Intercultural Institute for Contextual Ministry

SOUTH CAROLINA
The Missional Challenge

**Developing Missional Strategy in a
Post Christian Western Context**

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DIVERSITY – SOUTH CAROLINA STYLE

- Major Lifestyle Groups
- Major Lifestage Groups
- Major Family Type Groups
- Major Ethnic Groups
- Major Religious Groups

MAJOR LIFESTYLE GROUPS

Minority Communities

Steadfast Conservatives

Struggling City Centers

Urban Commuter Families

Rural Southern Living

Prime Middle America

African American Neighborhoods

Professional Urbanites

Family Convenience

Small Town Success

Top Ten MOSAIC™
Segments in South Carolina
-- 71.74% of Population

Top 10 Lifestyle Cultures – 71.74%
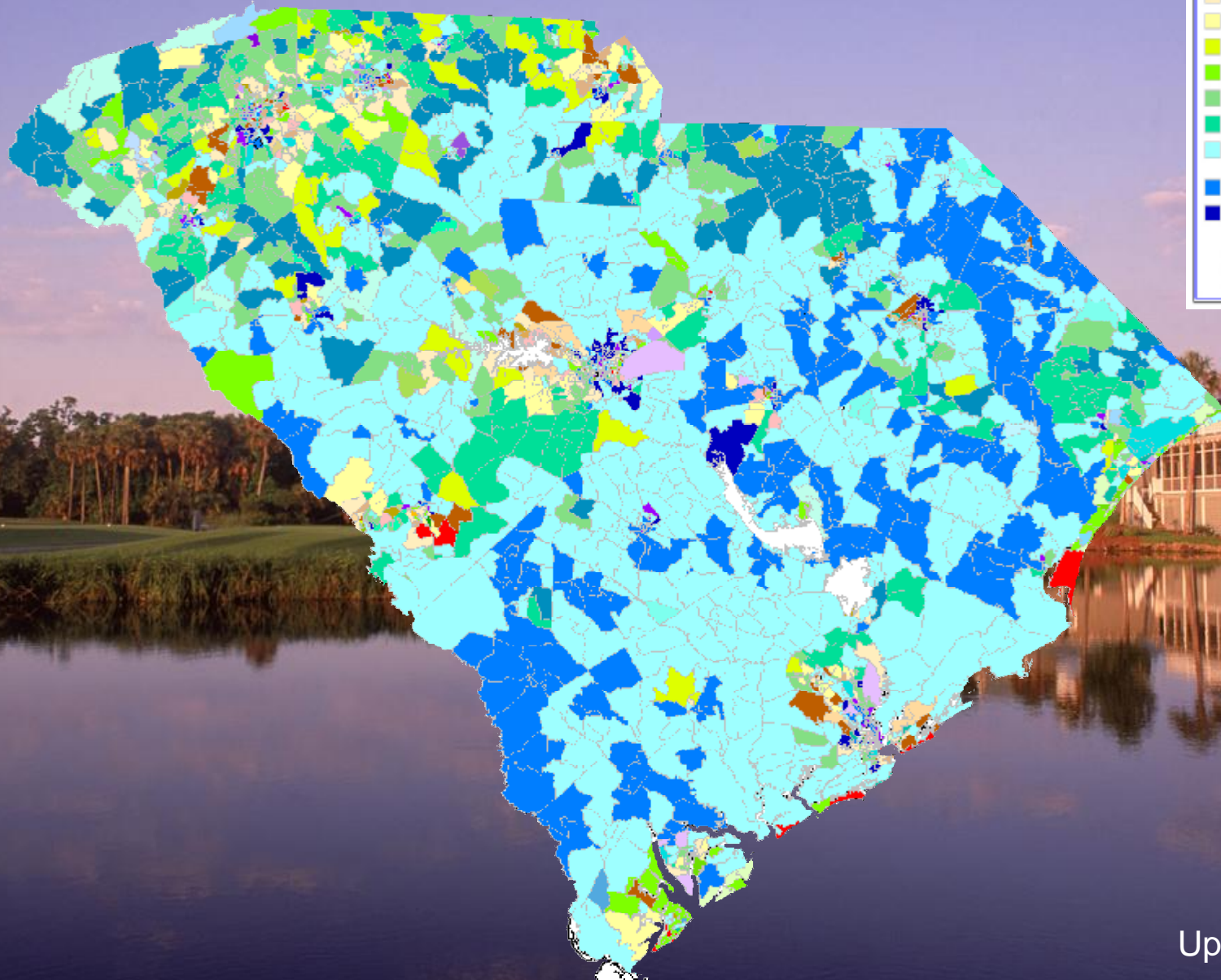
MOSAIC Households in South Carolina:		1,793,736	
	NAME	#HH	%TOTAL
1	Minority Communities	327,625	18.27%
2	Steadfast Conservatives	194,485	10.84%
3	Struggling City Centers	187,881	10.47%
4	Urban Commuter Families	123,220	6.87%
5	Rural Southern Living	94,866	5.29%
6	Prime Middle America	91,852	5.12%
7	African American Neighborhoods	90,836	5.06%
8	Professional Urbanites	64,443	3.59%
9	Family Convenience	56,718	3.16%
10	Small Town Success	55,029	3.07%
		Total Percent:	71.74%

