# MissionSite top unreached locations

ANDERSON, SC ANDERSON, SC ANDERSON, SC CENSUS, TRACT, 4500701080C, EGION: Upstate Region SociATION: Anderson County, Anderson SociATION: Anderson County, Differentiation Institute Institute for Contextual Ministry

#### MissionSite (TM) Table of Contents

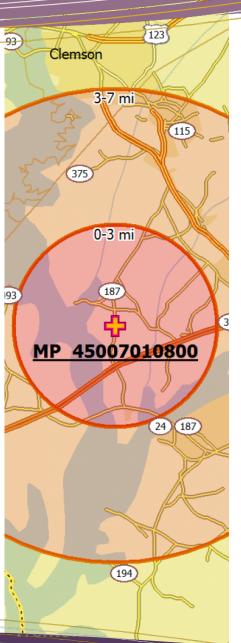
| 1  | Site Location Summary                     | 3  |
|----|---|----|
| 2  | Spirituality Indicators                   | 11 |
| 3  | Current Demographic Summary               | 15 |
| 4  | Projected Demographic Summary             | 20 |
| 5  | Ethnographic Summary                      | 25 |
| 6 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



#### Site Location Summary

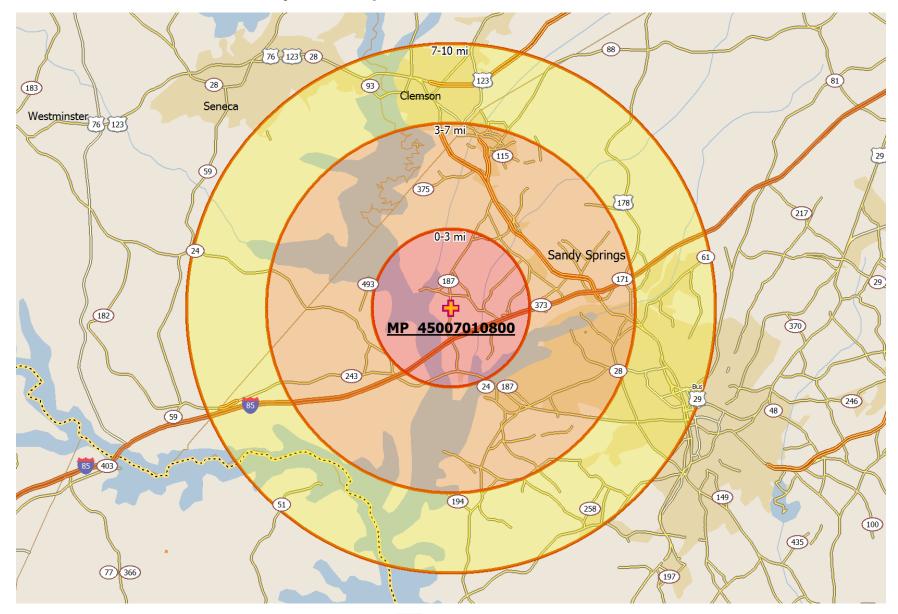
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

|   | Location Typography       | CODE  | LOCATION                              |
|---|---------------------------|-------|---------------------------------------|
| 1 | Region                    | 4501  | Upstate Region                        |
| 2 | Association               | 45AUN | Anderson County                       |
| 3 | County Location           | 45007 | Anderson                              |
| 4 | Zipcode                   | 29625 | Anderson                              |
| 5 | Sitescape Category        | 2     | Townscape                             |
| 6 | Sitescape Group           | 2.1   | Small Towns                           |
| 7 | Sitescape Subgroup        | 2.14  | Small towns adjacent to a medium town |
| 8 | Sitescape Density Pattern | А     | 10000-50000-100000                    |



es Socastee Easley Wagener Lugoff Cameron Vance Olanta Carlisle Pickens Lancaster Forest Acre Leanna Gloverville Judson Mount Pleasant Mayo Gifford Lincolnville Intercultural Institute Chesnee Brookdale Scotia Bowman McCormick Ulmer Denmark Char Confectual Ministry Silverstreet M ©Copyright 2011, Intercultural Institute for Contextual Ministry Windsor Dillon Norris Clipton Jackson Calbour

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



Hampton Langaster Mill Cayce Bethune Reidville Inman Mills Taylors Kiawah Island Lynchburg Lake Startex Gaffney Pine Ridge Woodford Mountville Carlisle Hartsville Clarks Hill Dalzell Golden Grove Red Hill Ravenel Timmonsville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Urbanicity

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

|   | RURAL / URBAN                         | COD<br>E | 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<br>Continuum            | 3        | County in metro area of fewer than 250,000 population   |
| 4 | NCHS Rural Urban<br>Codes             | 4        | Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population   |
| 5 | NCES Urban<br>Centric Locale<br>Codes | 41       | Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster. |
| 6 | IICM RUCA Values<br>Index             | 91       | Metropolitan high commuting: No additional code   |
| 7 | ERS RUCA<br>Commuting Value           | 2        | Metropolitan area high commuting: primary flow 30% or more to a urbanized area  |
| 8 | Percent Commuting to Metro            | 0        | Percent commuting from non metro to metro areas   |

Judson Smoaks Pelzer Newport Antreville Marion Loris Belvedere Chester Oswego McBee Sans S anton Taylors Perry Fairfax Clover Piedmont Chapin Ravenel Sulliver Island Brunson Plum Branch George Bishopville Welcome Whitmire Clinton Fort Lawn Aiken Buck for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry lie Berea Hilda Mayo Honea Path Tatum Edisto B Copyright 2011, Intercultural Institute for Contextual Ministry of Richland St. Matthews Greer Ninety Six Oak Grove

### 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                | 4,987     | 28,766    | 61,348     |
| 2010 Households                | 2,030     | 11,661    | 23,160     |
| 2010 Group Quarters Population | 0         | 80        | 6,419      |

| BAND COMPOSITION                      | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|---------------------------------------|-----------|-----------|------------|
| Population Density National Index     | 13        | 27        | 41         |
| Language Diversity National Index     | 14        | 24        | 25         |
| Foreign Born Diversity National Index | 29        | 76        | 95         |
| Ancestry Diversity National Index     | 73        | 65        | 56         |
| Racial Diversity National Index       | 24        | 34        | 41         |

Hollywood Pelzer West Columbia Cottageville Willington Inman Mills Meggett Bowman Norway Will Heath Springs Johnsonville Rowesville Springdale Sans Souci Aria Intercultural Institute Seneca Atlantic Beach Harleyville Walhalla Lake Secession Hartsville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Site Location Summary - County Environment

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

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

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

Blythewood Stuckey Lesslie Jonesville Five Forks Seneca North Blufton Ladson Ware Shoals Due West Taylors Southern Shops McBee Oakland Newport Bamberg Intercultural Institute ton Seabrook Island Mulberry Chesterfield Bethune Wilkinson Heights Jon Confectual Ministry Secopyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

## Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

| SOCIAL ENVIRONMENT   | 0-3 MI BAND                            | HHLDS | PERCENT |
|----------------------|--|-------|---------|
| Upscale Communities  | Affluent, White-collar Families        | 410   | 20.2%   |
| Mainstay Communities | Established, Diverse Households        | 749   | 36.9%   |
| Working Communities  | Blue-collar, Working Families          | 333   | 16.4%   |
| Country Communities  | Rural, Agri. & Mining Families         | 149   | 7.34%   |
| Aspiring Communities | Young Singles / Aspiring-Multihousing  | 313   | 15.42%  |
| Urban Communities    | High Density, Inner-city Neighborhoods | 76    | 3.74%   |

Charleston East Sumter Salem Socastee Peak Moncks Corner St. Stephen McBee Patrick Port Royal Great Falls Atlantic Beach Greenwood Sullivan's Island Cherryvale Intercultural Institute Grove Simpsonville Burnettown Piedmont Dillon City View Hilton Heat (Sourtextual 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.

