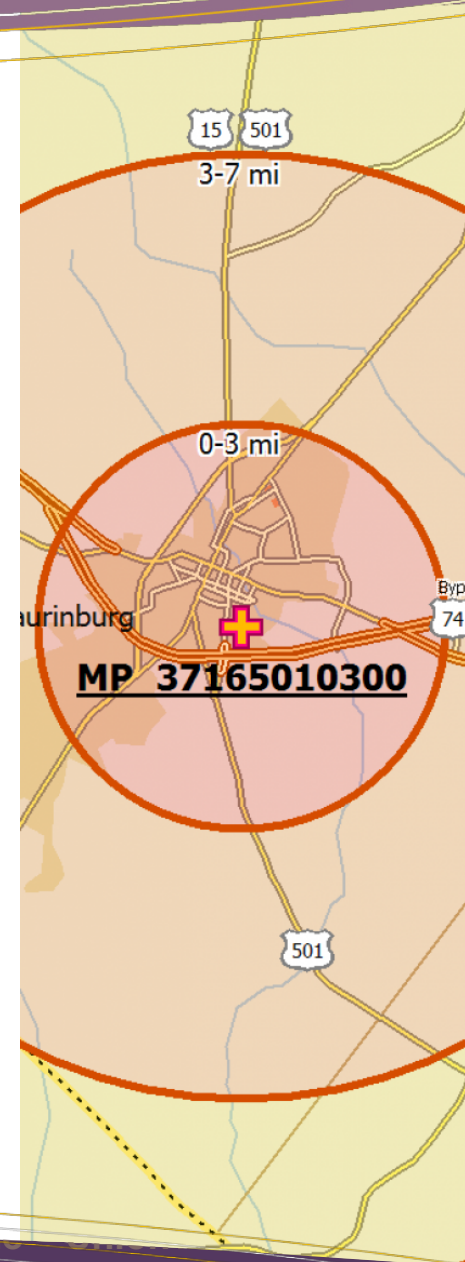| MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Nick At Nite	26.18%	26.44%	26.29%
BET (Black Entertainment TV)	25.95%	23.77%	22.93%
TV Info From Newspapers	25.45%	25.49%	25.27%
Hallmark Channel	24.23%	24.07%	23.17%
ABC Fam.	23.71%	22.25%	21.02%
Lifetime	23.54%	23.62%	23.56%
TV Info From Monthly Cable Guide	23.26%	23.33%	23.32%
The Golf Channel	22.21%	22.23%	21.52%
ESPN2	21.51%	20.83%	19.7%
USA Network	21.4%	22.55%	22.58%
Adult Swim	21.11%	21.81%	20.81%
TV Info From Other	20.93%	21.93%	22.5%

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.

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 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	16.23%	16.7%	16.13%
Medium Users (4-6)	8.26%	8.56%	8.34%
Light Users (1-3)	16.16%	16.76%	16.65%
Quintiles (20%)			
Newspaper I (Heavy)	1.28%	1.19%	1.13%
Newspaper II	1.22%	1.4%	1.42%
Newspaper III	1.64%	1.77%	1.86%
Newspaper IV	0.61%	0.61%	0.63%
Newspaper V (Light)	1.6%	1.32%	1.22%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	22.27%	21.14%	20.7%
Magazines II	9.62%	9.47%	9.46%
Magazines III	10.98%	10.7%	10.42%
Magazines IV	14.37%	13.29%	13.05%
Magazines V (Light)	1%	0.93%	0.91%
Outdoor I (Heavy)	9.73%	8.45%	8.21%
Outdoor II	6.09%	5.08%	5.02%
Outdoor III	5.77%	5.14%	5.13%
Outdoor IV	16.36%	15.92%	16.11%
Outdoor V (Light)	25.24%	24.14%	23.44%
Yellow Pages I (Heavy)	16.13%	16.24%	16.27%
Yellow Pages II	8.72%	8.23%	8.26%
Yellow Pages III	12.39%	11%	11.29%
Yellow Pages IV	25.78%	25.13%	25.52%
Yellow Pages V (Light)	5.82%	5.11%	5.23%

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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 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	1.73%	2.07%	2.2%
Drive Time III (Medium)	0.89%	0.81%	0.8%
Radio IV & V (Light)	2.26%	2.11%	2.09%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	13.15%	12%	11.73%
Radio III (Medium)	3.7%	3.84%	3.73%
Radio IV & V (Light)	3.98%	3.66%	3.51%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	11.44%	12.69%	12.73%
Cable III (Medium)	6.17%	6.21%	6.71%
Cable IV & V (Light)	42.31%	40.29%	40.93%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.47%	3.49%	3.49%
Prime Time III (Medium)	1.34%	1.54%	1.68%
Prime Time IV & V (Light)	12.13%	11.62%	11.15%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	38.19%	38.93%	38.48%
Fringe III (Medium)	56.51%	56.22%	56.91%
Fringe IV (Light)	56.89%	57.39%	57.24%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	15.96%	15.63%	16.2%
All Day III (Medium)	26.42%	25.22%	24.84%
All Day IV (Light)	23.11%	20.7%	20.55%