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MAPPING LIFESTYLE GROUPS

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Legend
(South Carolina)

2002 Block Groups

A06: small-town success
B03: urban commuter families
C02: prime middle America
C04: family convenience
E03: professional urbanites
F01: steadfast conservative
G02: rural southern living
H02: minority metro communities
J03: struggling city centers
K03: African Amer neighborhoods

0   10   20   30
Scale: 1" = 22.6 miles

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MAJOR LIFESTAGE GROUP COHORTS

GENERATION	POPULATION	PERCENT
Builders (over 66 yrs) (born before 1946)	**552,540**	**11.92%**
Boomers (age 47-66) (born 1946-1965)	**1,202,424**	**25.94%**
Busters / Gen X (age 37-46) (born 1966-1975)	**615,582**	**13.28%**
Bridgers / Gen Y (age 22-36) (born 1976-1990)	**907,612**	**19.58%**
Millenials / Net Generation (age 0-21) (born 1991 to present)	**1,357,247**	**29.28%**
TOTALS	4,635,405	100%

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ACS 2009-2011 3-year estimates 3

MAJOR FAMILY TYPE GROUPS

- TOTAL HOUSEHOLDS: 1,767,020   100%
- Single Households   645,909   36.55%
- Single Parent HH   185,459   10.50%
- Non-Family 2+ HH   88,648   5.01%
- Married Couples no Kids 535,211   30.29%
- Married Couples with Kids 311,793   17.65%