Fountain Inn McClellanville Manning Ware Shoals North Hartsville Surfside Beach Yemassee Five Forks Pine Ridge Lamar Edisto Beach Simpsonville Ward Clover Donalds Intercultural Institute Lesslie Ehrhalt atthews Goose Creek Chesnee Plum Branch Scranton Belton Society For Confertual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Contextual Court Contextual Court Contextual Court Contextual Court Contextual Court Contextual Court Court Contextual Court Cour

## 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 | 1,373         | 2.85%   |
| Unreached %                         | 66.88% | 67.65%        | 101.15  |
| Religious But NOT Evangelical HH    | 12,545 | 346           | 2.76%   |
| Religious But NOT Evangelical %     | 17.4%  | 17.03%        | 97.88   |
| Spiritual But NOT Relig or Evang HH | 7,383  | 230           | 3.12%   |
| Spiritual But NOT Relig or Evang %  | 10.24% | 11.35%        | 110.84  |
| Not Evangelical, Not Interested HH  | 28,492 | 801           | 2.81%   |
| Not Evangelical, Not Interested %   | 39.52% | 39.44%        | 99.78   |



Summerton Eureka Will West Union Summerville Stateburg Lake View Sumter Startex Westminster Beach North Mayo Cheraw Centerville Chesnee Williston Clover Mark Intercultural Institute k Elgin Parker Lancaster Kiawah Island Rowesville Tega Cay Easley for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **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    | 2      | 1.71%   |
| Active SCBC Attenders           | 0      | 0      | 0%      |
| Active Evangelical Households   | 13,472 | 371    | 2.75%   |
| Active Evangelical Percent      | 18.69% | 18.26% | 97.69   |
| Inactive Evangelical Households | 10,403 | 286    | 2.75%   |
| Inactive Evangelical Percent    | 14.43% | 14.10% | 97.69   |
| # 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.   |
|----|----------------------------|---------|
| 1  | Mt Tabor                   | 1.07 mi |
| 2  | Asbury                     | 2.07 mi |
| 3  | Oakdale                    | 3.14 mi |
| 4  | Gaffney Road               | 3.49 mi |
| i  | Heart of Worship Community | 3.57 mi |
| 6  | Lakeview                   | 3.98 mi |
| 7  | Grace Memorial             | 4.04 mi |
| 8  | La France First            | 4.15 mi |
| 9  | Fant's Grove               | 4.67 mi |
| 10 | Crossway Community         | 4.88 mi |
| 11 | New Prospect               | 5.03 mi |
| 12 | Welcome                    | 5.08 mi |
| 13 | Townville                  | 5.13 mi |
| 14 | Parkwood                   | 5.28 mi |
| 15 | Double Springs             | 5.44 mi |
|    |                            |         |



## 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

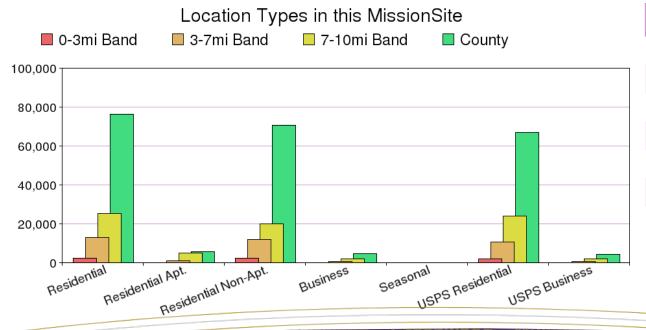
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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 | 3,182 | 2.19%   |
| 2000 Population | 165,740 | 4,264 | 2.57%   |
| 2010 Population | 187,272 | 4,987 | 2.66%   |

| DEMOSCAPE       | COUNTY | BAND  | % OF CO |
|-----------------|--------|-------|---------|
| 1990 Households | 55,480 | 1,261 | 2.27%   |
| 2000 Households | 65,649 | 1,788 | 2.72%   |
| 2010 Households | 72,088 | 2,030 | 2.82%   |

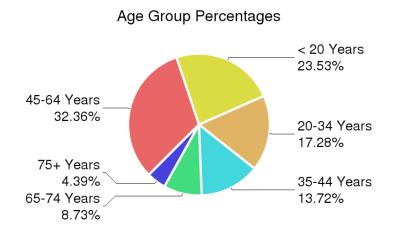


| Location Type        | 0-3mi Band |
|----------------------|------------|
| Residential          | 2,425      |
| Residential Apt.     | 65         |
| Residential Non-Apt. | 2,360      |
| Business             | 63         |
| Seasonal             | 0          |
| USPS Residential     | 2,044      |
| USPS Business        | 43         |

an Chapin Milwood Bucksport Varnville Aiken Pelzer Santee Goose Creek Clinton Edisto Bolling Araterioo Newport Blenheim Edisto Beach Iva Ladson Pomaria Saxora Intercultural Institute Wilkinson Heights Scotia Greenville Allendale Ninety Six Mountville for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

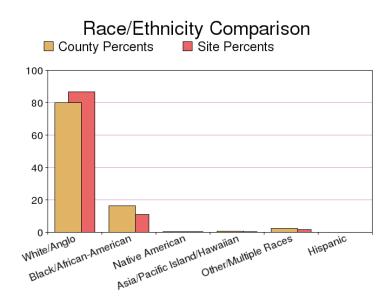


| 2010 POP. ESTIMATES | COUNTY | BAND   | INDEX  |
|---------------------|--------|--------|--------|
| 0-3 Years           | 5.03%  | 4.93%  | 98.01  |
| 4-5 Years           | 2.61%  | 1.9%   | 72.8   |
| 6-8 Years           | 3.95%  | 3.17%  | 80.25  |
| 9-11 Years          | 4%     | 3.69%  | 92.25  |
| 12-13 Years         | 2.69%  | 2.51%  | 93.31  |
| 14-17 Years         | 5.36%  | 4.79%  | 89.37  |
| 18-19 Years         | 2.68%  | 2.51%  | 93.66  |
| 0-5 Years           | 7.64%  | 6.84%  | 89.53  |
| 6-12 Years          | 9.29%  | 8.06%  | 86.76  |
| 13-19 Years         | 9.39%  | 8.6%   | 91.59  |
| < 20 Years          | 26.32% | 23.5%  | 89.29  |
| 20-34 Years         | 17.8%  | 17.26% | 96.97  |
| 35-44 Years         | 12.83% | 13.7%  | 106.78 |
| 45-64 Years         | 27.23% | 32.32% | 118.69 |
| 65-74 Years         | 8.81%  | 8.72%  | 98.98  |
| 75+ Years           | 7.01%  | 4.39%  | 62.62  |
| Median Age          | 40     | 41     | 102.9  |
| Median Age (Male)   | 38     | 42     | 109.21 |
| Median Age (Female) | 41     | 41     | 99.1   |

hwood Bonneau Cane Savannah Walhalla Gilbert Mullins Slater-Marietta West Pelzer Forestbrook Kine Lyman Easley Yemassee Newberry City View Clover Lake Secessing Intercultural Institute Intercultural Institute of Ridgeville On Confertual Ministry and Valley Falls Hemin (or Confertual Ministry Only Hill Cokes) For Confertual Ministry and Comparison Lowndesville Hardeeville Iva Turbeville Wind Comparison Confertual Institute for Contextual Ministry and Comparison Lowndesville Hardeeville Iva Turbeville Wind Comparison Confertual Institute for Contextual Ministry and Comparison Lowndesville Hardeeville Iva Turbeville Wind Comparison Confertual Institute for Contextual Ministry and Comparison Lowndesville Hardeeville Iva Turbeville Wind Comparison Confertual Institute for Contextual Ministry and Comparison Lowndesville Hardeeville Iva Turbeville Wind Comparison Confertual Institute For Contextual Ministry and Comparison Lowndesville For Contextual Ministry Comparison Lowndesville For

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%  | 86.63% | 108.26 |
| Black, African-American         | 16.46%  | 11.07% | 67.25  |
| Native American                 | 0.23%   | 0.28%  | 120.3  |
| Asian                           | 0.81%   | 0.34%  | 41.94  |
| Pacific Island, Hawaiian        | 0.02%   | 0%     | 0      |
| Other/Multiple Races            | 2.46%   | 1.7%   | 69.42  |
| Hispanic                        | 0%      | 0.8%   | 0      |
|                                 |         |        |        |
| Education of Adults (25 yrs+)   |         |        |        |
| Total Adults over age 25 years. | 126,700 | 3,547  |        |
| Less than 9th Grade             | 6.48%   | 4.14%  | 156.39 |
| No High School Diploma          | 12.79%  | 9.08%  | 140.9  |

| Education of Adults (25 yrs+)   |         |        |        |
|---------------------------------|---------|--------|--------|
| Total Adults over age 25 years. | 126,700 | 3,547  |        |
| Less than 9th Grade             | 6.48%   | 4.14%  | 156.39 |
| No High School Diploma          | 12.79%  | 9.08%  | 140.9  |
| High School Graduate            | 34.38%  | 32.37% | 106.21 |
| Some College, no degree         | 19.28%  | 22.05% | 87.47  |
| Associate Degree                | 9.37%   | 7.78%  | 120.4  |
| College Degree                  | 11.45%  | 16.44% | 69.64  |
| Graduate/Prof. degree           | 6.25%   | 8.15%  | 76.75  |
|                                 |         |        |        |

