# MissionSite top unreached locations

Antic Beach Hilda Chester Surfside Beach Estill St. Stephen ANDERSON, SC

CENSUS TRACT: 45007000200 REGION: Upstate Region ASSOCIATION: Anderson County COUNTY: Anderson SITESCAPE: Townscape DENSITY PATTERN: K Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### MissionSite (TM) Table of Contents

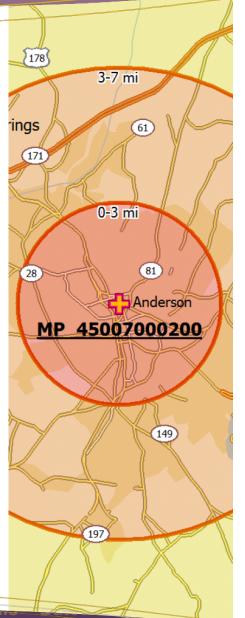
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#### Site Location Summary

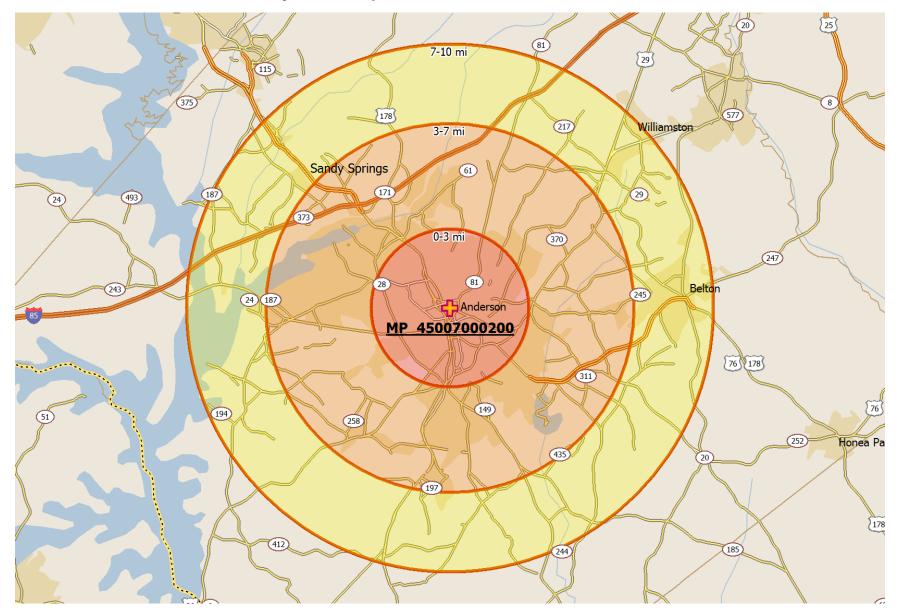
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	4501	Upstate Region
2	Association	45AUN	Anderson County
3	County Location	45007	Anderson
4	Zipcode	29621	Anderson
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



n Oaks Pine Ridge Pamplico Norris Allendale Murrells Inlet Edisto Beach Centerville Kiawah Island Gay South Sumter Fountain Inn Powderville Hartsville Irmo New Ellenton Intercultural Institute ecession Ninety Six Patrick Goose Creek Bluffton Easley Cheraw Abb for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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



Central Pacelet Greer Roebuck Livingston Goose Creek Union Northlake Moncks Corner Bennetts druff Five Forks Lexington Allendale Elgin Cowpens Port Royal Cover Intercultural Institute Ridge Spring Sellers North Myrtle Beach Manning Privateer Great Fall (or Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric Locale Codes	13	City: Small: Territory inside an urbanized area and inside a principal city with population less than 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

The Rowesville Charleston Hampton Branchville Snelling Six Mile Hanahan Eutawville Chesnee Sans Learwater Jefferson Pinewood Cowpens Piedmont Abbeville Olanta St. Andrews New Ellenton Bishopville Little Mountain Stuckey Dillon Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Cont

### 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	40,195	47,269	26,667
2010 Households	16,141	17,651	10,357
2010 Group Quarters Population	2,241	422	12

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	41	32	31
Language Diversity National Index	18	15	11
Foreign Born Diversity National Index	82	75	65
Ancestry Diversity National Index	36	51	58
Racial Diversity National Index	56	37	30

partanburg Arcadia Lakes Springdale North Hartsville Dalzell Charleston Williams Forest Acres Promise Pacolet Abbeville Jackson Scotia Fort Mill Princeton Quinby Five Intercultural Institute lacksburg Lane Folly Beach Port Royal Hilton Head Island Sumter Ker Calhoun Falls Gifford Burton Langr Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Mulling Chapter Calhoun Falls Gifford Burton Langr

## Site Location Summary - County Environment

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

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

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

Burnettown Tatum Mayesville Batesburg-Leesville Sharon Red Hill Elloree Hickory Grove Summerton Lake Murray of Richland Abbeville St. Stephen Centerville Lake View Intercultural Institute Parksville Donalds Parker Elgin Bonneau Perry Southern Shops Arcon Intercultural Institute Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bronch Leke Second

## 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	2,240	13.88%
Mainstay Communities	Established, Diverse Households	2,318	14.36%
Working Communities	Blue-collar, Working Families	4,233	26.23%
Country Communities	Rural, Agri. & Mining Families	533	3.3%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,957	12.12%
Urban Communities	High Density, Inner-city Neighborhoods	4,858	30.1%

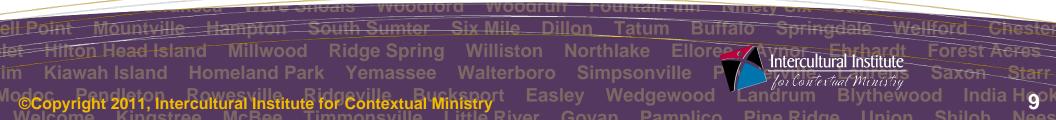
atta Chester York Varnville Yemassee Oak Grove Pelzer Mauldin Cherryvale Due West Forestbrook E Hurray of Richland Lancaster Mill Ridge Spring Lowndesville Rembert Intercultural Institute Easley Stuckey North Hartsville Duncan Windsor Batesburg-Leesville Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

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

#### Issues for Your Consideration

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



# Using the Site Location Summary

#### Issues for Your Consideration - continued

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



# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	48,213	11,251	23.34%
Unreached %	66.88%	69.71%	104.23
Religious But NOT Evangelical HH	12,545	3,440	27.42%
Religious But NOT Evangelical %	17.4%	21.31%	122.46
Spiritual But NOT Relig or Evang HH	7,383	1,440	19.5%
Spiritual But NOT Relig or Evang %	10.24%	8.92%	87.1
Not Evangelical, Not Interested HH	28,492	6,513	22.86%
Not Evangelical, Not Interested %	39.52%	40.35%	102.09



Kiawah Island Lancaster Mill Inman Mills Union Chapin Pacolet Olar Arial West Pelzer Hilda Edisto Geraw Dunean Georgetown Allendale Mayesville Rock Hill Smyrna Reevesville Cokesbury Waterloo Fairfax Campobello New Ellenton Goi Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contex

## **Spirituality Indicators - Churchscape**

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of SCBC Churches	117	19	16.24%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	13,472	2,758	20.47%
Active Evangelical Percent	18.69%	17.09%	91.43
Inactive Evangelical Households	10,403	2,130	20.47%
Inactive Evangelical Percent	14.43%	13.20%	91.44
# New Churches Needed	0	0	0%





## Spirituality Indicators - 30 Closest SCBC Churches

The table below lists the 30 closest SCBC 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.		CHURCHES
	Boulevard	0.29 mi	16	16 Capstone Community
2	Electric City Fellowship	0.46 mi	17	17 Orrville
3	New Spring Church	0.76 mi	18	18 Covenant
4	Garner Memorial	0.77 mi	19	19 Pleasant View
5	North Anderson	0.85 mi	20	20 Eureka
6	Anderson First	0.99 mi	21	21 Homeland Park
7	Calvary	1.01 mi	22	22 Forest Hill
8	Central	1.07 mi	23	23 Sierra
9	Bethel	1.10 mi	24	24 Midway Community
10	Pope Drive	1.31 mi	25	25 Salem
11	River Street	1.43 mi	26	26 Varennes Heights
12	Riverside	1.77 mi	27	27 Centerville
13	West Whitner	1.87 mi	28	28 Parkwood
14	Concord	1.95 mi	29	29 Southside
15	Meadowbrook	2.02 mi	30	30 GraceView

Alken Yemassee Campobello Society Hill Oak Grove Estill Greeleyville Lesslie Pickens Hilton Head Intercultural Institute for Society Hill Oak Grove Estill Greeleyville Lesslie Pickens Hilton Head Fort Lawn Ladson Six Mile Olar Sellers Lake View Arcadia Lakes for Confectual Ministry Chesterfie Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Using the Spirituality Indicators

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

#### Issues for Your Consideration

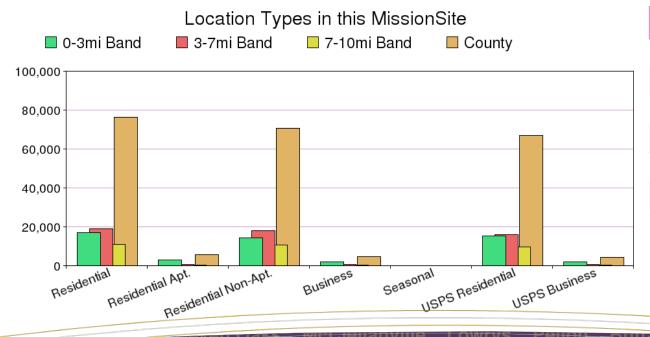
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	145,196	37,192	25.62%
2000 Population	165,740	37,247	22.47%
2010 Population	187,272	40,195	21.46%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	55,480	14,822	26.72%
2000 Households	65,649	15,416	23.48%
2010 Households	72,088	16,141	22.39%