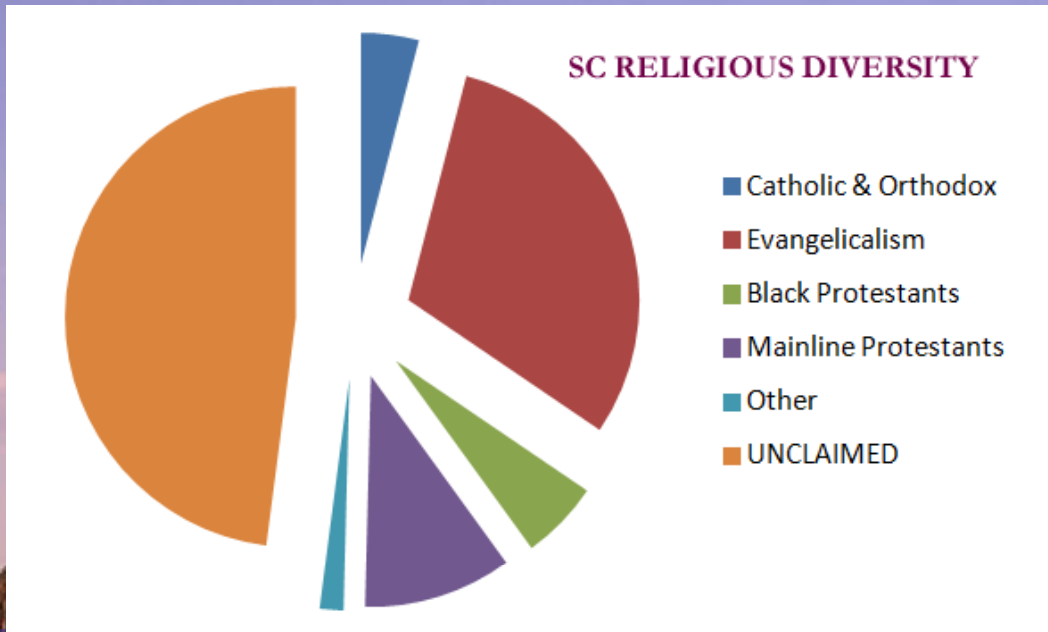Updated © 2012

ACS 2009-2011 3-year estimates

MAJOR RACIAL/ETHNIC GROUPS

- 2011 POPULATION BY RACE: 4,635,405
  - White   3,114,922   67.20%
  - Black   1,291,973   27.87%
  - Native American   14,548   0.31%
  - Asian   58,444   1.26%
  - Pacific Islander   1,938   0.04%
  - Other/Multi-Racial   153,580   3.31%

- HISPANIC POPULATION: 235,951   5.09%

ACS 2009-2011 3-year estimates

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MAJOR RELIGIOUS GROUPS

SC RELIGIOUS DIVERSITY

- Catholic & Orthodox
- Evangelicalism
- Black Protestants
- Mainline Protestants
- Other
- UNCLAIMED

State Population: 4,625,364

- South Carolina Religious Groups – 2010

– Catholic & Orthodox	187,300	4.05%
– Evangelicalism:	1,410,988	30.51%
– Black Protestants:	256,178	5.54%
– Mainline Protestants:	482,103	10.42%
– Other:	76,874	1.66%
– UNCLAIMED:	2,221,921	48.04%

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MAJOR SOCIO-RELIGIOUS GROUPS

EVANGELSCAPE SPIRITUALITY INDICATORS	HOUSEHOLDS	PERCENT
Unreached Status *Do not claim to be evangelical*	1,209,544	68.57%
Active Evangelical Presence *Attend at least once per month*	294,798	16.71%
Inactive Evangelical Presence *Don't attend once per month*	260,105	14.72%
Data Sources: 2010 AGS/Experian; ScanUS 2010 microgrid estimates; 2007 Simmons Research Bureau; 2010 TheAmericanChurch.org; and IICM Analysis		
TOTAL HOUSEHOLDS	1,764,447	

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MAJOR SOCIO-RELIGIOUS GROUPS