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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%   | 4.48%  | 82.65  |
| \$10,000 to \$19,999        | 13.22% | 12.46% | 94.3   |
| \$20,000 to \$29,999        | 13.27% | 12.56% | 94.68  |
| \$30,000 to \$49,999        | 21.64% | 21.28% | 98.34  |
| \$50,000 to \$59,999        | 9.33%  | 11.08% | 118.85 |
| \$60,000 to \$69,999        | 7.07%  | 6.11%  | 86.41  |
| \$70,000 to \$79,999        | 6.83%  | 7.39%  | 108.18 |
| \$80,000 to \$89,999        | 5.64%  | 7.09%  | 125.83 |
| \$90,000 to \$99,999        | 3.55%  | 4.19%  | 117.86 |
| \$100,000 to \$124,999      | 5.57%  | 3.4%   | 60.98  |
| \$125,000 to \$149,999      | 2.16%  | 2.71%  | 125.2  |
| \$150,000 to \$199,999      | 2.33%  | 5.02%  | 215.6  |
| \$200,000 to \$249,999      | 0.55%  | 0.99%  | 180.26 |
| \$250,000 or more           | 1.05%  | 0.94%  | 89.25  |
| Median Household            | 44,216 | 49,588 | 112.15 |
| Average Household           | 57,535 | 64,263 | 111.69 |
| Per Capita Household        | 22,542 | 26,159 | 116.05 |
| Family/Non-Family Household |        |        |        |
| Income                      |        |        |        |
| Median Family Income        | 53,315 | 59,731 | 112.03 |
| Average Family Income       | 66,380 | 71,089 | 107.09 |
| Median Non-Family Income    | 25,410 | 33,588 | 132.18 |
| Average Non-Family Income   | 35,351 | 36,868 | 104.29 |

Watts Mills Denmark Pamplico Elgin Goose Creek Jackson Livingston Privateer Edisto Lake Wylie Moncks Corner Springfield Belton Paxville Startex Beaufort Powder Intercultural Institute nan Pinewood Union Blenheim Johnston Gaffney South Congaree Love for Contestual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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.

|        |   | Index  |
|--------|---|--|
| 71.49% | 71.23%  | 99.63  |
| 32.83% | 28.57%  | 87.02  |
| 38.66% | 42.66%  | 110.35   |
|        |   |  |
| 28.51% | 28.77%  | 100.92   |
| 0.31   | 0.25  | 79.27  |
| 28.2   | 28.52   | 101.16   |
|        |   | Index  |
| 84,787 | 2,662   |  |
| 14.98% | 23.74%  | 158.51   |
| 63.47% | 62.66%  | 98.73%   |
| 21.56% | 13.6%   | 63.09  |
|        |   | Index  |
| 2.56   | 2.46  | 96.09  |
| 3.10   | 2.94  | 94.84  |
| 1.19   | 1.27  | 106.72   |
|        |   | Percent  |
| 17,260 | 461   | 2.67%  |
| 24,413 | 814   | 3.33%  |
| 24,308 | 629   | 2.59%  |
| 6,107  | 126   | 2.06%  |
|        | 32.83%     38.66%     28.51%     0.31     28.2     34,787     14.98%     63.47%     21.56%     3.10     1.19     17,260     24,413     24,308 | 32.83%   28.57%     38.66%   42.66%     28.51%   28.77%     0.31   0.25     28.2   28.52     34,787   2,662     14.98%   23.74%     63.47%   62.66%     21.56%   13.6%     2.56   2.46     3.10   2.94     1.19   1.27     1.7,260   461     24,413   814     24,308   629 |

ert Patrick New Ellenton Salley Eastover Union Brookdale St. Stephen Laurel Bay Gayle Mill McColl Elko Myrtle Beach Newport Nichols Seabrook Island Ridgeland Shilow Intercultural Institute Cameron Red Bank Westminster York Lake City Ruby Richburg Bradle All Structural Ministry For Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

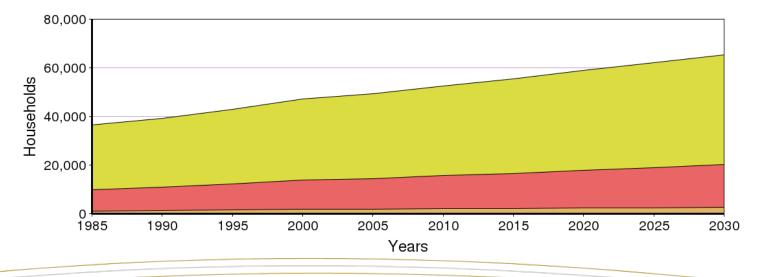
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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 | 3,182                         | 2.19%                                |
| 165,740 | 4,264                         | 2.57%                                |
| 187,272 | 4,987                         | 2.66%                                |
| 199,116 | 5,256                         | 2.64%                                |
|         | 145,196<br>165,740<br>187,272 | 145,1963,182165,7404,264187,2724,987 |

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 📕 0-7mi Ring

g 🛛 📃 0-10mi Ring



Valley Falls North Augusta Santee Kershaw Due West Patrick Cordova Beaufort Lake City Jeanna Liffalo Norway Jackson Fort Mill Judson Jefferson Livingston Taylors Intercultural Institute Clinton Bowman Little River McBee Promised Land Myrtle Beach W Jor Contextual Ministry Contextual Ministry Corder and Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Marion Cottageville Bamberg East Gaffney Wade Ham

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

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

**Projected Age Group Percentages** 

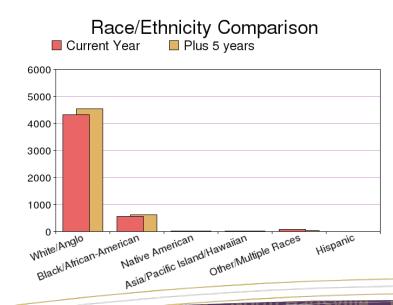
45-64 Years
31.55%
75+ Years
5.26%
65-74 Years
9.77%

| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YEARS | INDEX  |
|-----------------------|---------|--------------|--------|
| 0-3 Years             | 4.93%   | 4.49%        | 91.08  |
| 4-5 Years             | 1.9%    | 1.81%        | 95.26  |
| 6-8 Years             | 3.17%   | 3.22%        | 101.58 |
| 9-11 Years            | 3.69%   | 3.46%        | 93.77  |
| 12-13 Years           | 2.51%   | 2.53%        | 100.8  |
| 14-17 Years           | 4.79%   | 4.87%        | 101.67 |
| 18-19 Years           | 2.51%   | 2.55%        | 101.59 |
| 0-5 Years             | 6.84%   | 6.3%         | 92.11  |
| 6-12 Years            | 8.06%   | 7.93%        | 98.39  |
| 13-19 Years           | 8.6%    | 8.69%        | 101.05 |
| < 20 Years            | 23.5%   | 22.92%       | 97.53  |
| 20-34 Years           | 17.26%  | 17.77%       | 102.95 |
| 35-44 Years           | 13.7%   | 12.65%       | 92.34  |
| 45-64 Years           | 32.32%  | 31.51%       | 97.49  |
| 65-74 Years           | 8.72%   | 9.76%        | 111.93 |
| 75+ Years             | 4.39%   | 5.25%        | 119.59 |
| Median Age            | 40      | 41           | 104.48 |
| Median Age (Male)     | 38      | 43           | 112.25 |
| Median Age (Female)   | 41      | 41           | 100.36 |

Kershaw Campobello Walterboro Sullivan's Island Cayce Bluffton Folly Beach Multins Ruby Peak Johnsonville Branchville Centerville Elko Pacolet Winnsboro Mills Intercultural Institute Wellford Hanahan Roebuck North Augusta Cowpens Beaufort Model for Contextual Ministry Cross Hill Mayo Wedgewood Hilda Darlington Indi 21