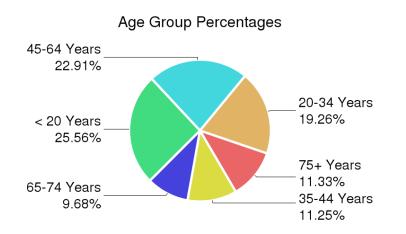


Location Type	0-3mi Band
Residential	17,153
Residential Apt.	2,933
Residential Non-Apt.	14,220
Business	1,965
Seasonal	0
USPS Residential	15,476
USPS Business	2,012

Ninety Six St. Stephen Myrtle Beach Stateburg Varnville Southern Shops Stuckey Due West Monarch Hayesville Red Bank Richburg Dalzell Hanahan Socastee Parker Plura Intercultural Institute dia Lakes Woodford Hardeeville Willington Aiken Bucksport Oakland for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Contextual Ministry

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

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

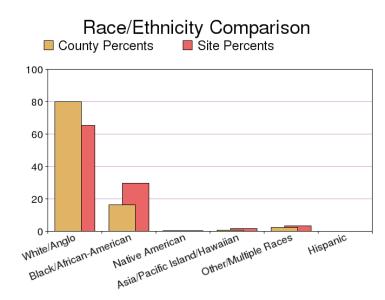


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.03%	5.39%	107.16
4-5 Years	2.61%	2.4%	91.95
6-8 Years	3.95%	3.81%	96.46
9-11 Years	4%	3.7%	92.5
12-13 Years	2.69%	2.45%	91.08
14-17 Years	5.36%	5.03%	93.84
18-19 Years	2.68%	2.78%	103.73
0-5 Years	7.64%	7.79%	101.96
6-12 Years	9.29%	8.75%	94.19
13-19 Years	9.39%	9.01%	95.95
< 20 Years	26.32%	25.55%	97.07
20-34 Years	17.8%	19.26%	108.2
35-44 Years	12.83%	11.25%	87.69
45-64 Years	27.23%	22.91%	84.14
65-74 Years	8.81%	9.68%	109.88
75+ Years	7.01%	11.33%	161.63
Median Age	40	41	103.12
Median Age (Male)	38	38	100.66
Median Age (Female)	41	44	106.42

e Latta New Ellenton Seven Oaks Berea Allendale Whitmire Edisto Beach Pelion Pawleys Island Con Vedere Lancaster Mill Pacolet Welcome Lesslie York Mount Croghan Intercultural Institute Starr Summerville Ulmer St. Stephen Cope Lynchburg Kershaw Nort for Contextual Ministry Walhalla St. Matthews Inman Garden City Riverviev 6 Copyright 2011, Intercultural Institute for Contextual Ministry Walhalla St. Matthews Inman Garden City Riverviev 6 ravelers Best Greenwood Loging North Hartsville Swansea Utica Dalzell Cameron Clover Valley Falls

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	80.02%	65.17%	81.45
Black, African-American	16.46%	29.67%	180.27
Native American	0.23%	0.2%	87.42
Asian	0.81%	1.59%	195.61
Pacific Island, Hawaiian	0.02%	0.04%	183.91
Other/Multiple Races	2.46%	3.33%	135.48
Hispanic	0%	3%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	126,700	26,986	
Less than 9th Grade	6.48%	7.73%	83.89
No High School Diploma	12.79%	13.73%	93.14
High School Graduate	34.38%	30.97%	111
Some College, no degree	19.28%	18.79%	102.64
Associate Degree	9.37%	8.41%	111.37
College Degree	11.45%	13.54%	84.51
Graduate/Prof. degree	6.25%	6.83%	91.56

Lexington <u>Allendate Snelling Berea Gloverville Rockville</u> Williamston Chesnee Greer St. George et Govan Summit Silverstreet Woodford Briarcliffe Acres Travelers Rest Intercultural Institute wood Wade Hampton Little Mountain Willington Ward Johnsonville Rock *Intercultural Institute* un Croghan S Copyright 2011, Intercultural Institute for Contextual Ministry Shoals Westminster Heath Springs Red Bank Cope 17

A current year demographic summary of family and non-family households for the site location appears on the right.

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	7.8%	11.62%	214.28
\$10,000 to \$19,999	13.22%	16.61%	125.68
\$20,000 to \$29,999	13.27%	15.5%	116.84
\$30,000 to \$49,999	21.64%	20.27%	93.65
\$50,000 to \$59,999	9.33%	8.1%	86.89
\$60,000 to \$69,999	7.07%	6.13%	86.76
\$70,000 to \$79,999	6.83%	5.07%	74.19
\$80,000 to \$89,999	5.64%	3.71%	65.83
\$90,000 to \$99,999	3.55%	2.44%	68.71
\$100,000 to \$124,999	5.57%	4.77%	85.59
\$125,000 to \$149,999	2.16%	1.67%	77.3
\$150,000 to \$199,999	2.33%	1.83%	78.69
\$200,000 to \$249,999	0.55%	0.53%	96.35
\$250,000 or more	1.05%	1.72%	164.23
Median Household	44,216	38,641	87.39
Average Household	57,535	56,733	98.61
Per Capita Household	22,542	22,999	102.03
Family/Non-Family Household			
Income			
Median Family Income	53,315	50,378	94.49
Average Family Income	66,380	67,160	101.18
Median Non-Family Income	25,410	24,063	94.7
Average Non-Family Income	35,351	35,740	101.1

Lugoff Cross Hill Cottageville Aynor Spartanburg Williamston Ehmardt Latta Mayo McBee Giffe Stephen Patrick Promised Land Hemingway Duncan Lyman Gayle Mill <u>Intercultural Institute</u> Hodges Eureka Mill Beaufort Prosperity Pelion Red Bank Boiling <u>For Contextual Ministry</u> Springdale Copyright 2011, Intercultural Institute for Contextual Ministry Carmed Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	71.49%	61.29%	85.73
Families with Children	32.83%	29.2%	88.93
Families without Children	38.66%	32.09%	83.01
Non-Family Households			
% Non-Family Households	28.51%	38.71%	135.79
Non-Families with Children	0.31	0.3	97.7
Non-Families without Children	28.2	38.41	136.21
Housing Units			Index
Total Housing Units	84,787	19,217	
Vacant percent	14.98%	16.01%	106.87
Owned percent	63.47%	45.51%	71.71%
Rented Percent	21.56%	38.48%	178.53
Households by Size			Index
Avg household size	2.56	2.35	91.8
Avg family hh size	3.10	3.07	99.03
Avg non-family hh size	1.19	1.21	101.68
Households By Count of Persons			Percent
One	17,260	5,289	30.64%
Two	24,413	5,125	20.99%
Three or Four	24,308	4,486	18.45%
Five+	6,107	1,241	20.32%

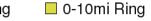
ille Elko Ridgeland Loris Livingston Bonneau Williamston Garden City Campebelle Pamplico Due We Startex Westminster Hollywood McClellanville Pine Ridge Jenkinsville Intercultural Institute Point Timmonsville West Pelzer Valley Falls Lowrys Brookdale Smyrn for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

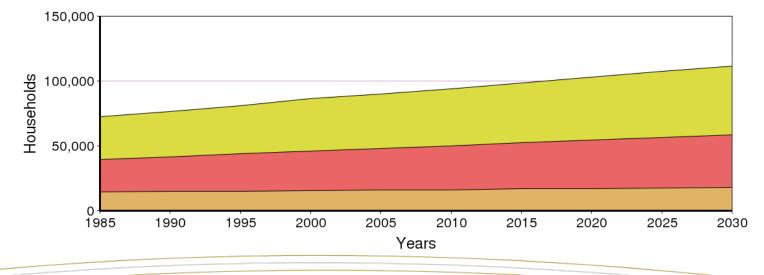
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

COUNTY	RING	% OF CO
145,196	37,192	25.62%
165,740	37,247	22.47%
187,272	40,195	21.46%
100 116	10 770	21.48%
	145,196 165,740 187,272	145,19637,192165,74037,247

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 🔲 0-7mi Ring



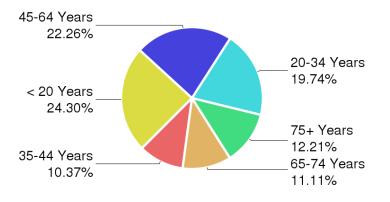


Promised Land Gevan East Galiney Blythewood Walhalla Jenkinsville Fountain in Lynchburg New Tega Cay West Pelzer Forestbrook Elgin Winnsboro Society Hill for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

Projected Age Group Percentages

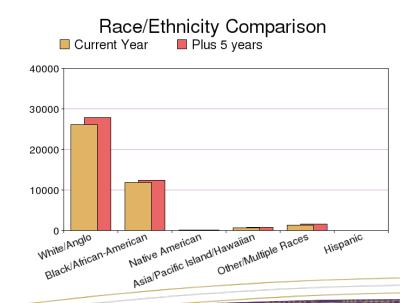


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.39%	4.98%	92.39
4-5 Years	2.4%	2.25%	93.75
6-8 Years	3.81%	3.6%	94.49
9-11 Years	3.7%	3.51%	94.86
12-13 Years	2.45%	2.38%	97.14
14-17 Years	5.03%	4.88%	97.02
18-19 Years	2.78%	2.7%	97.12
0-5 Years	7.79%	7.23%	92.81
6-12 Years	8.75%	8.32%	95.09
13-19 Years	9.01%	8.75%	97.11
< 20 Years	25.55%	24.3%	95.11
20-34 Years	19.26%	19.74%	102.49
35-44 Years	11.25%	10.37%	92.18
45-64 Years	22.91%	22.26%	97.16
65-74 Years	9.68%	11.11%	114.77
75+ Years	11.33%	12.21%	107.77
Median Age	40	42	106.57
Median Age (Male)	38	40	104.43
Median Age (Female)	41	45	109.8

y Pacolet Mayesville Aynor Lugoff Johnston Gilbert Clio Wagener Dunean Cheraw Lyman Lane The ville Valley Falls Watts Mills Cottageville Tatum Charleston Conway Intercultural Institute ake City Lancaster Willington Laurens Shell Point Olanta Greenville ©Copyright 2011, Intercultural Institute for Contextual Ministry Conversion Contextual Ministry Conversion Contextual Ministry Edisto Beach Blythewood Jackson Oak Grove Jackson