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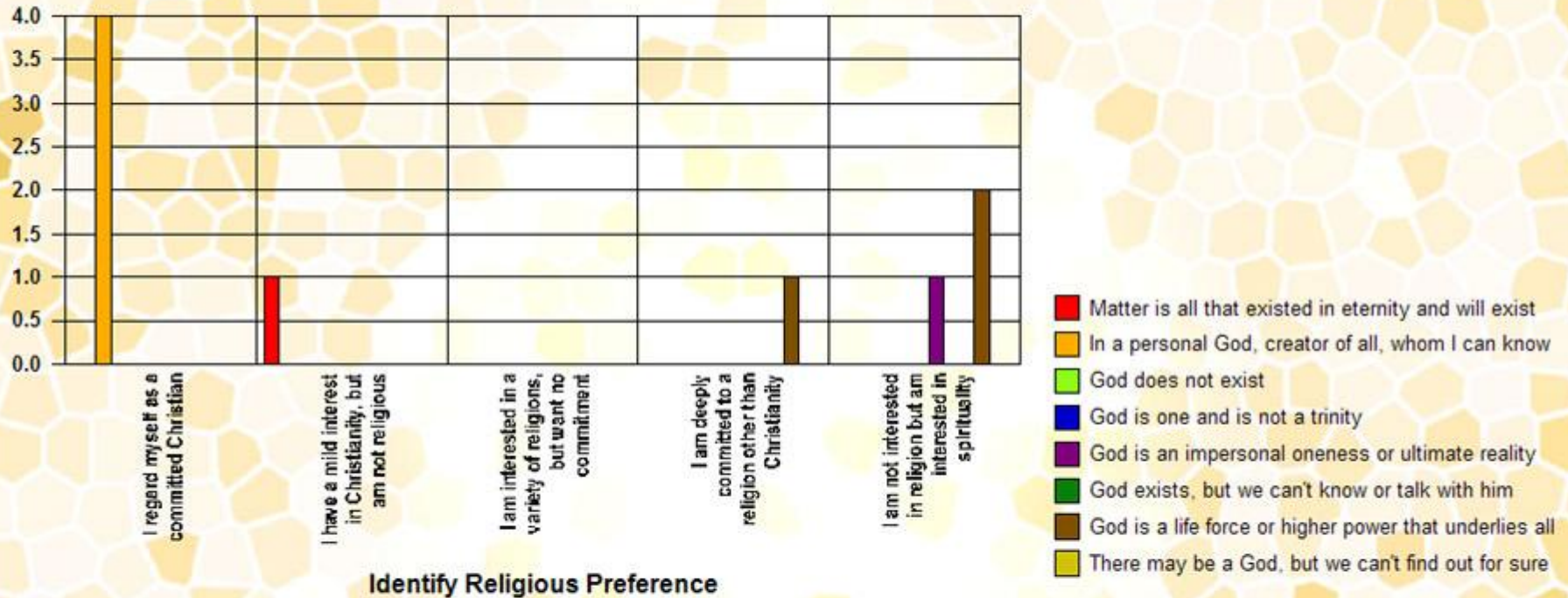| UNREACHED SPIRITUALITY INDICATORS	POPULATION	PERCENT
Religious But Not Evangelical *Mainline, Catholic, or Other*	351,617	19.93%
Spiritual But Not Religious *New Age, Alternative Spiritualities*	163,557	9.27%
Non-Evangelical & Not Interested *Not interested in religion or spirituality*	704,985	39.97%

Data Sources: 2010 AGS/Experian; ScanUS 2010 microgrid estimates; 2007 Simmons Research Bureau; 2010 TheAmericanChurch.org; and IICM Analysis

TOTAL HOUSEHOLDS	1,764,447	Updated © 2012

Worldview Survey Results –A05 Enterprising Couples

- Upper Middle Professional Couples & Families

Religious Preference vs. Belief about God for A05 Enterprising Couples

Legend:
- Matter is all that existed in eternity and will exist
- In a personal God, creator of all, whom I can know
- God does not exist
- God is one and is not a trinity
- God is an impersonal oneness or ultimate reality
- God exists, but we can't know or talk with him
- God is a life force or higher power that underlies all
- There may be a God, but we can't find out for sure