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                    | 86.63%  | 86.49%     | 99.85  |
| Black, African-American         | 11.07%  | 11.89%     | 107.43 |
| Native American                 | 0.28%   | 0.3%       | 108.44 |
| Asian                           | 0.34%   | 0.57%      | 167.44 |
| Pacific Island, Hawaiian        | 0%      | 0%         | 0      |
| Other/Multiple Races            | 1.7%    | 0.74%      | 43.53  |
| Hispanic                        | 0%      | 0%         | 0      |
|                                 |         |            |        |
| Education of Adults (25 yrs+)   |         |            |        |
| Total Adults over age 25 years. | 3,547   | 3,747      |        |
| Less than 9th Grade             | 4.14%   | 3.2%       | 77.28  |
| No High School Diploma          | 9.08%   | 8.03%      | 88.49  |
| High School Graduate            | 32.37%  | 32.72%     | 101.09 |
| Some College, no degree         | 22.05%  | 22.39%     | 101.56 |
| Associate Degree                | 7.78%   | 8.59%      | 110.44 |
| College Degree                  | 16.44%  | 16.36%     | 99.53  |
| Graduate/Prof. degree           | 8.15%   | 8.7%       | 106.78 |
|                                 |         |            |        |

Calfney Ladson Newberry Moncks Corner Yemassee Latta Pendleton Southern Shops Belton Shile Charleston Cayce Nichols Winnsboro Burton Blackville Brunson Intercultural Institute Chesterfield Awendaw Williamston Due West Reevesville St. Andrews (on textual 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.

|                             | QUEDENT |              |        |
|-----------------------------|---------|--------------|--------|
| CURRENT VS. PROJECTED       | CURRENT | PLUS 5 YEARS | INDEX  |
| Household Income            |         |              |        |
| < \$10,000                  | 4.48%   | 4.11%        | 91.62  |
| \$10,000 to \$19,999        | 12.46%  | 11.94%       | 95.79  |
| \$20,000 to \$29,999        | 12.56%  | 11.89%       | 94.66  |
| \$30,000 to \$49,999        | 21.28%  | 20.34%       | 95.6   |
| \$50,000 to \$59,999        | 11.08%  | 10.74%       | 96.94  |
| \$60,000 to \$69,999        | 6.11%   | 6.02%        | 98.51  |
| \$70,000 to \$79,999        | 7.39%   | 8.21%        | 98.88  |
| \$80,000 to \$89,999        | 7.09%   | 7.69%        | 101.66 |
| \$90,000 to \$99,999        | 4.19%   | 4.49%        | 107.21 |
| \$100,000 to \$249,999      | 3.4%    | 3.68%        | 108.18 |
| \$125,000 to \$149,999      | 2.71%   | 2.96%        | 109.28 |
| \$150,000 to \$199,999      | 5.02%   | 6.02%        | 119.75 |
| \$200,000 to \$249,999      | 0.99%   | 0.86%        | 87.25  |
| \$250,000 or more           | 0.94%   | 0.86%        | 91.84  |
| Median Household            | 49,588  | 52,036       | 104.94 |
| Average Household           | 64,263  | 69,463       | 108.09 |
| Per Capita Household        | 26,159  | 27,674       | 105.79 |
|                             |         |              |        |
| Family/Non-Family Household |         |              |        |
| Income                      |         |              |        |
| Median Family Income        | 59,731  | 63,100       | 105.64 |
| Average Family Income       | 71,089  | 77,753       | 109.37 |
| Median Non-Family Income    | 33,588  | 35,381       | 105.34 |
| Average Non-Family Income   | 36,868  | 41,503       | 112.57 |

Seneca Millwood Homeland Park East Sumter Pomaria Georgetown Edgefield Williston Central Joh Hanning Newport Wade Hampton Brunson Cokesbury Pinewood East Control Lodge Rock Hill Isle of P Marion Varnville Fort Mill Pelzer Edisto Beach Patrick Conway Green for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Corportion Variation 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        | 71.23%  | 71.16%       | 99.89   |
| Families with Children     | 28.57   | 27.51        | 96.28   |
| Families without Children  | 42.66   | 43.46        | 101.87  |
| Non-Family Households      |         |              |         |
| % Non-Family Households    | 28.77%  | 28.84%       | 100.26  |
| Non-Families with Children | 0.25    | 0.14         | 100.26  |
| Non-Families without       | 28.52   | 28.7         | 100.63  |
| Children                   |         |              |         |
|                            |         |              |         |
| Housing Units              |         |              |         |
| Total Housing Units        | 2,662   | 2,759        | 103.64% |
| Vacant percent             | 23.74%  | 24.1%        | 101.52  |
| Owned percent              | 62.66%  | 62.31%       | 99.43   |
| Rented Percent             | 13.6%   | 13.63%       | 100.22  |
|                            |         |              |         |
| Households by Size         |         |              |         |
| Avg household size         | 2.46    | 2.51         | 102.03% |
| Avg family hh size         | 2.94    | 3.03         | 103.06% |
| Avg non-family hh size     | 1.27    | 1.22         | 96.06%  |
|                            |         |              |         |
| Households By Count of     |         |              |         |
| Persons                    |         |              |         |
| One                        | 461     | 474          | 102.82% |
| Two                        | 814     | 805          | 98.89%  |
| Three or Four              | 629     | 667          | 106.04% |
| Five+                      | 126     | 148          | 117.46% |

Latta Cheraw <u>Central Bamberg Smyrna Shell Point Lake View</u> Blackville Whitmire Coward Awenday nea Path Aynor Six Mile Gifford Inman Bennettsville St. Andrews Glover Intercultural Institute Mill Springdale Murphys Estates Belton Brunson Hodges Clinton Was for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# **Ethnographic Summary**

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

| BORN IN:         | 0-3   | 3-7   | 7-10  | BORN IN:        | BORN IN: 0-3      | BORN IN: 0-3 3-7    |
|------------------|-------|-------|-------|-----------------|-------------------|---------------------|
|                  | MILES | MILES | MILES |                 | MILES             | MILES MILES         |
| Foreign Born Pop | 69    | 472   | 2,214 | Eastern Africa  | Eastern Africa 0  | Eastern Africa 0 0  |
| Northern Europe  | 6     | 60    | 151   | Middle Africa   | Middle Africa 0   | Middle Africa 0 0   |
| Western Europe   | 11    | 87    | 233   | Northern Africa | Northern Africa 0 | Northern Africa 0 0 |
| Southern Europe  | 0     | 0     | 77    | Southern Africa | Southern Africa 0 | Southern Africa 0 1 |
| Eastern Europe   | 0     | 24    | 103   | Western Africa  | Western Africa 0  | Western Africa 0 0  |
| Other Europe     | 0     | 0     | 0     | Other Africa    | Other Africa 0    | Other Africa 0 0    |
| Eastern Asia     | 25    | 17    | 298   | Oceania         | Oceania 0         | Oceania 0 3         |
| So. Central Asia | 27    | 86    | 296   | Caribbean       | Caribbean 0       | Caribbean 0 9       |
| SE Asia          | 0     | 29    | 132   | Central Amer.   | Central Amer. 0   | Central Amer. 0 66  |
| Western Asia     | 0     | 14    | 121   | South America   | South America 0   | South America 0 10  |
| Other Asia       | 0     | 0     | 0     | North America   | North America 0   | North America 0 66  |
|                  |       |       |       | Born at sea     | Born at sea 0     | Born at sea 0 0     |