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	65.17%	65.09%	99.87
Black, African-American	29.67%	29.08%	98.01
Native American	0.2%	0.21%	100.85
Asian	1.59%	1.94%	122.21
Pacific Island, Hawaiian	0.04%	0.04%	93.98
Other/Multiple Races	3.33%	3.65%	109.72
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			

Total Adults over age 25 years.	26,986	28,983	
Less than 9th Grade	7.73%	6.24%	80.78
No High School Diploma	13.73%	11.75%	85.55
High School Graduate	30.97%	31.84%	102.81
Some College, no degree	18.79%	19.5%	103.78
Associate Degree	8.41%	9.35%	111.2
College Degree	13.54%	13.72%	101.29
Graduate/Prof. degree	6.83%	7.6%	111.3

Gifford Red Bank Cherryvale Ruby Clarks Hill Estill Holly Hill Edisto Lancaster Mill South Congaree Tatum Pickens Neeses Arcadia Lakes Lancaster Hilda Sumter olumbia Landrum Hemingway Berea Clemson Boiling Springs Dillon Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	11.62%	10.24%	88.08
\$10,000 to \$19,999	16.61%	16.18%	97.44
\$20,000 to \$29,999	15.5%	15.28%	98.59
\$30,000 to \$49,999	20.27%	19.5%	96.23
\$50,000 to \$59,999	8.1%	8.27%	102.09
\$60,000 to \$69,999	6.13%	6.02%	98.11
\$70,000 to \$79,999	5.07%	5.47%	96.85
\$80,000 to \$89,999	3.71%	4.27%	107.15
\$90,000 to \$99,999	2.44%	2.56%	105.03
\$100,000 to \$249,999	4.77%	5.32%	111.59
\$125,000 to \$149,999	1.67%	1.91%	114.24
\$150,000 to \$199,999	1.83%	2.33%	127.18
\$200,000 to \$249,999	0.53%	0.67%	127.35
\$250,000 or more	1.72%	1.76%	102.34
Median Household	38,641	41,167	106.54
Average Household	56,733	60,426	106.51
Per Capita Household	22,999	24,041	104.53
Family/Non-Family Household			
Income			
Median Family Income	50,378	54,186	107.56
Average Family Income	67,160	71,276	106.13
Median Non-Family Income	24,063	25,993	108.02
Average Non-Family Income	35,740	38,768	108.47

Freenville Livingston Seven Oaks Aynor Westminster Winnsboro Mills Timmonsville Whitmire Promised Wade Hampton Johnston Gayle Mill Pageland Joanna Lane Folly Beach, Mare Shoals Bonneau Summ n Mills Coward Bluffton Jefferson India Hook West Union Shiloh Hard Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	61.29%	60.99%	99.51
Families with Children	29.2	28.34	97.07
Families without Children	32.09	33.02	102.89
Non-Family Households			
% Non-Family Households	38.71%	39.01%	100.78
Non-Families with Children	0.3	0.26	100.78
Non-Families without	38.41	38.75	100.89
Children			
Housing Units			
Total Housing Units	19,217	20,052	104.35%
Vacant percent	16.01%	15.97%	99.76
Owned percent	45.51%	45.37%	99.68
Rented Percent	38.48%	38.66%	100.48
Households by Size			
Avg household size	2.35	2.40	102.13%
Avg family hh size	3.07	3.17	103.26%
Avg non-family hh size	1.21	1.20	99.17%
Households By Count of			
Persons			
One	5,289	5,477	103.55%
Two	5,125	5,134	100.18%
Three or Four	4,486	4,798	106.95%
Five+	1,241	1,442	116.2%

Parksville North Charleston Coward Barnwell Conway Waterloo Swansea Windsor Greer Cheraw Fairiax Clinton Little River Lowrys Atlantic Beach Gloverville North His Boach Clio Awendaw Hilda Fountain Inn Sans Souci Springdale Johnston Central Pacolet Scingdale 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# **Ethnographic Summary**

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

BORN IN:	0-3	3-7	7-10		BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	906	606	299		Eastern Africa	Eastern Africa 9	Eastern Africa 9 0
Northern Europe	27	42	26		Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	79	116	61	Ν	lorthern Africa	orthern Africa 0	orthern Africa 0 0
Southern Europe	56	0	6	Sou	uthern Africa	uthern Africa 0	uthern Africa 0 0
Eastern Europe	16	20	12	We	stern Africa	stern Africa 25	stern Africa 25 31
Other Europe	0	0	0	Oth	ner Africa	ner Africa 0	ner Africa 0 0
Eastern Asia	107	52	50	Oc	eania	eania 4	eania 4 7
So. Central Asia	45	111	27	Caribb	bean	bean 45	bean 45 12
SE Asia	64	31	37	Central	Amer.	Amer. 229	Amer. 229 85
Western Asia	48	18	0	South A	merica	merica 45	merica 45 11
Other Asia	0	0	0	North Ar	nerica	nerica 107	nerica 107 70
				Born at sea	ì	a 0	a 0 0

Prosperity Iva Buffalo Coronaca North Charleston Laurens Silverstreet Bishopville Neeses Lake B Hurrells Inlet Roebuck Peak Starr Summerton Timmonsville Simpson Intercultural Institute a Lynchburg Ridgeville Pomaria Startex Joanna Boiling Springs Inm Lake City Olanta Cottageville 25 ©Copyright 2011, Intercultural Institute for Contextual Ministry

# Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	34,213	33,579	26,038	Other Indo-Euro	4	16	
Spanish	723	529	488	Asian/PI languages	4	0	0
Other Indo-Euro	463	539	248	Chinese	48	32	45
	403	559	240	Japanese	25	11	43 6
language French (incl. Patois,	177	118	102	Korean	16	9	5
•	177	110	102	Mon-Khmer,	0	0	0
Cajun) French Creole	0	0	0	Cambodian	0	0	0
Italian	16	15	26	Miao, Hmong	0	0	0
Portuguese	2	21	0	Thai	5	2	0
German	147	199	68	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	39	4	0
Other West Germanic	5	2	16	Other Asian	25	4	0
A Scandinavian	5 12	13	2	Tagalog	51	7	34
	12	13	2	Other Pacific Is	0	0	34 0
Language Greek	80	0	0	Other languages	124	61	0
Russian	0	7	0	Navajo	0	0	0
Polish	0	12	7	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American	0	0	0
	-				0	0	0
Other Slavic Language Armenian	0	0	0	Hungarian Arabic	-	0	0
	0	0	0		117	8	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	17	95	0	African languages	7	53	0
Hindi	0	14	0	Other unspecified	0	0	0
Urdu	0	0	0				

son Seneca Furman Sullivan's Island Belvedere Brookdale Starr Dillon Centerville Gavle Mill Bonnes ge Spring Iva Monarch Mill Pacolet Mayesville Donalds Greenwood Enterville Smyrna Utica Florence off Brunson Nichols Windsor Cayce Springdale Walterboro Lake Secere Intercultural Institute Williston Cam Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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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	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	27,957	26,413	19,589	Irish	Irish 2,438	Irish 2,438 2,966
Arab	137	76	10	Italian	Italian 507	Italian 507 427
Armenian	3	0	0	Lithuanian	Lithuanian 19	Lithuanian 19 27
Austrian	34	9	0	Norwegian	Norwegian 68	Norwegian 68 81
British	147	116	88	Polish	Polish 172	Polish 172 173
Canadian	80	71	3	Portuguese	Portuguese 10	Portuguese 10 15
Croatian	0	0	0	Romanian	Romanian 16	Romanian 16 16
Czech	8	27	26	Russian	Russian 12	Russian 12 24
Czechoslovak	0	0	11	Scandinavian	Scandinavian 24	Scandinavian 24 3
Danish	19	24	61	Scotch-Irish	Scotch-Irish 1,533	Scotch-Irish 1,533 1,258
Dutch	201	206	206	Scottish	Scottish 452	Scottish 452 375
English	2,569	2,405	2,103	Slovak	Slovak 0	Slovak 0 8
European	347	334	274	Subsaharan African	Subsaharan African 391	Subsaharan African 391 387
Finnish	6	11	0	Swedish	Swedish 168	Swedish 168 100
French (not Basque)	400	340	395	Swiss	Swiss 23	Swiss 23 8
French Canadian	87	127	40	Ukrainian	Ukrainian 16	Ukrainian 16 9
German	1,771	2,091	1,414	US/American	US/American 4,913	US/American 4,913 7,480
Greek	101	10	0	Welsh	Welsh 92	Welsh 92 78
Hungarian	45	21	22	West Indian	West Indian 46	West Indian 46 11
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 11,102	Other 11,102 7,099

F Jonesville South Sumter neath-spinlus

Cowpens Pageland Campon Ulmer South Congaree Plum Branch Campobello Williams Ware Shoal Inman Mills Roebuck Forest Acres Lowrys Clio Hickory Grove Work Intercultural Institute d Bank Centerville Mauldin Ladson Oswego Boiling Springs Irmo Blue Intercultural Institute myrna Taylors for Confestual Ministry Cockhart Latta Bamberg Summit Starr Cheraw Sc27