Identify Religious Preference

Worldview Survey Results: G03 Rural Southern Living

- Young Rural Families

Religious Preference vs. Belief about God for G03 Rural Southern Living

Identify Religious Preference

Matter is all that existed in eternity and will exist

In a personal God, creator of all, whom I can know

God does not exist

God is one and is not a trinity

God is an impersonal oneness or ultimate reality

God exists, but we can't know or talk with him

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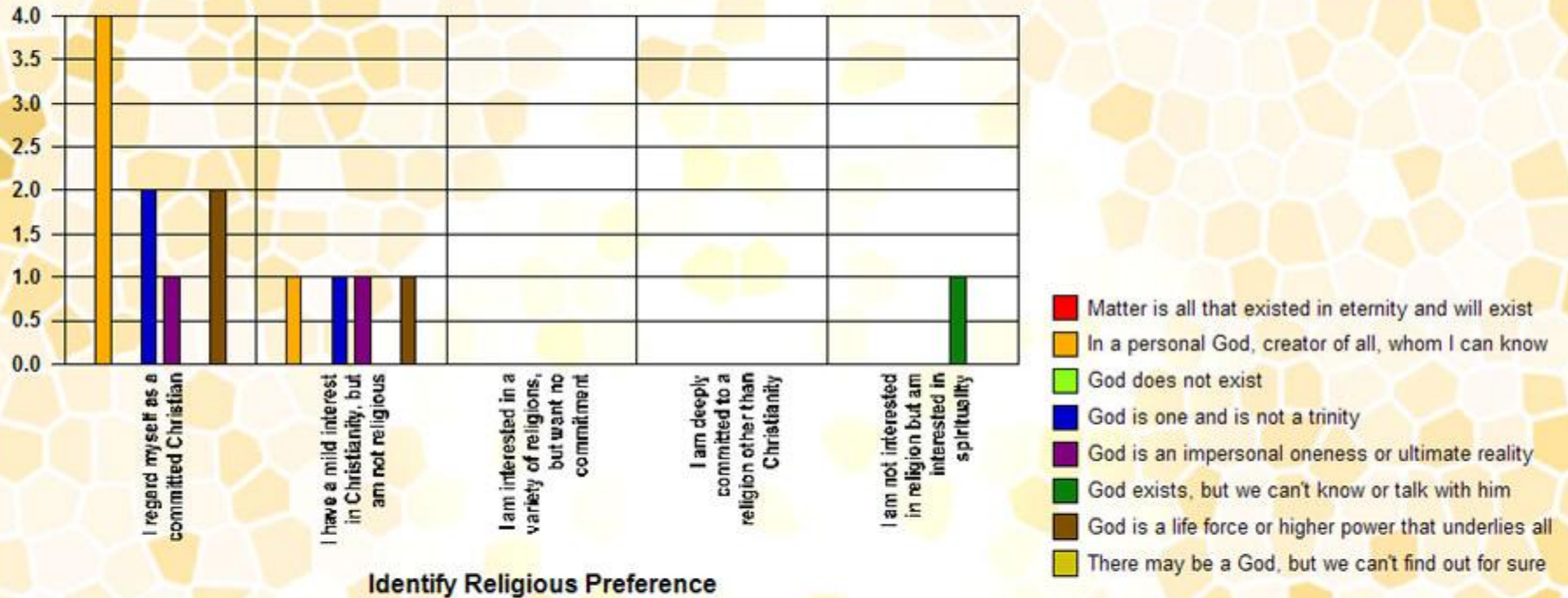
Worldview Survey: K06 Getting By

- Lowest Income Single/Single Parents

Religious Preference vs. Belief about God for K06 Getting By
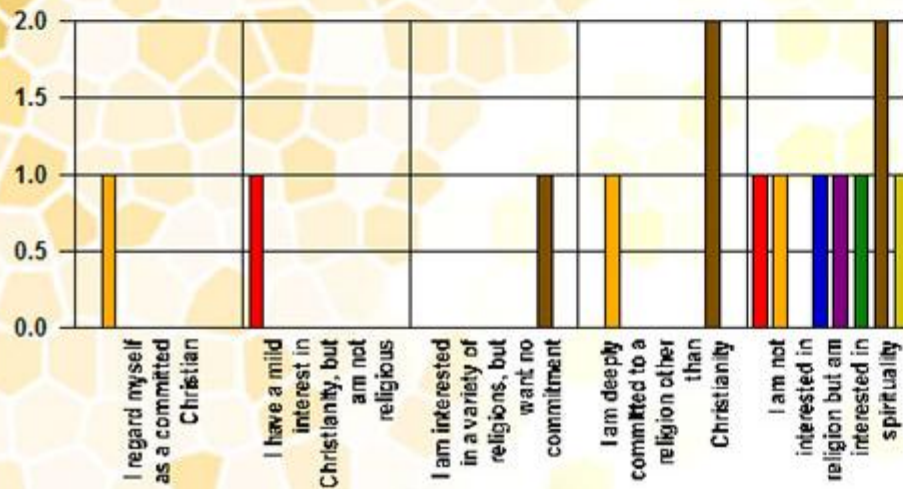
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Missional Foundations

Culture is NOT a Pancake !

Instead Culture is Like a Waffle !