# Language Summary

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

| SPOKEN AT HOME        | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES | SPOKEN AT HOME              | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES |
|-----------------------|--------------|--------------|---------------|-----------------------------|--------------|--------------|---------------|
| English only          | 3,500        | 21,100       | 54,700        | Other Indo-Euro             | 0            | 3            | 50            |
| Spanish               | 45           | 408          | 1,384         | Asian/PI languages          | 0            | 0            | 0             |
| Other Indo-Euro       | 43<br>89     | 494          | 1,135         | Chinese                     | 0            | 7            | 255           |
| language              | 09           | 434          | 1,155         | Japanese                    | 0            | 4            | 17            |
| French (incl. Patois, | 38           | 136          | 336           | Korean                      | 0            | 8            | 59            |
| Cajun)                | 50           | 150          | 550           | Mon-Khmer,                  | 0            | 0            | 3             |
| French Creole         | 0            | 0            | 0             | Cambodian                   | 0            | 0            | 5             |
| Italian               | 13           | 11           | 39            | Miao, Hmong                 | 0            | 0            | 0             |
| Portuguese            | 0            | 15           | 37            | Thai                        | 0            | 6            | 25            |
| German                | 0            | 182          | 294           | Laotian                     | 0            | 0            | 0             |
| Yiddish               | 0            | 0            | 0             | Vietnamese                  | 0            | 2            | 55            |
| Other West Germanic   | 11           | 7            | 31            | Other Asian                 | 0            | 2<br>16      | 174           |
| A Scandinavian        | 0            | 14           | 13            |                             | 0            | 8            | 44            |
|                       | 0            | 14           | 15            | Tagalog<br>Other Pacific Is | 0            | 0            | 44<br>12      |
| Language<br>Greek     | 0            | 7            | 94            |                             | 0            | 4            | 200           |
| Russian               | 0            | 9            |               | Other languages             | 0            | 4            |               |
| Polish                | -            |              | 5             | Navajo                      | -            |              | 3             |
|                       | 0            | 16           | 25            | Other Native N.             | 0            | 0            | 0             |
| Serbo-Croatian        | 0            | 0            | 0             | American                    | 0            | 0            | 0             |
| Other Slavic Language | 0            | 2            | 5             | Hungarian                   | 0            | 0            | 2             |
| Armenian              | 0            | 0            | 0             | Arabic                      | 0            | 4            | 163           |
| Persian               | 0            | 0            | 0             | Hebrew                      | 0            | 0            | 0             |
| Gujarathi             | 0            | 52           | 51            | African languages           | 0            | 0            | 32            |
| Hindi                 | 0            | 14           | 122           | Other unspecified           | 0            | 0            | 0             |
| Urdu                  | 0            | 0            | 0             |                             |              |              |               |

In Diumon Kowesville Hickory Grove

North Augusta Central New Ellenton City View Williamston Newberry Lake City Brunson Homeland Creek Clarks Hill West Pelzer Fort Mill Lynchburg Wade Hampton Intercultural Institute Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Andrews Edgefield Myrtle Beach Modoc Greenville

# 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  | 2,905 | 16,660 | 43,796 | Irish              | Irish 278             | Irish 278 1,790           |
| Arab                | 5     | 43     | 270    | Italian            | Italian 72            | Italian 72 291            |
| Armenian            | 0     | 0      | 2      | Lithuanian         | Lithuanian 0          | Lithuanian 0 31           |
| Austrian            | 0     | 4      | 90     | Norwegian          | Norwegian 6           | Norwegian 6 67            |
| British             | 16    | 91     | 417    | Polish             | Polish 19             | Polish 19 150             |
| Canadian            | 0     | 17     | 93     | Portuguese         | Portuguese 0          | Portuguese 0 16           |
| Croatian            | 0     | 0      | 10     | Romanian           | Romanian 0            | Romanian 0 0              |
| Czech               | 0     | 18     | 62     | Russian            | Russian 16            | Russian 16 32             |
| Czechoslovak        | 0     | 0      | 5      | Scandinavian       | Scandinavian 0        | Scandinavian 0 5          |
| Danish              | 18    | 14     | 28     | Scotch-Irish       | Scotch-Irish 182      | Scotch-Irish 182 880      |
| Dutch               | 41    | 144    | 424    | Scottish           | Scottish 53           | Scottish 53 248           |
| English             | 413   | 1,864  | 4,861  | Slovak             | Slovak 0              | Slovak 0 13               |
| European            | 80    | 242    | 633    | Subsaharan African | Subsaharan African 35 | Subsaharan African 35 233 |
| Finnish             | 0     | 1      | 39     | Swedish            | Swedish 26            | Swedish 26 36             |
| French (not Basque) | 99    | 297    | 671    | Swiss              | Swiss 5               | Swiss 5 10                |
| French Canadian     | 7     | 118    | 180    | Ukrainian          | Ukrainian 0           | Ukrainian 0 3             |
| German              | 220   | 1,616  | 4,608  | US/American        | US/American 645       | US/American 645 4,683     |
| Greek               | 0     | 17     | 178    | Welsh              | Welsh 10              | Welsh 10 68               |
| Hungarian           | 0     | 17     | 120    | West Indian        | West Indian 0         | West Indian 0 8           |
| Iranian             | 0     | 0      | 16     | Yugoslavian        | Yugoslavian 0         | Yugoslavian 0 0           |
|                     |       |        |        | Other              | Other 658             | Other 658 3,594           |

ay Seabrook Island East Galfney Loris Latta Great Falls Dalzell Allendale Greenville Mullins anchville North Augusta Shiloh Kline Wade Hampton Winnsboro Mills ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Contextual Ministry Contextual Ministry Contextual Contextual Ministry

27

## Using the Demographic Indicators

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

#### Issues for Your Consideration

- 1. The Demoscape information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?
- 2. The age categories on pages 16 and 21 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?
- 3. The racial/ethnic and education categories listed on pages 17 & 22 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?



# Using the Demographic Indicators

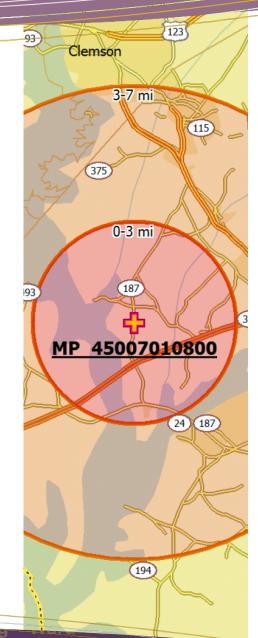
#### Issues for Your Consideration - continued

- 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?



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.



Luray Bethune Watts Mills Smoaks Clinton Hardeeville Dillon Hollywood Branchville Conway Picker The Path Union Hampton St. George Cowpens Forest Acres Scotia British Acres Beaufort Ruby Be ling Springs Utica Elgin Orangeburg Travelers Rest St. Matthews Carling Confectual Ministry Wyle Ridgewa Copyright 2011, Intercultural Institute for Contextual Ministry Corner Timmonsville West Pelzer Vance McConnell 30

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                        | 2,030            | 100%   | 1,379                  | 100%   |
| AFFLUENT SUBURBIA            | 115              | 5.67%  | 87                     | 6.31%  |
| America's Wealthiest         | 66               | 3.25%  | 53                     | 3.84%  |
| Dream Weavers                | 5                | 0.25%  | 4                      | 0.29%  |
| White Collar Suburbia        | 0                | 0%     | 0                      | 0%     |
| Upscale Suburbia             | 0                | 0%     | 0                      | 0%     |
| Enterprising Couples         | 0                | 0%     | 0                      | 0%     |
| Small Town Success           | 44               | 2.17%  | 30                     | 2.18%  |
| New Suburbia Fam.            | 0                | 0%     | 0                      | 0%     |
| UPSCALE AMERICA              | 295              | 14.53% | 199                    | 14.43% |
| Status Conscious Consumers   | 0                | 0%     | 0                      | 0%     |
| Affluent Urban Professionals | 0                | 0%     | 0                      | 0%     |
| Urban Commuter Fam.          | 290              | 14.29% | 195                    | 14.14% |
| Solid Suburban Mix           | 0                | 0%     | 0                      | 0%     |
| 2nd Generation Success       | 0                | 0%     | 0                      | 0%     |
| Successful Urban Sprawl      | 5                | 0.25%  | 4                      | 0.29%  |
| SM TWN SUCCESS               | 691              | 34.04% | 452                    | 32.78% |
| Successful Urban Sprawl      | 14               | 0.69%  | 4                      | 0.29%  |
| 2nd City Homebodies          | 440              | 21.67% | 10                     | 0.73%  |
| Prime Middle America         | 0                | 0%     | 287                    | 20.81% |
| Urban Optimists              | 237              | 11.67% | 0                      | 0%     |
| Family Convenience           | 0                | 0%     | 151                    | 10.95% |
| Mid-Market Enterprise        | 0                | 0%     | 0                      | 0%     |

ea Wedgewood West Columbia Monarch Mill Ehrhardt Hilda South Sumter Liberty India Hook Darlingte Eutawville Mulberry Greenwood Kingstree Lancaster North Charleston Intercultural Institute Ridgeville Eastover Red Hill Dunean St. Stephen Lancaster Mill K for Confectual Ministry Confectual Ministry Statter Rockville Golden Grove Gifford Lake Secession Slater-Mari 31 Copyright 2011, Intercultural Institute for Contextual Ministry Bediete Beach Shelling McColl Springdale Parksville Ulmer Pinewood Butta