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 MILES	3-7 MILES	7-10 MILES
Day-time Radio Listeners			
Dayparts [summary]	10.18%	10.14%	9.68%
6:00am - 10:00am	16.47%	14.97%	14.13%
10:00am - 3:00pm	14.29%	11.52%	11.1%
3:00pm - 7:00pm	19.12%	16.31%	15.71%
7:00pm - Midnight	13.93%	12.68%	12.06%
Midnight - 6:00am	10.36%	8.85%	8.47%
Weekend Radio Listeners			
Dayparts [summary]	15.97%	14.69%	14.06%
6:00am - 10:00am	3.07%	3.54%	3.68%
10:00am-3:00pm	5.11%	4.9%	4.79%
3:00pm - 7:00pm	8.47%	7.51%	7.22%
7:00pm - Midnight	11.96%	10.89%	10.43%
Midnight - 6:00am	16.71%	14.46%	13.85%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	7.34%	7.47%	6.9%
Saturday: 8:00-11:00pm	8.49%	9.02%	9.07%
Sunday: 7:00-11:00pm	10.81%	10.27%	9.72%
9:00am-1:00pm	26.18%	26.44%	26.29%
9:00am-4:00pm	29.79%	30.08%	29.74%
4:00pm-7:00pm	31.44%	30.39%	29.49%
11:00pm-1:00am	46.68%	46%	45.71%
AVG Prime time Mon-Sun	6.41%	5.43%	5.37%
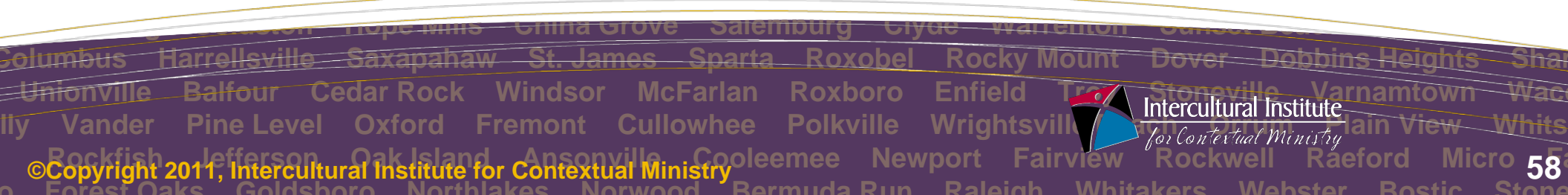
Potential Weekday & Weekend TV Media Usage:

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 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	19.08%	17.09%	16.11%
7-9am	21.51%	20.83%	19.7%
9am-12noon	18.72%	19.93%	20.09%
12noon-4pm	11.07%	10.14%	9.65%
4-6pm	48.4%	47.42%	45.67%
6-7pm	17.17%	18.34%	18.09%
7-7:30pm	1.43%	1.38%	1.31%
7:30-8pm	11.52%	11.39%	11.19%
8-11pm	7.34%	7.47%	6.9%
11pm-12am	35.36%	35.63%	35.4%
11pm-1am	46.68%	46%	45.71%
1-6am	33.89%	32.89%	31.89%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	16.98%	16.43%	15.88%
Sat: 10am-1pm	8.95%	8.4%	8.04%
Sat: 1-4pm	25.54%	25.77%	25.93%
Sat: 4-6pm	7.19%	7.61%	8.04%
Sat: 6-7pm	1.53%	1.55%	1.43%
Sat: 7-8pm	1.07%	1.17%	1.08%
Sat: 8-11pm	8.49%	9.02%	9.07%
Sat: 11pm-1am	6.56%	6.67%	6.8%
Sat: 1am-7pm	21.4%	22.55%	22.58%
Sun: 7-10am	2.19%	2.3%	2.28%
Sun: 10am-1pm	5.41%	5.91%	5.69%
Sun: 1-4pm	4.6%	4.89%	4.63%
Sun: 4-7pm	11.72%	11.86%	11.31%
Sun: 7-11pm	10.81%	10.27%	9.72%
Sun: 11pm-1am	6.21%	5.57%	5.28%
Sun: 1-7am	20.81%	20.51%	19.56%

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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.

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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?

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.

Missional Multiplication Principle
*2nd Timothy 2:2*

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.