People are NOT all the same culturally

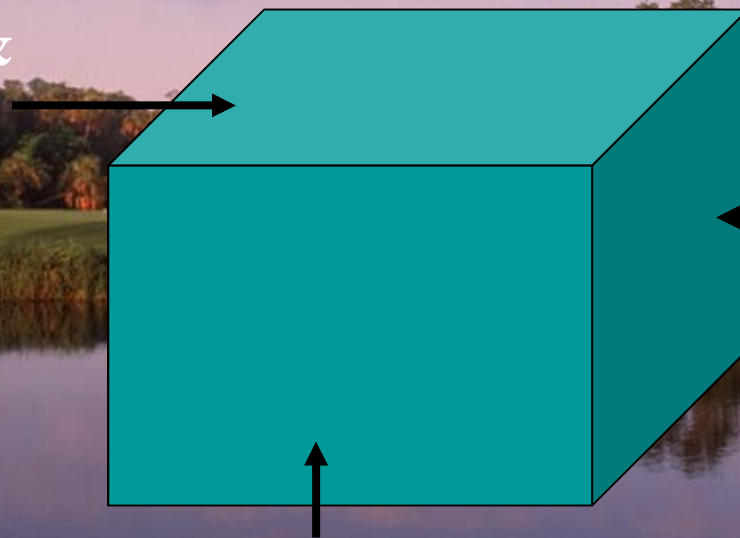"Pockets" of many different kinds of people

Missional Foundations

What Divides Us is Culture:

NeoTribalism – forming groups based on some commonality

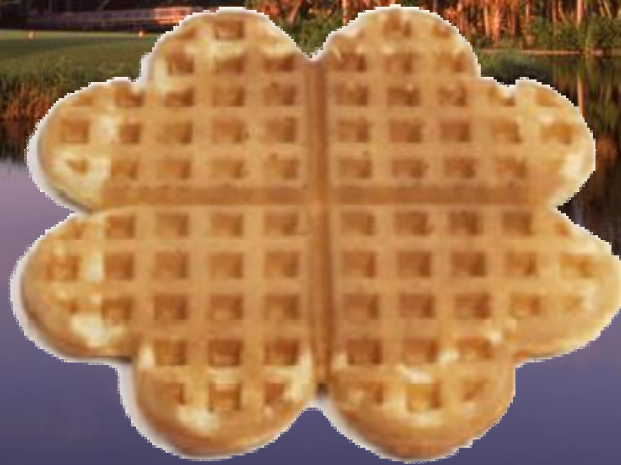**Lifestyle & Lifestage Cultures**

Religious Beliefs & Culture

Ethnic Heritage & Acculturation

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WHAT DID YOU SEE?

- South Carolina has a Diversity of Cultures
  - Ethnicities –Anglo, African-American, Hispanic, Asian
  - Religious groups – World Religions, Cults, New Age
  - Lifestyle groups – many varied

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WHAT DID YOU SEE?

- Within Each Lifestyle Segment
  - Each color represent different group
  - What is our target? How do you decide?
- Between Each Lifestyle Segment
  - Some segments are ethnic oriented
  - Some segments are ethnically diverse
  - Various Religious influences
  - Wide variances socioeconomically
  - Wide variances educationally
  - Wide variances culturally

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6 SOCIAL ENVIRONMENTS (Community Cultures)

UPSCALE

MAINSTAY

WORKING

COUNTRY

ASPIRING

URBAN

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6 SOCIAL ENVIRONMENTS (Community Cultures)

- 6 COMMUNITY CULTURES
  - Types of community
  - Cultural practices
  - Cultural values
  - Spiritual issues

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Upscale Communities

Affluent Upscale Families

Affluent families living primarily in suburbia but also in posh neighborhoods in urban settings

PRACTICES

-**Commuter Culture**
-*Commuter culture diffuses our personal relationships and connections over a wide geographic area.*

-**Consumer Culture**
-*Consumerism becomes a false god, an alternative religion.*

VALUES

-**Control**: "I am in control of my life"
-**Covetousness**: "I want my neighbor's life"
-**Entitlement:** "My life should be easier than it is"
-**Significance:** "I need to make difference with my life"
-**Disillusionment**: "My church, work is the problem"
-**Narcissism:** "What will the relationship do for me?"
-**Efficiency**: "I need to get more done in less time"

ISSUES

-**Absence of Scarcity**
Abundant availability subtly influence our perspective on life

-**Absence of Hardship**
Spiritual awareness is often blunted by our general sense of safety and comfort.