## 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?

Summit Luray Cope Olar Judson Aiken Monarch Mill Lake Wylie Dalzell Ware Shoals Rowesville Seabrook Island Rockville Wilkinson Heights Mayo Cherryvale Fountainer Intercultural Institute of Confectual Ministry getown Santee of Confectual Ministry getown Santee of Confectual Ministry Shills Kershaw Waterloo Roebuck Tega Cay Pelze 28

# Using the Demographic Indicators

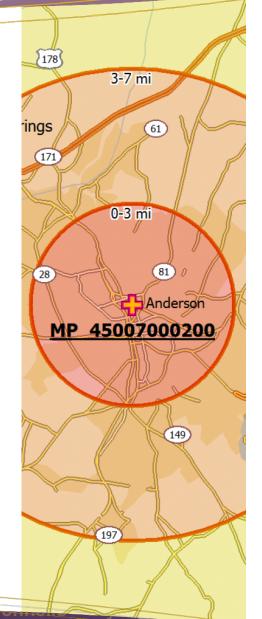
#### Issues for Your Consideration - continued

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

at Falls St. Stephen Estill Elgin Donalds Southern Shops Troy Scranton Newberry Berea Johnston Cottageville Lake Murray of Richland Eutawville Neeses Rock Hill Spring Intercultural Institute Smyrna Burton Oak Grove Ehrhardt Monetta Stuckey Beaufort Nich for Contextual Ministry Viccopyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

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

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



atta Lesslie Lake View Oakland India Hook West Union Shell Point Darlington Cokesbury Williston Fe Contextual Bay Edgefield Society Hill Florence Mayo Scranton Brook Intercultural Institute New Ellenton Stuckey Pelion Woodruff Santee Stateburg Lancast Contextual Ministry yman Smoaks Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	16,141	100%	11,592	100%
AFFLUENT SUBURBIA	821	5.09%	567	4.89%
America's Wealthiest	22	0.14%	18	0.16%
Dream Weavers	56	0.35%	40	0.35%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	247	1.53%	166	1.43%
Small Town Success	496	3.07%	343	2.96%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,419	8.79%	985	8.5%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,003	6.21%	673	5.81%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	416	2.58%	312	2.69%
SM TWN SUCCESS	560	3.47%	681	5.87%
Successful Urban Sprawl	44	0.27%	312	2.69%
2nd City Homebodies	400	2.48%	31	0.27%
Prime Middle America	0	0%	261	2.25%
Urban Optimists	60	0.37%	0	0%
Family Convenience	56	0.35%	38	0.33%
Mid-Market Enterprise	0	0%	39	0.34%

ille Socastee Eutawville Patrick Shell Point Holly Hill Clinton Lowndesville South Sumter Northlake F Hills Irwin Kershaw Piedmont Winnsboro Mills Pelzer Central City Intercultural Institute Hilda Kiawah Island Tega Cay Bradley Saluda Lesslie Willington Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Summerville Miccol Little River Perry V31

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	16,141	100%	11,592	100%
BLUE COLLAR BACKBONE	162	1%	106	0.91%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	41	0.25%	25	0.22%
Lower Income Essentials	27	0.17%	18	0.16%
Small Town Endeavors	94	0.58%	63	0.54%
AMER. DIVERSITY	1,758	10.89%	1,212	10.46%
Ethnic Urban Mix	1	0.01%	1	0.01%
Urban Blues	279	1.73%	180	1.55%
Professional Urbanites	739	4.58%	534	4.61%
Urban Advancement	444	2.75%	299	2.58%
Amer. Great Outdoors	246	1.52%	158	1.36%
Mature America	49	0.3%	40	0.35%
METRO FRINGE	4,071	25.22%	2,795	24.11%
Steadfast Conservative	2,926	18.13%	2,005	17.3%
Moderate Conventionalists	342	2.12%	230	1.98%
Southern Blues	113	0.7%	80	0.69%
Urban Grit	0	0%	0	0%
Grass-Roots Living	690	4.27%	480	4.14%

Bishopville Columbia Ware Shoals Ridgeville Roebuck Reidville Taylors Society Hill Varnville Share Cope Paxville Jefferson Shiloh Honea Path Reevesville Patrick Intercultural Institute Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH &	Percent
Total	16,141	100%	11,592	100%
REMOTE AMERICA	220	1.36%	130	1.12%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	189	1.17%	111	0.96%
Coal & Crops	31	0.19%	19	0.16%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,949	12.07%	1,427	12.31%
Young Cosmopolitans	31	0.19%	24	0.21%
Minority Metro Communities	1,084	6.72%	803	6.93%
Stable Careers	794	4.92%	573	4.94%
Aspiring Hispania	40	0.25%	27	0.23%
RURAL VILLAGES & FARMS	313	1.94%	215	1.85%
Aspiring Hispania	0	0%	27	0.23%
Industrious Country Living	0	0%	0	0%
America's Farmland	220	1.36%	0	0%
Comfy Country Living	93	0.58%	134	1.16%
Small Town Connections	0	0%	54	0.47%
Hinterland Fam.	0	0%	0	0%

Congaree Cane Savannah Eutawville Inman Manning Seabrook Island Willington Hilton Head Island Norw Edgefield Bethune Ridgeville Springdale Gaffney Lowrys Williams Intercultural Institute I Slater-Marietta Fountain Inn Welcome Winnsboro Iva City View Brown Forestbrook Hodges McConnells L33 Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	16,141	100%	11,592	100%
STRUGGLING SOCIETIES	2,541	15.74%	1,724	14.87%
Rugged Southern Style	8	0.05%	5	0.04%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	2,521	15.62%	1,709	14.74%
College Town Communities	12	0.07%	10	0.09%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	2,317	14.35%	1,744	15.04%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	32	0.2%	20	0.17%
Af. Amer. Neighborhoods	154	0.95%	108	0.93%
Urban Diversity	12	0.07%	9	0.08%
New Generation Activists	74	0.46%	50	0.43%
Getting By	2,045	12.67%	1,557	13.43%
VARYING LIFESTYLES	8	0.05%	6	0.05%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	8	0.05%	6	0.05%

onaca Lancaster Mill Orangeburg Hemingway Seabrook Island Fairfax Quinby Rock Hill Jeanna Taylor East Galfney Lynchburg Aiken Starr Bennettsville Allendale Lowrys Intercultural Institute Dillon Williams Peak Lodge Socastee Lexington Liberty Campobell (Socortextual Ministry) Salley Winds ©Copyright 2014, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

Coorge Springdale Fureka Mill Tatum East Gaffney Blythewood Liberty Chapin Eutawville Rowesville Felly Beach Brookdale Norway Surfside Beach Luray Andrews Edgefield Intercultural Institute Lancaster Mill Johnsonville Cane Savannah Georgetown Lodge Hick Confertual Ministry Cokesbury M Copyright 2017, Intercultural Institute for Contextual Ministry Copyright 2017, Intercultural Institute for Contextual Ministry

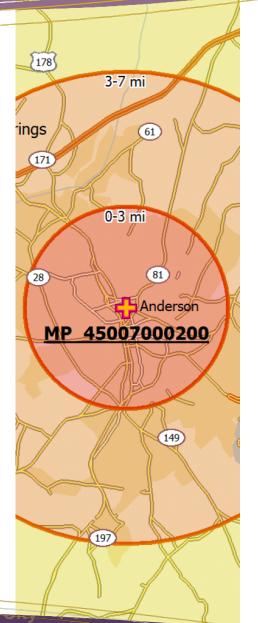
#### **Potential Cultural Bridges**

Donald McGavran in his book, The Bridges of God, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, lignuistic, or class barriers." In addition, research into evangelism suggests that most people come to faith in Christ as the result of the witness of a Christian with whom they have a close personal relationship (mostly a friend or a relative).

Missional congregations intentionally release their people to permeate the community in order to develop relational bridges across which they can present Christ. These relational bridges usually are established in some context: arts & cultural organizations, sports teams and sporting events, park & recreational facility use, community organizations, community cultural events, and community social concerns and needs.

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the comunity offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.

[i] McGavran, Donald A. The Bridges of God. Revised edition. (New York: Friendship Press, 1981).



Congaree Richburg Brookdale Ware Shoals Walterboro Inman Welcome Clinton Percy Conway Sans S Gattiney Bethune Columbia Smoaks Sellers Tega Cay Easley Prince Intercultural Institute Ionetta Johnston North Myrtle Beach Cameron Forest Acres Wagener Concentrat Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	72%	76%	77%
Use Comp. for Internet/E-mail	52%	57%	58%
Internet Use: E-Mail	46%	49%	49%
Use Comp. for Comp. Games	36%	39%	40%
Use Comp. for Word Processing	34%	38%	38%
Use Comp. for Education	31%	33%	33%
Use Comp. for Shopping	31%	34%	34%
HH Owns DVD Player	28%	29%	29%
Use Comp. for Digital Camera	28%	31%	31%
Photo Editing			
Use Comp. for Banking	27%	30%	31%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	26%	28%	28%
Internet Use: Banking	23%	26%	26%
Use Comp. for News/Info./Data	20%	22%	22%
Service			
PC-Network-HH Has One	16%	18%	18%
Use Comp. for Personal Financial	13%	14%	14%
Mngmnt			
Internet Use: Shopping: Gathered	13%	13%	13%
Info. for Shopping			
Use Comp. for Accounting	12%	14%	14%
Use Comp. for Filing/DB Mngmnt	12%	13%	13%
Internet Use: Read Magazines/	12%	11%	11%
Newspapers			
HH Owns Video/Webcam	11%	11%	11%