5 Types of Self-Identity, Communication & Relationships
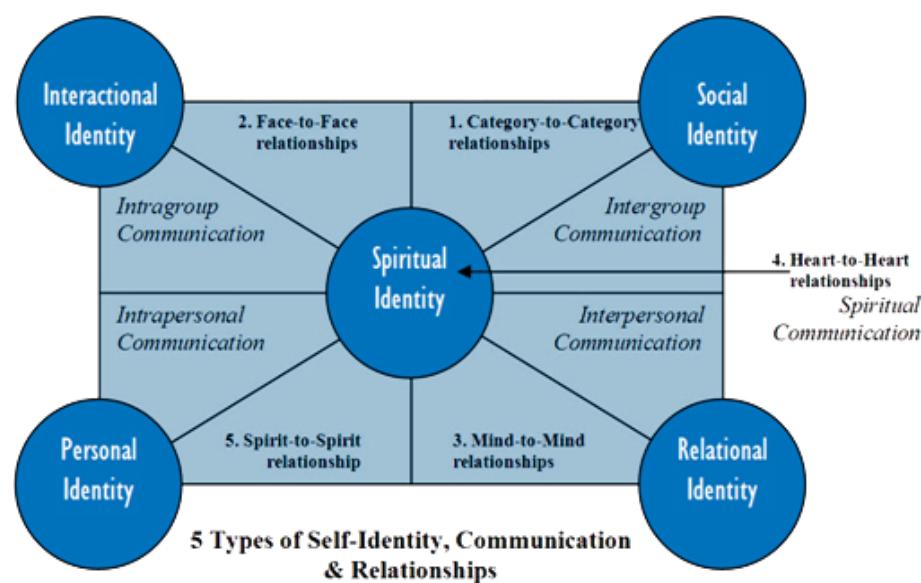
Your MissionSite and the Missional Suite

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

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

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

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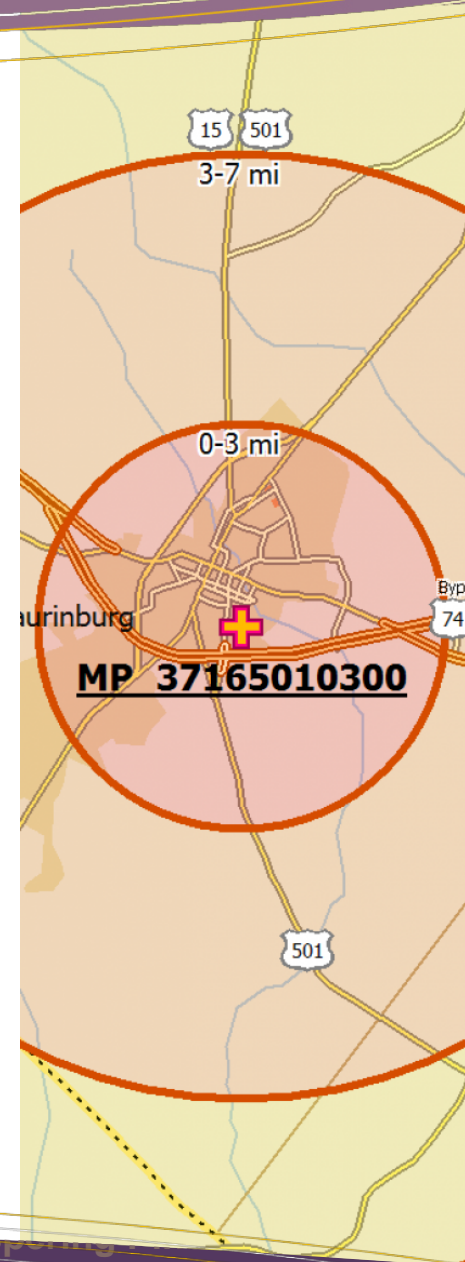
Notes and Sources

1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.

2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.

3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS

4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.

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.