-**Irrelevance of Faith**
When God seems irrelevant to daily life, we lose sight of God.

Mainstay Communities

Established Diverse Neighborhoods

A diverse group of ethnically homogenous enclaves of couples & families in small towns and second cities

PRACTICES

-Strong Relational Ties

-Strong Social Groups

-Informal Group Communication

-Strong Schools

-Annual Cycle of Events

VALUES

-Sense of Place

-Sense of Community

-Sense of Longevity

-Sense of Forbearance

ISSUES

-Need for Outsider Confidant

-Need for Bridge Building

Need for Healing Division in Community

Working Communities

Blue Collar Working Families

Racially mixed, lower-middle class, blue-collar households living in older towns

PRACTICES

-Rituals of Inequality & Social Class

-Politics of Distinction

-Everyday Resistance

VALUES

-Principle of Reciprocity

-Oral Culture, Not Literate

ISSUES

-Relational Thought

-Tacit Understanding

-Survival & Coping

Country Communities

Rural Mindset
Country Living

Rural families with outdoor-oriented lifestyles working in agricultural & mining communities

PRACTICES

-Seasons of the Rural Year

-Stewardship of Creation

-Sense of Vocation

-Relationships & Community

VALUES

-The Land is Everything

-Communal Family Living

-Family Farming a Way of Life

-Relationships & Interdependence

ISSUES

-Need for Reliance on God

-Sense of Living in Covenant with Creator

-Trusting that God will Provide

Aspiring Communities

Striving Eclectic Communities

Young, mostly single, ethnically diverse households living in new homes, apartments or group quarters

PRACTICES	VALUES	ISSUES
-Participatory Styles of Learning	-Truth is Personal & Active; "True for Me"	-Postmodern Spirituality – "design your own"
-Leaders are Facilitators	-Truth is Experienced	-Influenced by new age, eastern religions
-Authority is Distributed Among the Group	-Knowledge is Gained Through Social Interaction	-Influenced by Paganism, Spiritism, & Occult
-Interconnectedness; Holistic Living	-Community Relations are "NeoTribal"	-Interested in spirituality, but not in organized religion