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                     | 2,030            | 100%   | 1,379                  | 100%   |
| BLUE COLLAR BACKBONE      | 1                | 0.05%  | 1                      | 0.07%  |
| Nuevo Hispanic Fam.       | 0                | 0%     | 0                      | 0%     |
| Working Rural Suburbia    | 1                | 0.05%  | 1                      | 0.07%  |
| Lower Income Essentials   | 0                | 0%     | 0                      | 0%     |
| Small Town Endeavors      | 0                | 0%     | 0                      | 0%     |
| AMER. DIVERSITY           | 58               | 2.86%  | 40                     | 2.9%   |
| Ethnic Urban Mix          | 0                | 0%     | 0                      | 0%     |
| Urban Blues               | 0                | 0%     | 0                      | 0%     |
| Professional Urbanites    | 30               | 1.48%  | 22                     | 1.6%   |
| Urban Advancement         | 0                | 0%     | 0                      | 0%     |
| Amer. Great Outdoors      | 28               | 1.38%  | 18                     | 1.31%  |
| Mature America            | 0                | 0%     | 0                      | 0%     |
| METRO FRINGE              | 332              | 16.35% | 228                    | 16.53% |
| Steadfast Conservative    | 332              | 16.35% | 228                    | 16.53% |
| Moderate Conventionalists | 0                | 0%     | 0                      | 0%     |
| Southern Blues            | 0                | 0%     | 0                      | 0%     |
| Urban Grit                | 0                | 0%     | 0                      | 0%     |
| Grass-Roots Living        | 0                | 0%     | 0                      | 0%     |

Ruby Lake Secession Fountain Inn Elloree Salley Olanta Conway Ninety Six Brunson Ward Pawley Firwin McColl Berea Coronaca Abbeville Edgefield Bucksport Richer Intercultural Institute In Scotia Darlington Laurel Bay Blenheim West Union Hemingway for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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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                      | 2,030            | 100%   | 1,379                  | 100%   |
| REMOTE AMERICA             | 131              | 6.45%  | 78                     | 5.66%  |
| Hardy Rural Fam.           | 79               | 3.89%  | 48                     | 3.48%  |
| Rural Southern Living      | 50               | 2.46%  | 29                     | 2.1%   |
| Coal & Crops               | 2                | 0.1%   | 1                      | 0.07%  |
| Native America             | 0                | 0%     | 0                      | 0%     |
| ASPIRING CONTEMP'S         | 313              | 15.42% | 232                    | 16.82% |
| Young Cosmopolitans        | 0                | 0%     | 0                      | 0%     |
| Minority Metro Communities | 313              | 15.42% | 232                    | 16.82% |
| Stable Careers             | 0                | 0%     | 0                      | 0%     |
| Aspiring Hispania          | 0                | 0%     | 0                      | 0%     |
| RURAL VILLAGES & FARMS     | 18               | 0.89%  | 10                     | 0.73%  |
| Aspiring Hispania          | 6                | 0.3%   | 0                      | 0%     |
| Industrious Country Living | 0                | 0%     | 4                      | 0.29%  |
| America's Farmland         | 6                | 0.3%   | 0                      | 0%     |
| Comfy Country Living       | 0                | 0%     | 4                      | 0.29%  |
| Small Town Connections     | 6                | 0.3%   | 0                      | 0%     |
| Hinterland Fam.            | 0                | 0%     | 2                      | 0.15%  |
| Hinterland Fam.            | 0                | 0%     | 2                      | 0.15%  |

Murrells Inlet Fountain Inn Sharon Travelers Rest Meggett Cope Paxville North Salley Greenville D Brookdale Gantt Tega Cay Cane Savannah Roebuck Cokesbury Part Springdale Kline Promise outhern Shops Pickens Blythewood Jackson Sycamore Snelling River (or Contextual Ministry Valhalla Salem Copyright 2011, Intercultural Institute for Contextual Ministry Cross Hill Bluffton Cordova Hollywood Arial Mauldi 33

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                    | 2,030            | 100%  | 1,379                  | 100%  |
| STRUGGLING SOCIETIES     | 65               | 3.2%  | 44                     | 3.19% |
| Rugged Southern Style    | 0                | 0%    | 0                      | 0%    |
| Latino Nuevo             | 0                | 0%    | 0                      | 0%    |
| Struggling city Centers  | 65               | 3.2%  | 44                     | 3.19% |
| College Town Communities | 0                | 0%    | 0                      | 0%    |
| New Beginnings           | 0                | 0%    | 0                      | 0%    |
| URBAN ESSENCE            | 11               | 0.54% | 8                      | 0.58% |
| Unattached Multicultures | 0                | 0%    | 0                      | 0%    |
| Academic Necessities     | 0                | 0%    | 0                      | 0%    |
| Af. Amer. Neighborhoods  | 11               | 0.54% | 8                      | 0.58% |
| Urban Diversity          | 0                | 0%    | 0                      | 0%    |
| New Generation Activists | 0                | 0%    | 0                      | 0%    |
| Getting By               | 0                | 0%    | 0                      | 0%    |
| VARYING LIFESTYLES       | 0                | 0%    | 0                      | 0%    |
| Military Family Life     | 0                | 0%    | 0                      | 0%    |
| Major University Towns   | 0                | 0%    | 0                      | 0%    |
| Gray Perspectives        | 0                | 0%    | 0                      | 0%    |

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# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

Bowman Hartsville Rowesville Coward Mount Carmel Brookdale Hananan Feuntain Inn Aynor Murre Lockhart Jenkinsville Belvedere Hollywood Sellers Folly Beach Intercultural Institute ireenville Blythewood Ridge Spring Chesterfield Cameron Abbeville Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

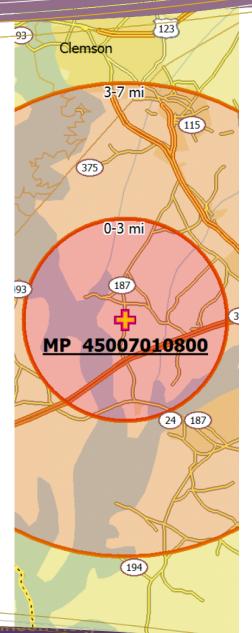
#### **Potential Cultural Bridges**

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

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

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

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



getown Mayo Riverview Inman Mills Clio Modoc Lake View Blenheim Pickens Lancaster Elko Cowar Dillon Ravenel Pine Ridge Newport Conway Gilbert Mauldin Campober India Hook Arial Pelion H nning Gantt West Pelzer Greeleyville Garden City Mullins Paxville Sur Contextual Ministry viecopyright 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                     | 81%   | 80%   | 77%   |
| Use Comp. for Internet/E-mail | 65%   | 63%   | 60%   |
| Internet Use: E-Mail          | 54%   | 52%   | 51%   |
| Use Comp. for Word Processing | 42%   | 41%   | 37%   |
| Use Comp. for Comp. Games     | 42%   | 41%   | 38%   |
| Use Comp. for Shopping        | 38%   | 37%   | 35%   |
| Use Comp. for Digital Camera  | 37%   | 34%   | 33%   |
| Photo Editing                 |       |       |       |
| Use Comp. for Banking         | 34%   | 33%   | 31%   |
| Use Comp. for Education       | 34%   | 33%   | 32%   |
| HH Owns DVD Player            | 30%   | 29%   | 28%   |
|                               |       |       |       |

| BRIDGES                           | 0-3   | 3-7   | 7-10  |
|-----------------------------------|-------|-------|-------|
|                                   | MILES | MILES | MILES |
| Internet Use: News/ Weather       | 29%   | 29%   | 30%   |
| Internet Use: Banking             | 28%   | 27%   | 26%   |
| Use Comp. for News/Info./Data     | 25%   | 24%   | 24%   |
| Service                           |       |       |       |
| PC-Network-HH Has One             | 20%   | 19%   | 18%   |
| Use Comp. for Accounting          | 16%   | 15%   | 14%   |
| Use Comp. for Personal Financial  | 15%   | 14%   | 14%   |
| Mngmnt                            |       |       |       |
| Internet Use: Shopping: Gathered  | 14%   | 13%   | 12%   |
| Info. for Shopping                |       |       |       |
| Use Comp. for Filing/DB Mngmnt    | 13%   | 13%   | 12%   |
| Internet Use: Shopping: Made A    | 12%   | 12%   | 11%   |
| Purchase                          |       |       |       |
| Internet Use: Research/ Education | 12%   | 12%   | 13%   |