Sellers Rock Hill Ulmer Summerville Wedgewood Oakland Aiken Quinby Kiawah Island Monarch Greenville Allendale Woodruff Cheraw Williams Taylors North August Varnville Dunean Mulberry tle River Jenkinsville Hickory Grove Shell Point Centerville Lockhart Ol Joi Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	67%	68%	68%
Dining Out (Not Fast	53%	57%	57%
Food)			
Reading Books	53%	54%	53%
Card Games	40%	42%	42%
Cooking for Fun	34%	36%	36%
Go To A Beach/Lake	33%	36%	36%
Board Games	30%	32%	33%
Gardening	29%	33%	34%
Visit Museum	19%	20%	20%
Photography	18%	19%	19%

0-3	3-7	7-10
MILES	MILES	MILES
67%	68%	68%
37%	40%	40%
25%	27%	27%
22%	22%	23%
21%	21%	21%
20%	20%	19%
20%	20%	19%
17%	18%	18%
15%	15%	15%
14%	15%	15%
	MILES 67% 37% 25% 22% 21% 20% 20% 17% 15%	MILES MILES   67% 68%   37% 40%   25% 27%   22% 22%   21% 21%   20% 20%   20% 20%   17% 18%   15% 15%

General Contextual Ministry Chapter Harleyville Isle of Palms Lodge Inman Calhoun Fails McClellanville Greer Gaster Golden Grove Northlake Rock Hill Mount Croghan Chesnee Millwood Elko Snelling Summerville Plum Branch Andrews Briarcliffe Acres Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	27.31%	28.61%	28.16%
Live Theater	19.82%	20.63%	19.99%
Live Theater Most Often	15.49%	16.56%	16.15%
Rock/Pop Concerts Most	14.98%	15.93%	15.51%
Often			
Comedy Club	10%	9.75%	9.45%
Dance Performance	9.83%	9.15%	8.73%
Movies: Comedy	40.39%	40.67%	40.29%
Movies: Action/Adventure	40.29%	39.86%	39.48%
Movies: Drama	23.48%	22.25%	21.55%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	20.92%	21.08%	20.9%
Movies: Mystery	20.72%	18.73%	18.25%
Movies: Romantic Comedy	20.15%	20.6%	20.23%
MLB Baseball Reg. Season	6.42%	7.37%	7.16%
NFL Football Reg. Season	6.27%	6.73%	6.49%
College Football Reg.	5.77%	6.51%	6.31%
Season			
College Basketball Reg.	3.68%	4.24%	4.18%
Season			
NBA Basketball Reg.	3.6%	3.7%	3.5%
Season			
Auto Racing Events	2.69%	2.83%	2.8%



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Walking for Exercise	38.42%	39.73%	39.53%
Swimming	28.3%	31.67%	32.2%
Bowling	19.21%	21.17%	21.52%
Billiards/Pool	17.18%	18.33%	18.54%
Basketball	14.91%	15.23%	15.2%
Jogging/Running	14.87%	15%	14.62%
Freshwater Fishing	14.68%	16.92%	18.04%
Weight Training	14.39%	15.52%	15.37%
Using Cardio Machine	12.26%	13.31%	13.17%
Camping Trips	11.77%	13.98%	14.65%
Stationary Cycling	11.53%	11.94%	11.69%
Golf	11.36%	12.95%	12.9%
Mountain/Road Biking	11.22%	12.14%	12.11%
Aerobics	10.1%	10.12%	9.84%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Baseball	9.98%	10.61%	10.69%
Football	9.72%	9.98%	10.02%
Backpacking/Hiking	8.67%	9.39%	9.39%
Volleyball	8.14%	8.48%	8.58%
Yoga	7.06%	7.01%	6.81%
Softball	6.99%	7.39%	7.47%
Saltwater Fishing	6.82%	7.44%	7.68%
Target Shooting	6.7%	8.02%	8.5%
Power Boating	6.69%	7.47%	7.54%
Hunting	6.66%	8.15%	8.9%
Soccer	6.46%	6.75%	6.75%
Tennis	6.32%	6.63%	6.55%
Canoeing/Kayaking	5.66%	6.34%	6.36%
Ice Skating	5.37%	5.15%	4.98%

Cope Forest Acres East Gattiney Chester Lake City Holly Hill Southern Shops McColl Anderson Bamber Tray Harleyville Walhalla Wagener Sumter Bradley Saxon Irwin Lader Kline Quinby Sullivan's Isla Reidville Woodruff Pinewood Ridgeland Blacksburg Socastee Surfside for Contextual Ministry McCopyright 2011, Intercultural Institute for Contextual Ministry North Augusta Clarks Hill Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10	
	MILES	MILES	MILES	
Roller Skating	5.23%	5.28%	5.15%	
Motorcycling	5.08%	5.83%	6%	
Snorkeling	4.56%	4.5%	4.34%	
Horseback Riding	4.47%	5.14%	5.45%	
Jet Skiing	4.28%	4.4%	4.25%	
Fly Fishing	4.19%	4.4%	4.45%	
Downhill & X-Country	3.88%	4.22%	4.13%	
Skiing				
Water Skiing	3.46%	3.87%	3.89%	
Auto Racing	3.46%	3.35%	3.36%	
Rock Climbing	3.45%	3.49%	3.37%	

0-3	3-7	7-10
MILES	MILES	MILES
3.41%	3.66%	3.68%
3.37%	3.4%	3.33%
3.36%	3.94%	4.17%
3.33%	3.2%	3.14%
3.24%	3.25%	3.12%
3.18%	3.3%	3.32%
3.14%	3%	2.92%
3%	2.98%	2.89%
2.7%	2.59%	2.45%
2.45%	2.52%	2.51%
	MILES   3.41%   3.37%   3.36%   3.33%   3.24%   3.18%   3.14%   3%   2.7%	MILES3.41%3.66%3.37%3.4%3.36%3.94%3.33%3.2%3.24%3.25%3.18%3.3%3.14%3%3%2.98%2.7%2.59%

rman Cordova <u>Oak Grove Vance Central Murrells Inlet Gayle Mill Scranton Millwood Blythewood Cow</u> Awendaw Northlake St. Stephen McColl Marion Central Pacolet Bankov <u>Intercultural Institute</u> Goose Creek Ridge Spring Slater-Marietta North Myrtle Beach Heath Sport *Intercultural Institute for Contextual Ministry* Copyright 2011, Intercultural Institute for Contextual Ministry

#### Potential Cultural Barriers -- Introduction (part 1)

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

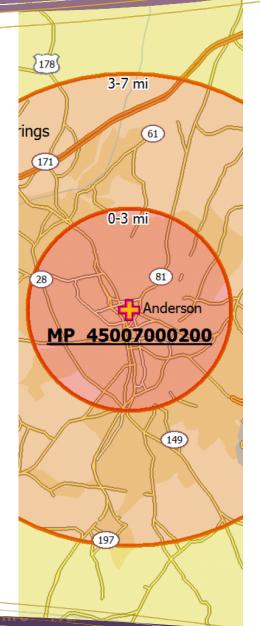
#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



ckhart Promised Land Luray East Gaffney Salley Kline Gifford Camden Greenville Johnsonville Peak Stateburg Lowrys Heath Springs Lesslie Aynor Kiawah Island Clover Intercultural Institute Greeleyville Timmonsville Ninety Six Hardeeville Surfside Beach Shell Por Gontextual Ministry Confectual Ministry Wedgewood Jenkinsville Atlantic Beach Smyrna Sar42

#### 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.

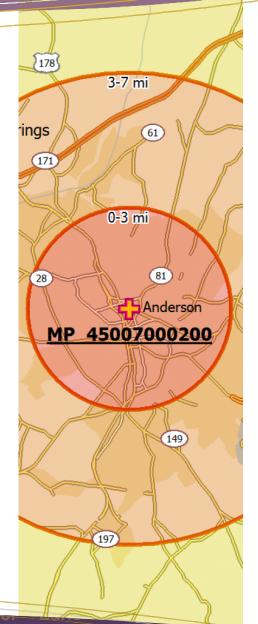
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



n Fort-Mill Society Hill Shell Point Valley Falls Timmonsville Richburg Lake Murray of Richland Marion Gross Hill Kingstree Six Mile Lamar Little River Lincolnville Bamberg Intercultural Institute xington Riverview Startex Newport Brookdale Rembert Latta McCorm for Contextual Ministry Corpyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

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

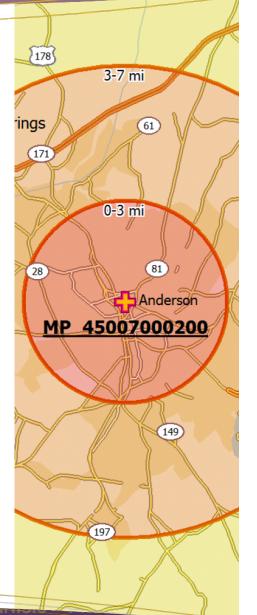
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
mportant Continue Learning	52%	51%	51%
New Things			
Speak My Mind Even If It Upsets	38%	37%	36%
People Find It Difficult To Say No To My	36%	38%	39%
Kids	0070	0070	0070
Like Control Over People And	35%	34%	34%
Resources	/		
Woman's Place Is In The Home	32%	34%	34%
Prefer To Have Few Possessions As Possible	31%	33%	32%
Don't Judge People/Way They Live Life	30%	29%	29%
Like To Do Unconventional	28%	29%	30%
Things	_0,0	_0,0	
Too Much Sponsorship In	26%	25%	24%
Arts/Sports			
If Won Lottery Would Never	26%	27%	26%
Work Again			
Money Is Best Measure Of	24%	25%	25%
Success			
Friends More Important Than My Fam.	24%	24%	24%