Urban Communities

Struggling Diverse Neighborhoods

*Ethnically-diverse singles & single parent renters living in inner-city areas.*

PRACTICES

-Culture of Poverty

-Insecurity as a Way of Life

-Institutional Racism

-Victim Blaming

VALUES

-Less Family & Community Orientation

-High Context Communication

-More Concern for Self or Group

-Fluid Friendships with Social Ties

ISSUES

-Love

-Justice

-Community

-Creativity

-Reconciliation

-Hope
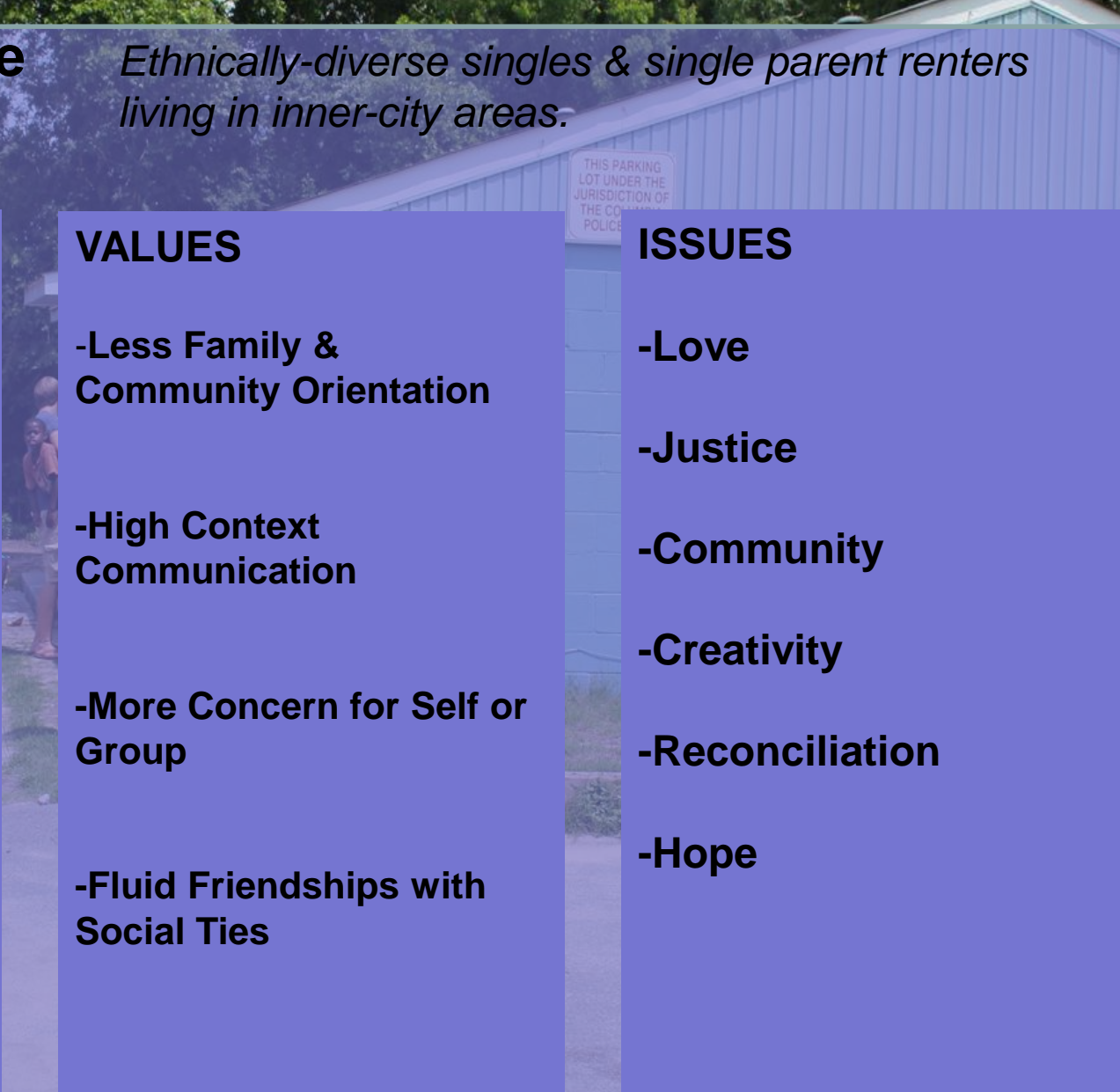
YOUR MINISTRY GOALS MATTER !

- They are Important to God's Kingdom
  - You take them seriously, and you should.
  - Others take them seriously, because of what God can accomplish through you.

- How Will You Set Your Goals ?
  - Based on last year's events and projects ?
  - Based on maintaining the status quo ?
  - Based on your own "silo" without reference to the rest of the team?

YOU SHOULD SET MINISTRY GOALS THAT MATTER !

- Set the Kind of Goals That Will Really Matter
  – In light of the lostness of South Carolina
  – In light of the diversity within South Carolina
  – In light of the social environments in South Carolina

- Set Goals as a Multiplication-Driven Team
  – Each of you needs the others on the team
  – Each of your assignments should integrate with the others on the team

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DEVELOPING CONTEXTUAL APPROACHES

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	EVANGELISM	CHURCH PLANTING	MISSIONS MOBILIZATION
UPSCALE	How do you share the gospel with ?	How do you start new churches in ?	How do you mobilize believers in ?
MAINSTAY	How do you share the gospel with ?	How do you start new churches in ?	How do you mobilize believers in ?
WORKING	How do you share the gospel with ?	How do you start new churches in ?	How do you mobilize believers in ?
COUNTRY	How do you share the gospel with ?	How do you start new churches in ?	How do you mobilize believers in ?
ASPIRING --Collegiate Group	How do you share the gospel with ?	How do you start new churches in ?	How do you mobilize believers in ?
URBAN	How do you share the gospel with ?	How do you start new churches in ?	How do you mobilize believers in ?
ETHNIC --Multi-ethnic Group	How do you share the gospel with ?	How do you start new churches in ?	How do you mobilize believers in ?

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South Carolina: THE MISSIONAL CHALLENGE

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Any Questions?

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