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   | 68%   | 68%   | 68%   |
| Dining Out (Not Fast | 59%   | 59%   | 58%   |
| Food)                |       |       |       |
| Reading Books        | 54%   | 54%   | 55%   |
| Card Games           | 43%   | 43%   | 42%   |
| Go To A Beach/Lake   | 38%   | 38%   | 35%   |
| Gardening            | 36%   | 37%   | 34%   |
| Cooking for Fun      | 35%   | 36%   | 37%   |
| Board Games          | 34%   | 34%   | 33%   |
| Visit Museum         | 21%   | 21%   | 21%   |
| Visit Zoo            | 20%   | 20%   | 19%   |

| BRIDGES                    | 0-3   | 3-7   | 7-10  |
|----------------------------|-------|-------|-------|
|                            | MILES | MILES | MILES |
| Any Ailment                | 69%   | 69%   | 68%   |
| Gen./Fam. Practitioner     | 42%   | 43%   | 41%   |
| Dentist                    | 29%   | 29%   | 28%   |
| Backache                   | 22%   | 23%   | 22%   |
| Eye Dr.                    | 21%   | 22%   | 21%   |
| None Of These              | 20%   | 20%   | 20%   |
| Hypertension/High Blood    | 20%   | 20%   | 20%   |
| Pressure                   |       |       |       |
| High Cholesterol           | 18%   | 19%   | 18%   |
| Any Arthritis              | 15%   | 16%   | 15%   |
| Acid Reflux Disease (GERD) | 15%   | 15%   | 15%   |

Atlantie Beach Oak Grove Sumter Hilda McBee Sans Souci Winnsboro Stuckey Johnston Woodford B Event Lakewood Oswego Taylors South Sumter Union Furman Lugoff Kline Richburg Princeton Scranton Clio Monarch Mill Barnwell Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Co

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                  | 27.71% | 27.76% | 28.46% |
| Live Theater             | 21.45% | 20.69% | 21.31% |
| Live Theater Most Often  | 17.85% | 17.33% | 17.74% |
| Rock/Pop Concerts Most   | 14.1%  | 15.02% | 15.66% |
| Often                    |        |        |        |
| Comedy Club              | 10.46% | 9.18%  | 8.6%   |
| Dance Performance        | 8.32%  | 8.16%  | 8.48%  |
| Movies: Comedy           | 41.25% | 39.79% | 38.24% |
| Movies: Action/Adventure | 40.04% | 39%    | 38.19% |
| Movies: Fam.             | 21.41% | 20.35% | 19.77% |

| BRIDGES                  | 0-3    | 3-7    | 7-10   |
|--------------------------|--------|--------|--------|
|                          | MILES  | MILES  | MILES  |
| Movies: Romantic Comedy  | 20.93% | 20.02% | 20.22% |
| Movies: Drama            | 19.76% | 19.59% | 20.74% |
| Movies: Mystery          | 16.19% | 16.19% | 17.77% |
| MLB Baseball Reg. Season | 8.74%  | 8.18%  | 7.1%   |
| NFL Football Reg. Season | 7.69%  | 7.11%  | 6.19%  |
| College Football Reg.    | 6.82%  | 6.8%   | 6.41%  |
| Season                   |        |        |        |
| College Basketball Reg.  | 4.59%  | 4.33%  | 4.46%  |
| Season                   |        |        |        |
| NBA Basketball Reg.      | 4.06%  | 3.57%  | 3.18%  |
| Season                   |        |        |        |
| Auto Racing Events       | 3.84%  | 3.26%  | 2.67%  |



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

| BRIDGES              | 0-3    | 3-7    | 7-10   | BRIDGES            | BRIDGES 0-3              | BRIDGES 0-3 3-7                 |
|----------------------|--------|--------|--------|--------------------|--------------------------|---------------------------------|
|                      | MILES  | MILES  | MILES  |                    | MILES                    | MILES MILES                     |
| Walking for Exercise | 42.29% | 41.72% | 40.5%  | Hunting            | Hunting 11.16%           | Hunting 11.16% 11.32%           |
| Swimming             | 35.42% | 34.67% | 33.97% | Football           | Football 10.44%          | Football 10.44% 9.62%           |
| Bowling              | 22.66% | 22.52% | 21.73% | Aerobics           | Aerobics 10.16%          | Aerobics 10.16% 9.73%           |
| Freshwater Fishing   | 19.88% | 20.07% | 17.84% | Backpacking/Hiking | Backpacking/Hiking 9.87% | Backpacking/Hiking 9.87% 10.16% |
| Billiards/Pool       | 19.67% | 19.33% | 19.95% | Target Shooting    | Target Shooting 9.43%    | Target Shooting 9.43% 9.84%     |
| Weight Training      | 17.59% | 16.29% | 15.13% | Saltwater Fishing  | Saltwater Fishing 9.01%  | Saltwater Fishing 9.01% 8.43%   |
| Basketball           | 16.16% | 15.26% | 15.85% | Power Boating      | Power Boating 8.95%      | Power Boating 8.95% 8.94%       |
| Camping Trips        | 15.99% | 17.23% | 14.83% | Softball           | Softball 8.9%            | Softball 8.9% 8.09%             |
| Jogging/Running      | 15.2%  | 14.65% | 14.98% | Volleyball         | Volleyball 8.71%         | Volleyball 8.71% 8.61%          |
| Using Cardio Machine | 14.96% | 14.31% | 13.71% | Canoeing/Kayaking  | Canoeing/Kayaking 7.43%  | Canoeing/Kayaking 7.43% 7.73%   |
| Golf                 | 14.84% | 14.57% | 14.93% | Tennis             | Tennis 7.34%             | Tennis 7.34% 6.84%              |
| Mountain/Road Biking | 13.03% | 13.13% | 14.5%  | Soccer             | Soccer 7.02%             | Soccer 7.02% 6.77%              |
| Stationary Cycling   | 11.87% | 12.28% | 11.91% | Motorcycling       | Motorcycling 6.81%       | Motorcycling 6.81% 6.62%        |
| Baseball             | 11.4%  | 11.08% | 11.07% | Yoga               | Yoga 6.79%               | Yoga 6.79% 6.85%                |

Georgetown Seneca Isle of Palms Cowpens Bonneau City View Sumter Govan Pacolet Reidville Reidville Clinton Williamston Lane Starr Rockville Heath Springs Roeburg Lowendesville Newberry Ber Senwood Dillon Fountain Inn Buffalo Red Hill Princeton Carlisle Cane for Contextual Ministry Contextual Institute for Contextual Ministry Copyright 2011, Intercultural 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 |
| Horseback Riding               | 6.41% | 6.23% | 5.73% |
| Roller Skating                 | 5.44% | 5.32% | 5.53% |
| Snorkeling                     | 5.37% | 4.7%  | 4.99% |
| Ice Skating                    | 5.26% | 5.02% | 5.78% |
| Archery                        | 5.13% | 5.14% | 4.32% |
| Downhill & X-Country<br>Skiing | 5.01% | 4.78% | 5.15% |
| Jet Skiing                     | 4.68% | 4.55% | 4.71% |
| Fly Fishing                    | 4.58% | 4.72% | 4.36% |
| Water Skiing                   | 4.41% | 4.49% | 4.54% |
| Snowmobiling                   | 4.16% | 3.82% | 3.67% |
|                                |       |       |       |

| BRIDGES               | 0-3   | 3-7   | 7-10  |
|-----------------------|-------|-------|-------|
|                       | MILES | MILES | MILES |
| Racquetball           | 4%    | 3.82% | 3.86% |
| Snowboarding          | 3.55% | 3.46% | 3.7%  |
| Skateboarding         | 3.46% | 3.32% | 3.31% |
| Rock Climbing         | 3.39% | 3.49% | 3.57% |
| Hockey                | 3.37% | 3.43% | 3.59% |
| Sailing               | 3.25% | 3.11% | 3.3%  |
| Martial Arts          | 3.25% | 3.14% | 3.06% |
| Rowing                | 3.17% | 2.84% | 2.62% |
| Surfing & Windsurfing | 2.89% | 2.73% | 2.73% |
| Auto Racing           | 2.88% | 3.27% | 3.21% |
|                       |       |       |       |