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APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	New Hope	1210 Turnpike Rd Laurinburg, NC 28352	0.43 mi	0	Insufficient Data
2	Laurinburg First - Laurinburg	302 E Church St Laurinburg, NC 28352	0.59 mi	165	Growing
3	Sandhills Community - Laurel Hill	105 McRae St Laurinburg, NC 28352	0.62 mi	73	Insufficient Data
4	South Laurinburg - Laurinburg	310 Maple St Laurinburg, NC 28352	0.79 mi	30	Growing
5	East Laurinburg Hispanic	56 Fifth St Laurinburg, NC 28352	0.84 mi	0	Insufficient Data
6	Grace	1529 Atkinson St Laurinburg, NC 28352	0.94 mi	0	Insufficient Data
7	East Laurinburg - Laurinburg	56 5th St Laurinburg, NC 28353	1.20 mi	118	Declining
8	North Laurinburg - Laurinburg	517 Lees Mill Rd Laurinburg, NC 28352	1.83 mi	56	Plateauing
9	Stewartsville - Laurinburg	10401 McColl Rd Laurinburg, NC 28352	3.64 mi	437	Declining
10	Gray Pond - Laurinburg	9901 Stewartsville Cemetery Rd Laurinburg, NC 28352	3.69 mi	105	Plateauing
11	Laurel Hill - Laurel Hill	9560 Morgan St Laurel Hill, NC 28351	6.04 mi	183	Declining
12	Calvary - Maxton	103 S McNair St Maxton, NC 28364	6.18 mi	0	Insufficient Data
13	Maxton First - Maxton	107 N Florence St Maxton, NC 28364	6.35 mi	36	Growing
14	Shady Grove - Maxton	1718 Bethea Rd Maxton, NC 28364	7.56 mi	0	Insufficient Data
15	Oak Grove - Laurinburg	9573 Gaddys Mill Rd Maxton, NC 28364	7.78 mi	60	Growing

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APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Union Light - Maxton	259 Union Light Church Rd Maxton, NC 28364	7.85 mi	71	Declining
17	Salem Missionary - Maxton	3849 Red Hill Rd Maxton, NC 28364	8.11 mi	0	Insufficient Data
18	Skyway - Maxton	21780 Skyway Church Rd Maxton, NC 28364	8.11 mi	10	Growing
19	Faith Community - Maxton	296 Benjamin Rd Maxton, NC 28364	8.11 mi	28	Plateauing
20	Living Water - Maxton	1547 Midway Rd Maxton, NC 28364	8.11 mi	43	Growing
21	Gibson - Gibson	4961 Main St Gibson, NC 28343	8.26 mi	29	Declining
22	Leitch Creek - Maxton	7993 Gaddys Mill Rd Maxton, NC 28364	8.76 mi	41	Growing
23	Spring Hill - Wagram	24220 Main St Wagram, NC 28396	9.67 mi	54	Plateauing
24	Sandhill Community - Red Springs	575 N McPhatter Rd Red Springs, NC 28377	10.51 mi	59	Plateauing
25	Mount Moriah - Laurinburg	1213 Mount Moriah Rd Maxton, NC 28364	12.24 mi	14	Plateauing
26	Baker's Chapel - Maxton	581 Old Baker Rd Maxton, NC 28364	12.78 mi	185	Plateauing
27	Marston - Marston	2507 US 1 North Marston, NC 28363	13.62 mi	30	Declining
28	Willard's Chapel - Rowland	5103 Elrod Rd Rowland, NC 28383	13.83 mi	0	Insufficient Data
29	Oak Ridge - Hamlet	261 Oak Ridge Church Rd Hamlet, NC 28345	14.43 mi	21	Plateauing
30	Turnpike - Wagram	31000 Hill Creek Rd Wagram, NC 28396	14.48 mi	100	Growing

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Galilee - Red Springs	1716 Mount Tabor Rd Red Springs, NC 28377	14.69 mi	133	Plateauing
32	Mount Elim - Red Springs	921 Wilson Rd Red Springs, NC 28377	14.69 mi	192	Plateauing
33	Rock of Ages - Red Springs	Lewis McNeil Rd Red Springs, NC 28377	14.69 mi	74	Growing
34	Red Springs First - Red Springs	701 E 4th Ave Red Springs, NC 28377	14.69 mi	135	Plateauing
35	Pee Dee Chapel - Clio	Highway 363 Clio, SC 29525	15.23 mi	90	Plateauing
36	Hamlet Second - Hamlet	518 4th St Hamlet, NC 28345	15.39 mi	154	Plateauing
37	Friendship Missionary - Pembroke	2173 Prospect Rd Pembroke, NC 28372	15.42 mi	72	Plateauing
38	South Hoke - Red Springs	4205 Old Maxton Rd Red Springs, NC 28377	15.42 mi	144	Growing
39	Ministry of Jesus - Pembroke	402 Normal St Pembroke, NC 28372	15.57 mi	0	Insufficient Data
40	Berea - Pembroke	120 N Odum St Pembroke, NC 28372	15.67 mi	227	Growing
41	Westside - Red Spring	527 N Vance St Red Springs, NC 28377	16.05 mi	90	Growing
42	New Beginning - Raeford	2909 Fulford McMillan Rd Raeford, NC 28376	16.09 mi	54	Declining
43	Hamlet First - Hamlet	208 Charlotte St Hamlet, NC 28345	16.14 mi	201	Plateauing
44	Calvary - Hamlet	406 McDonald Ave Hamlet, NC 28345	16.41 mi	93	Declining
45	Great Light Community Baptist Church	North Chicken Road/Mount Airy Drive Pembroke, NC 28372	16.48 mi	0	Insufficient Data

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