I Sellers Elgin Bethune Williamston Campobello Swansea Conway Lake City Kingstree Furman Constitute Clemson Pendleton West Columbia Gayle Mill Andrews Parker Willington Intercultural Institute Atlantic Beach Camden Kline Gantt Shell Point Inman Mills Utica Jacob for Contextual Ministry for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

#### **Potential Cultural Themes**

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

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



Williams Darlington Ridgeville Belton Belvedere Ward Wedgewood Promised Land Bradley Pelion a Gayle Mill Centerville Clio Utica Kiawah Island Hanahan Estill Golder Intercultural Institute incolnville Mauldin North Augusta Central Pacolet Tatum Cross Hill Woodford Contextual Ministry te Copyright 2011, Intercultural Institute for Contextual Ministry Society Hill 45

## **Potential Cultural Themes:**

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

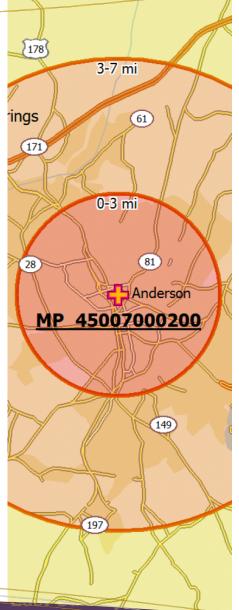
THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	58%	61%	62%	Looking for New Ideas To Improve Home		17%	17%
You Should Seize Opportunities In Life	58%	57%	57%	Worried About Pollution Caused By Cars	18%	18%	18%
Like To Understand About	39%	38%	38%	Real Men Don't Cry	17%	16%	16%
Nature				Try Not To Worry About The	16%	15%	14%
Important Feel Respected By My	35%	34%	34%	Future			
Peers				Provide My Kids With The Little	16%	14%	13%
Prefer Work Part Of Team Than	35%	34%	34%	Extras			
Alone				Is An Important Part Of Who I Am	15%	15%	15%
Important To Juggle Various Tasks	32%	31%	31%	Enjoy Spending Time With My Fam.	13%	13%	13%
Prefer To Have Few	31%	33%	32%	Children Should Be Allowed To	7%	6%	6%
Possessions As Possible				Express Themselves			
Good At Fixing Things	29%	28%	28%	Feel Very Alone In The World	6%	6%	5%
Have Keen Sense Of Adventure	27%	26%	26%	Like Spending Most Time With	5%	5%	5%
People Have To Take Me As	23%	23%	23%	Fam.			
They Find Me				Would Like To Set Up Own	4%	4%	4%
Consider Myself Interested In	22%	20%	20%	Business			
The Arts				Decor Particular Interest To Me	4%	4%	4%
Like To Just Enjoy Life	21%	21%	21%				

ta modges waterioo wateri ni

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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.



Barnwell Hilton Head Island Salley Saluda Campobello Atlantic Beach Honea Path Pinewood Tega Cay Calhoun Falls Garden City Cokesbury Chester Inman Pacolet Loris Intercultural Institute Lake City Ridgeville Johnsonville Perry Starr Southern Shops Roebuc For Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

### **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.

3-7

MILES

18.08%

18.57%

15.03%

14.86%

15.41%

14.33%

15.33%

13.13%

14.12%

13.54%

12.27%

12.4%

7-10

**MILES** 

17.95%

18.83%

14.68%

14.67%

15.08% 14.7%

15.97%

12.66%

14.27%

13.27%

12.1%

12.7%

PLACE	0-3	3-7	7-10		PLACE	0-3
	MILES	MILES	MILES			MILE
Fast Food/Drive-In	85.48%	86.12%	86.35%	-	Red Lobster	18.55
Restaurant-Visit Any					Dairy Queen	18.16
Fam. Restaurants/Steak	78.31%	81.3%	81.9%		IHOP (International House Of	15.64
Houses-Visit Any					Pancakes)	
McDonald's	55.94%	56.78%	57.17%		Domino's Pizza	15.33
Burger King	38.71%	38.46%	38.44%		Outback Steakhouse	14.74
Kentucky Fried Chicken (KFC)	32.04%	30.84%	30.82%		Sonic	14.16
Subway	30.88%	31.68%	31.75%		Cracker Barrel	13.6
Wendy's	29.9%	31.1%	31.21%		TGI Friday's	13.3
Applebee's	28.19%	30.25%	30.57%		Chick-Fil-A	13.3
Taco Bell	27.97%	28.63%	29%		Chili's Grill and Bar	13.12
Pizza Hut	23.64%	23.38%	23.72%		Denny's	12.92
Arby's	22.45%	23.56%	24.03%		Golden Corral	12.7
Olive Garden	20.15%	20.87%	20.71%			

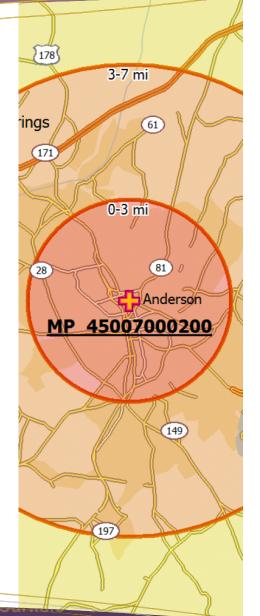


#### **Potential Shared Projects**

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!



If Mount Pleasant Andrews Sumter Kershaw Seabrook Island Pine Ridge Murphys Estates Central Pacel Cariney Nichols Roebuck India Hook Hickory Grove Patrick Mauldin <u>Intercultural Institute</u> Cope United To contextual Mill Prosperity Clarks Hill Lamar Millwo (Contextual Ministry) Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Shared Projects**

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	42.67%	46.06%	46.25%
Recycled products	29.55%	32.8%	32.95%
Worked as volunteer (non political)	14.64%	16.32%	16.32%
Engaged in fund raising	9.66%	10.93%	10.95%
Religious club member	7.37%	7.71%	7.72%
Wrote to editor of mag or newspaper	5.4%	5.68%	5.63%

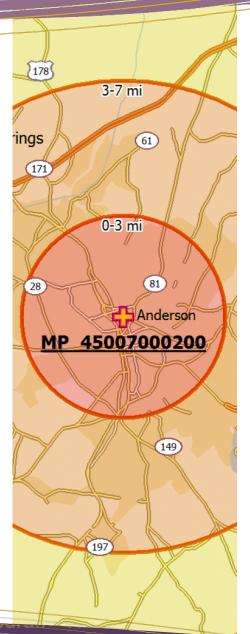
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	5.11%	5.68%	5.64%
Took active part in local civic issue	4.98%	5.13%	5.07%
Church Board	4.88%	5.2%	5.26%
Charitable Organization	4.58%	5.12%	5.19%
Union member	4.37%	5.13%	5.24%
Addressed a public meeting	4.29%	4.73%	4.73%

ook Snelling Union Williams Johnsonville Elgin Eureka Mill Sycamore Wellford Lowrys Promised Land The Gaston Roebuck Mount Croghan Ninety Six Ravenel Liberty Sport Intercultural Institute rg McColl Aynor Charleston West Pelzer Loris Winnsboro Mills Clio for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### **Communication Media Content**

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

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



Calhoun Falls Livingston Little Mountain Moncks Corner Walterboro North Charleston Garden City Pick Section Beaufort Luray Reevesville Bradley Lake Secession Clearwate Intercultural Institute doc Bowman Six Mile Donalds Mulberry Central Eutawville Fort Mill Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

## **Potential Print Media Content:**

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	15.01%	16.11%	15.91%
Children's Books	12.25%	13%	12.94%
Mystery	10.8%	11.42%	11.4%
Cookbooks	10.11%	10.45%	10.39%
Religious (not Bibles)	8.78%	9.07%	9.14%
Romance	6.52%	6.88%	6.86%
History	6.28%	6.6%	6.56%
Personal/Business	6.16%	6.69%	6.6%
Self-help			
Biography	5.91%	6.31%	6.2%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	66.56%	68.1%	67.75%
Gen. Editorial	49.15%	48.5%	48.08%
Womens	43.27%	42.81%	42.49%
Service	33.18%	34.63%	34.76%
Mens	19.01%	18.79%	18.64%
<b>Business/Finance</b>	17.67%	18.35%	17.86%
Sports	15.36%	15.29%	15.01%
Music	15.25%	13.59%	13.18%
Parenthood	14.85%	14.15%	13.91%

rtle Beach Winnsboro Mills Lake View West Union Great Falls Charleston Iva Trenton Utice Vance He Farksville Luray Blackville Belton Kingstree Swansea Summerton Intercultural Institute West Columb dson Yemassee Hilda Manning Orangeburg Cameron Elloree Rember for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	51.11%	53.82%	54.14%
Classified	33.38%	33.55%	33.9%
Sport	30.46%	31.8%	31.96%
Editorial Page	27.66%	29.66%	30.04%
Comics	26.26%	27.11%	27.32%
Business/Finance	26.09%	28.13%	27.93%
Movie Listings & Reviews	24.19%	25.28%	25.14%
Food/Cooking	24.09%	25.25%	25.35%
TV/Radio Listings	23.29%	24.01%	24.14%
Home/Gardening	19.21%	21.07%	21.28%
Travel	17.28%	18.9%	18.83%
Science/Technology	15.36%	16.96%	16.98%
Fashion	14.48%	14.81%	14.63%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Urban Contemporary	25.2%	20.69%	19.39%
CHR Contemp Hit Radio	18.32%	17.96%	17.86%
Country	16.72%	18.96%	20.32%
Adult Contemporary	16.19%	16.75%	16.74%
Oldies	10.39%	10.97%	10.9%
Rock	9.93%	11.26%	11.44%
News/Talk	9.37%	11.09%	10.89%
Variety	8.11%	8.32%	8.04%
Classic Rock	8.06%	9.04%	9.06%
Alternative	7.91%	8.61%	8.42%
Jazz	6.48%	6.26%	6.06%
Soft Contemporary	5.66%	6.29%	6.17%
Religious	5.36%	6.03%	6.14%
Gospel	5.08%	4.45%	4.38%
All News	4.65%	5.31%	5.18%
All Talk	3.48%	3.72%	3.63%
Hispanic	3.26%	2.84%	2.75%
Sports	3.25%	3.76%	3.64%

Red Hill Irmo Ehrhardt Atlantic Beach Millwood Edisto Beach Forest Acres Valley Falls Laurel Bay D Honarch Mill Edgefield Coward Campobello Loris Snelling Woodfield Intercultural Institute Pinewood North Troy Sullivan's Island Spartanburg Hodges Boiling Sproverville Awendaw North Augu 53 ©Copyright 2011, Intercultural Institute for Contextual Ministry

### Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10	MULTIMEDIA: TV 0	)-3
	MILES	MILES	MILES	Λ	MILE
Fox News Channel	59.96%	62.35%	62.63%	TCM (Turner Classic 2	24.37
Soapnet	50.21%	51.06%	50.99%	Movies)	
Satellite Dish	49.65%	53.68%	53.94%	TV Info From Monthly Cable 2	24.16
Other Video-On-Demand	47.44%	44.7%	44.35%	Guide	
Sci-Fi Channel	33.41%	35.41%	35.76%	BET (Black Entertainment 2	23.93
Adult Pay Per View TV	32.61%	34.02%	34.17%	TV)	
MSNBC	32.59%	33.61%	33.58%	ESPN2 2	23.79
Subscribe Digital Cable	31.13%	31.17%	30.94%	Hallmark Channel 2	23.66
Comedy Central	30.91%	31.4%	30.48%	Nick At Nite 2	23.44
TV Info From Sunday TV	27.29%	28.6%	28.75%	ABC Fam. 2	23.39
Vagazine				USA Network 2	23.22
Nickelodeon	26.06%	27.65%	27.94%	The Golf Channel 2	22.68
TV Info From Newspapers	25.32%	26.39%	26.42%	Adult Swim 2	22.44
				T) / Info Erom Other	0.0-

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
TCM (Turner Classic Movies)	24.37%	25.14%	25.01%
TV Info From Monthly Cable Guide	24.16%	24.59%	24.52%
BET (Black Entertainment TV)	23.93%	24.23%	23.75%
ESPN2	23.79%	23.37%	22.58%
Hallmark Channel	23.66%	25.01%	24.74%
Nick At Nite	23.44%	24.73%	24.93%
ABC Fam.	23.39%	23.79%	23.1%
USA Network	23.22%	24.08%	24.07%
The Golf Channel	22.68%	23.51%	23.13%
Adult Swim	22.44%	25.12%	25.3%
TV Info From Other	20.97%	21.24%	21.05%
Lifetime	20.17%	21%	20.94%

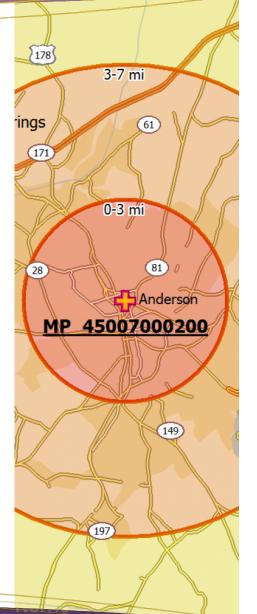
Campobello Beach Intercultura Institute **Grav Court** Dalzell Center Intercultural Institute for Contextual Ministry 54

#### **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.



Aynor Gaston Latta Sans Souci Burnettown Winnsboro Mills Wedgewood Awendaw Bradley Jeffs Port Royal Centerville Wade Hampton West Union Mayesville Piedmont Intercultural Institute Tyrtle Beach Coward Fort Lawn West Pelzer Timmonsville Roebuck Sy for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Prosperity Blythewood Six Mile Reidville Rock Hill

## Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	17.65%	18.91%	18.81%
Medium Users (4-6)	9.77%	10.2%	10.13%
Light Users (1-3)	18.86%	19.68%	19.72%
Quintiles (20%)			
Newspaper I (Heavy)	1.71%	1.54%	1.49%
Newspaper II	1.84%	1.71%	1.69%
Newspaper III	1.55%	1.81%	1.86%
Newspaper IV	0.55%	0.53%	0.58%
Newspaper V (Light)	0.98%	1.01%	1.02%

0-3	3-7	7-10
MILES	MILES	MILES
19.38%	19.42%	19.44%
9.09%	8.96%	8.97%
9.24%	9.45%	9.48%
11.62%	11.73%	11.76%
0.51%	0.61%	0.61%
8.31%	7.42%	7.11%
3.88%	3.41%	3.24%
4.47%	4.04%	3.94%
16.73%	16.56%	16.75%
26.32%	25.66%	25.64%
15.51%	15.55%	15.66%
7.14%	6.77%	6.62%
8.37%	7.15%	6.73%
23.29%	22.61%	22.79%
4.66%	4.05%	3.92%
	MILES   19.38%   9.09%   9.24%   11.62%   0.51%   8.31%   3.88%   4.47%   16.73%   26.32%   15.51%   7.14%   8.37%   23.29%	MILES MILES   19.38% 19.42%   9.09% 8.96%   9.24% 9.45%   11.62% 11.73%   0.51% 0.61%   8.31% 7.42%   3.88% 3.41%   4.47% 4.04%   16.73% 16.56%   15.51% 15.55%   7.14% 6.77%   8.37% 7.15%   23.29% 22.61%

od Jackson Bamberg Arial Monarch Mill Camden Cayce Waterloo Hemingway Clemson Turbeville F ishopville Red Bank Boiling Springs Scranton Wagener North Myrtle Beach Intercultural Institute insonville Great Falls McCormick Lexington Harleyville Roebuck State (State Contextual Ministry) Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILE
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths	/		
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	2.75%	2.94%	2.99%	Prime Time I & II (Heavy)	3.55%	3.6%	3.63
Drive Time III (Medium)	0.62%	0.61%	0.62%	Prime Time III (Medium)	1.64%	1.78%	1.87
Radio IV & V (Light)	2.5%	2.58%	2.5%	Prime Time IV & V (Light)	10.36%	9.13%	8.88
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	9.59%	9.36%	9.36%	Fringe I & II (Heavy)	38.05%	38.93%	39.1
Radio III (Medium)	3.95%	4.41%	4.52%	Fringe III (Medium)	52.97%	53.39%	53.9
Radio IV & V (Light)	3.75%	3.61%	3.53%	Fringe IV (Light)	53.72%	54.92%	55.4
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	12.18%	13.16%	12.96%	All Day I & II (Heavy)	15.23%	14.28%	13.9
Cable III (Medium)	5.44%	4.97%	4.88%	All Day III (Medium)	24.22%	24.01%	24.1
Cable IV & V (Light)	37.63%	35.34%	34.99%	All Day IV (Light)	16.18%	15.11%	14.5



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.72%	12.11%	12.1%
6:00am - 10:00am	15.42%	15.86%	15.3%
10:00am - 3:00pm	11.98%	9.43%	8.58%
3:00pm - 7:00pm	16.04%	14.88%	14.4%
7:00pm - Midnight	12.78%	13.27%	12.88%
Midnight - 6:00am	8.51%	7.04%	6.5%
Weekend Radio			
Listeners			
Dayparts [summary]	15.55%	15.56%	15.35%
6:00am - 10:00am	3.72%	3.94%	3.91%
10:00am-3:00pm	5.59%	5.47%	5.2%
3:00pm - 7:00pm	9.52%	8.36%	7.96%
7:00pm - Midnight	9.62%	9.69%	9.5%
Midnight - 6:00am	14.5%	12.98%	12.35%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.18%	7.93%	7.77%
Saturday: 8:00-11:00pm	7.84%	8.36%	8.32%
Sunday: 7:00-11:00pm	9.67%	9.95%	9.85%
9:00am-1:00pm	23.44%	24.73%	24.93%
9:00am-4:00pm	27.2%	28.61%	28.82%
4:00pm-7:00pm	28.23%	29.36%	29.07%
11:00pm-1:00am	41.65%	42.15%	42.05%
AVG Prime time	4.44%	3.89%	3.69%
Mon-Sun			

Head Island Hemeland Park Riverview Shell Point Newport Norway Luray North Charleston Lake Murray Beach Arcadia Lakes Blackville Heath Springs Hemingway Rockville g Kline Smoaks Cherryvale Bluffton Boiling Springs Branchville St. Jor Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	<b>TV VIEWERS</b>	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	
Weekday			-	Weekend		
6-7am	18.08%	17.54%	16.95%	Sat: 7-10am	Sat: 7-10am 18.27%	Sat: 7-10am 18.27% 18.92%
7-9am	23.79%	23.37%	22.58%	Sat: 10am-1pm	Sat: 10am-1pm 8.19%	Sat: 10am-1pm 8.19% 8.24%
9am-12noon	17.13%	19.49%	20.04%	Sat: 1-4pm	Sat: 1-4pm 24.96%	Sat: 1-4pm 24.96% 25.55%
12noon-4pm	10.07%	9.12%	8.77%	Sat: 4-6pm	Sat: 4-6pm 7.47%	Sat: 4-6pm 7.47% 7.38%
4-6pm	46.31%	48.32%	47.54%	Sat: 6-7pm	Sat: 6-7pm 1.46%	Sat: 6-7pm 1.46% 1.91%
6-7pm	17.36%	18.21%	18.42%	Sat: 7-8pm	Sat: 7-8pm 0.75%	Sat: 7-8pm 0.75% 0.99%
7-7:30pm	1.55%	1.67%	1.56%	Sat: 8-11pm	Sat: 8-11pm 7.84%	Sat: 8-11pm 7.84% 8.36%
7:30-8pm	11%	10.98%	11.08%	Sat: 11pm-1am	Sat: 11pm-1am 5.32%	Sat: 11pm-1am 5.32% 5.42%
8-11pm	7.18%	7.93%	7.77%	Sat: 1am-7pm	Sat: 1am-7pm 23.22%	Sat: 1am-7pm 23.22% 24.08%
11pm-12am	32.59%	33.61%	33.58%	Sun: 7-10am	Sun: 7-10am 2.09%	Sun: 7-10am 2.09% 2.23%
11pm-1am	41.65%	42.15%	42.05%	Sun: 10am-1pm	Sun: 10am-1pm 5.59%	Sun: 10am-1pm 5.59% 6.5%
1-6am	32.23%	31.85%	30.97%	Sun: 1-4pm	Sun: 1-4pm 5.46%	Sun: 1-4pm 5.46% 6.09%
				Sun: 4-7pm	Sun: 4-7pm 12.64%	Sun: 4-7pm 12.64% 13.44%
				Sun: 7-11pm	Sun: 7-11pm 9.67%	Sun: 7-11pm 9.67% 9.95%
				Sun: 11pm-1am	Sun: 11pm-1am 5.29%	Sun: 11pm-1am 5.29% 5.3%
				Sun: 1-7am	Sun: 1-7am 20.14%	Sun: 1-7am 20.14% 21.52%

mston Hampton Clarks Hill St. Stephen Woodruff Taylors Folly Beach Aiken St. George St. Matthews Fangeburg Timmonsville Kiawah Island Cowpens Hickory Grove Lake View Silverstreet Saluda Valley Fa is Rest Williams Paxville Clover Lake City Pickens Roebuck Rockvill of Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Beach Street Solden Grove Denmark Jefferson Les 59

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



# Using the Shared Places, Projects, Media Content and Usage

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

#### Issues for Your Consideration

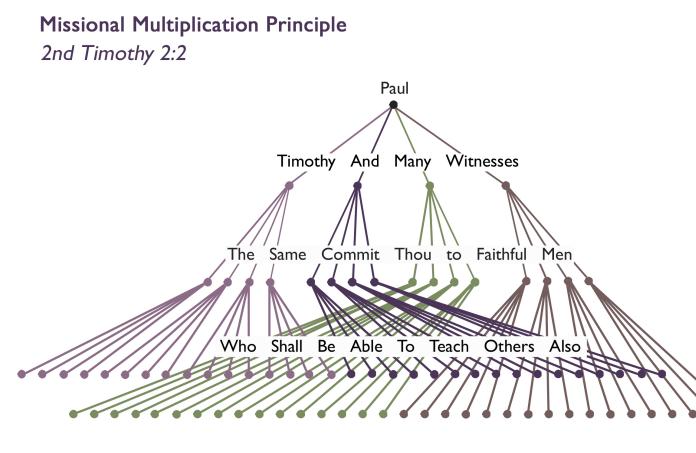
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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



## **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.



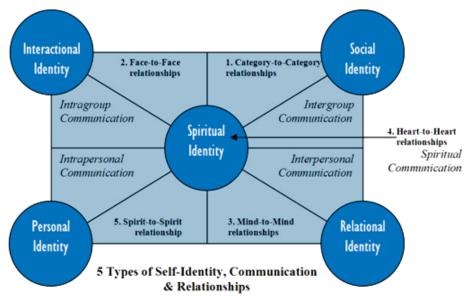
Lodge Socastee Duncan Oakland Parksville West Columbia Inman Mills Lane Springfield Santee winnsbore Mills North Augusta Cheraw South Congaree Pickens Brown Intercultural Institute Lowrys Woodford Mulberry Tatum Lake City Piedmont Sans Souci St Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Description Watts Mills Bowman Columbia Poebuck

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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



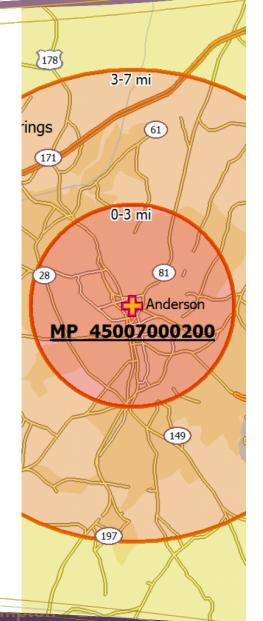


#### Your MissionSite and the Missional Suite

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

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

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



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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.



## APPENDIX: SCBC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Boulevard	700 Boulevard Anderson, SC 29621	0.29 mi	0	
2	Electric City Fellowship	821 North Main Street Suite 8 Anderson, SC 29621	0.46 mi	0	
3	New Spring Church	PO Box 1407 Anderson, SC 29622	0.76 mi	0	
4	Garner Memorial	902 Glenn St Anderson, SC 29625	0.77 mi	0	
5	North Anderson	2308 N Main St Anderson, SC 29621	0.85 mi	0	
6	Anderson First	307 South Manning Street Anderson, SC 29622	0.99 mi	0	
7	Calvary	PO Box 31 Anderson, SC 29622	1.01 mi	0	
8	Central	708 W Whitner St Anderson, SC 29624	1.07 mi	0	
9	Bethel	301 Rogers Street Anderson, SC 29625	1.10 mi	0	
10	Pope Drive	2510 Pope Dr Anderson, SC 29625	1.31 mi	0	
11	River Street	708 E River St Anderson, SC 29624	1.43 mi	0	
12	Riverside	504 S Gossett St Anderson, SC 29624	1.77 mi	0	
13	West Whitner	2403 W Whitner St Anderson, SC 29624	1.87 mi	0	
14	Concord	1012 Concord Rd Anderson, SC 29621	1.95 mi	0	
15	Meadowbrook	2003 Lynn Avenue Anderson, SC 29621	2.02 mi	0	

Little River Barnwell Ridgeville Loris Antreville Spartanburg Gantt Furman Elloree Pickens Lamar eland Lancaster Mill Murrells Inlet Conway Tega Cay Peak Ware Shoals Intercultural Institute Cross Hill Forest Acres Cayce Sans Souci Northlake Shell Point Red for Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Walterbore Hedges Covan Fountain Inp. Monetta

## APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	<b>IICM CGR</b>
16	Capstone Community	PO Box 6021 Anderson, SC 29623	2.27 mi	0	
17	Orrville	2620 South Main Street Anderson, SC 29624	2.48 mi	0	
18	Covenant	4521 Liberty Highway Anderson, SC 29621	2.64 mi	0	
19	Pleasant View	PO Box 13063 Anderson, SC 29624	2.72 mi	0	
20	Eureka	1600 Highway 29 N Anderson, SC 29261	3.05 mi	0	
21	Homeland Park	3010 Abbeville Hwy Anderson, SC 29624	3.12 mi	0	
22	Forest Hill	909 Plantation Rd Anderson, SC 29621	3.15 mi	0	
23	Sierra	2800 Waccamaw Trail Anderson, SC 29621	3.27 mi	0	
24	Midway Community	3000 Midway Road Anderson, SC 29621	3.33 mi	0	
25	Salem	PO Box 1030 Anderson, SC 29622	3.39 mi	0	
26	Varennes Heights	411 Visage Dr Anderson, SC 29626	3.57 mi	0	
27	Centerville	1705 Gerrard Rd Anderson, SC 29625	4.14 mi	0	
28	Parkwood	3903 Dixon Rd Anderson, SC 29625	4.24 mi	0	
29	Southside	206 Hill St Anderson, SC 29624	4.31 mi	0	
30	GraceView	120 Centerville Road Anderson, SC 29625	4.67 mi	0	

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## APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Anderson Community	820 Airline Road Anderson, SC 29624	4.68 mi	0	
32	New Prospect	2503 Whitehall Rd Anderson, SC 29625	5.06 mi	0	
33	Broadway Lake	PO Box 2901 Anderson, SC 29622	5.18 mi	0	
34	Neals Creek	3204 Amity Road Ext Anderson, SC 29621	5.53 mi	0	
35	Providence	PO Box 108 Anderson, SC 29622	5.59 mi	0	
36	Hopewell	3530 Hopewell Rd Anderson, SC 29621	5.65 mi	0	
37	Triangle	1340 Blue Ridge Ave Belton, SC 29627	5.69 mi	0	
38	Clearview	3617 Highway 81 N Anderson, SC 29621	5.80 mi	0	
39	Welcome	PO Box 757 Sandy Springs, SC 29677	6.01 mi	0	
40	Gaffney Road	1025 Gaffney Rd Anderson, SC 29625	6.04 mi	0	
41	Crossway Community	PO Box 268 Sandy Springs, SC 29677	6.13 mi	0	
42	Flat Rock	908 Flat Rock Rd Anderson, SC 29624	6.21 mi	0	
43	Mountain Creek	3407 Highway 29 S Anderson, SC 29626	6.35 mi	0	
44	Heart of Worship Community	110 Springview Drive Anderson, SC 29625	6.65 mi	0	
45	Belton Second	5901 Belton Hwy Belton, SC 29627	6.76 mi	0	

ackson Pelzer <u>South Sumter Cane Savannah Peak Barnwell</u> Trenton Hardeeville Laurel Bay Ehrhardt erville Pacolet Edisto Beach Gilbert Seneca Kline Edgefield Dalzell Intercultural Institute arcliffe Acres Belton Hilda Govan Pamplico Paxville Mauldin Furman (Soutextual Ministry) Corpyright 2011, Intercultural Institute for Contextual Ministry Sumter Dakland Bradley Smooks Arcadia Lakes Olanta Summerton Boiling Springs Pomaria Mount Ca



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