Jonesville <u>Easley Pelion Piedmont Arcadia Lakes Ward</u> Scotia Jefferson Burton Blenheim Mone Eaklate Woodruff Ulmer Meggett Wade Hampton Iva Saxon Monarch <u>Intercultural Institute</u> Cokesbury Central Yemassee Summit South Sumter Vance Fairfax Ruby Nee *for Contextual Ministry* Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Contextual Ministry Contextua

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

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

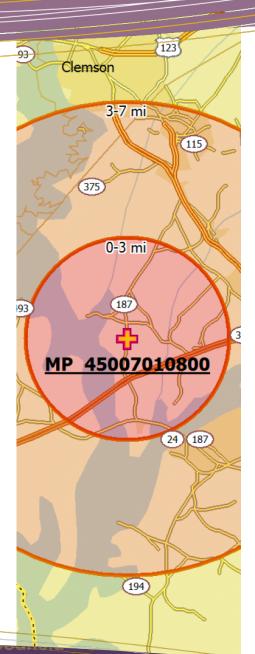
#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

Ecclesial barriers are barriers that arise from the perceptions that people outside the church have of the church, its people, its programming, and it' leadership. In a classic study of the attitudes of the unchurched, people were asked: "What keeps people like you from considering the Christian faith?" Approximately 75 percent of unchurched people answered the question by 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.



Clinton Gray Court Tatum Reevesville Newport Union Hanahan Johnston Riverview East Sumter Field Lake City Taylors Jonesville Ninety Six Ward Mulberry Judson Sans Intercultural Institute Bowman East Gaffney Bethune North Augusta Perry Neeses Gree Confectual Ministry Chester Sellers Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### 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.

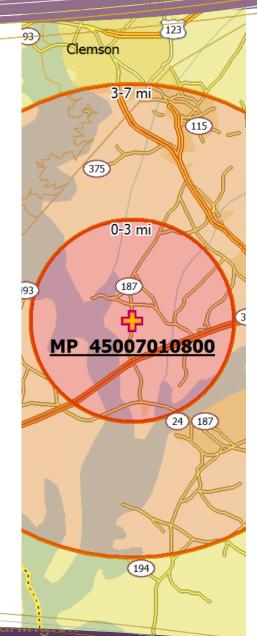
CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Folly Beach Whitmire Taylors Lugoff Oswego York Tega Cay Cottageville Abbeville McConnells C Garden City Chester Bluffton Clover Pickens Monarch Mill Forest Intercultural Institute Parker Wade Hampton Gilbert Union Edisto Beach Lincolnville Wes Confectual Ministry Control of Confectual Ministry Copyright 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   | 3-7   | 7-10  | BARRIERS                        | 0-3   | 3-7   | 7-10  |
|-----------------------------------|-------|-------|-------|---------------------------------|-------|-------|-------|
|                                   | MILES | MILES | MILES |                                 | MILES | MILES | MILES |
| Important Continue Learning       | 51%   | 50%   | 49%   | Like to Stand Out In A Crowd    | 21%   | 20%   | 21%   |
| New Things                        |       |       |       | Marijuana Should Be Legalized   | 20%   | 20%   | 20%   |
| Find It Difficult To Say No To My | 41%   | 40%   | 40%   | I Am A Workaholic               | 18%   | 16%   | 18%   |
| Kids                              |       |       |       | Rarely Sit Down to a Meal       | 17%   | 17%   | 16%   |
| Speak My Mind Even If It Upsets   | 36%   | 35%   | 36%   | Together At Home                |       |       |       |
| People                            |       |       |       | Like To Pursue                  | 16%   | 17%   | 18%   |
| Woman's Place Is In The Home      | 35%   | 35%   | 33%   | Challenge/Novelty/Change        |       |       |       |
| Prefer To Have Few                | 33%   | 34%   | 35%   | Only Work Current Job for The   | 14%   | 14%   | 14%   |
| Possessions As Possible           |       |       |       | Money                           |       |       |       |
| Like Control Over People And      | 33%   | 33%   | 33%   | We Should Strive for Equality   | 13%   | 12%   | 14%   |
| Resources                         |       |       |       | for All                         |       |       |       |
| Like To Do Unconventional         | 31%   | 30%   | 28%   | Happy With My Standard Of       | 12%   | 12%   | 14%   |
| Things                            |       |       |       | Living                          |       |       |       |
| If Won Lottery Would Never        | 29%   | 28%   | 28%   | On Whole People Get What        | 10%   | 10%   | 11%   |
| Work Again                        |       |       |       | They Deserve                    |       |       |       |
| Don't Judge People/Way They       | 29%   | 28%   | 29%   | Indulge My Kids With The Little | 9%    | 9%    | 9%    |
| Live Life                         |       |       |       | Extras                          |       |       |       |
| Money Is Best Measure Of          | 26%   | 26%   | 26%   | Little I Can Do To Change My    | 8%    | 8%    | 8%    |
| Success                           |       |       |       | Life                            |       |       |       |
| Friends More Important Than My    | 24%   | 25%   | 25%   | I Am A Perfectionist            | 6%    | 6%    | 8%    |
| Fam.                              |       |       |       |                                 |       |       |       |
| Too Much Sponsorship In           | 23%   | 22%   | 23%   |                                 |       |       |       |
| Arts/Sports                       |       |       | ,.    |                                 |       |       |       |

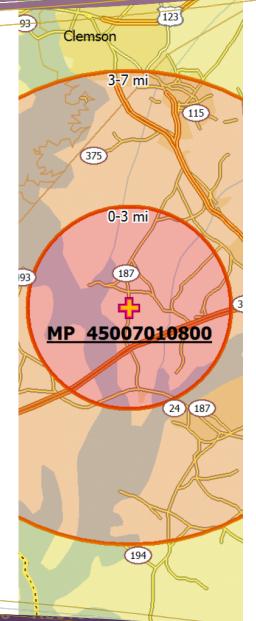
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Springs Cherryvale Paxville Darlington Springdale Livingston Cordova New Ellenton Sever wood Edisto Beach Iva Murphys Estates Oak Grove Furman Ruby eabrook Island Williamston Socastee Plum Branch Irmo Georgetown for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Atlantic Beach Ravenel Vork Pageland Pr

### **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.



Piedmont Gloverville Sycamore Whitmire Parksville Union Hampton Cowpens Startex Sumter Jame Lickory Grove Mulberry Roebuck McBee Pawleys Island Reidville Edistory Intercultural Institute Judson Campobello Mayo Modoc Smyrna St. Matthews Red Hill Boo Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

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

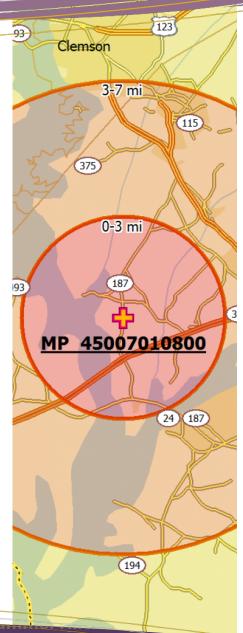
| THEMES  | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES | THEMES  | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES |
|---|--------------|--------------|---------------|---|--------------|--------------|---------------|
| Important To Respect Customs<br>And Beliefs               | 67%          | 64%          | 62%           | Consider Myself Interested In The Arts                          | 18%          | 18%          | 19%           |
| You Should Seize Opportunities<br>In Life                 | 58%          | 57%          | 57%           | Looking for New Ideas To Improve<br>Home                        | 17%          | 16%          | 16%           |
| Like To Understand About<br>Nature                        | 37%          | 37%          | 38%           | Real Men Don't Cry<br>Is An Important Part Of Who I Am          | 16%<br>15%   | 16%<br>15%   | 16%<br>14%    |
| Prefer Work Part Of Team Than<br>Alone                    | 35%          | 34%          | 34%           | Try Not To Worry About The<br>Future                            | 14%          | 13%          | 14%           |
| Prefer To Have Few<br>Possessions As Possible             | 33%          | 34%          | 35%           | Enjoy Spending Time With My Fam.                                | 12%          | 12%          | 11%           |
| Important Feel Respected By My Peers                      | 33%          | 33%          | 33%           | Provide My Kids With The Little<br>Extras                       | 12%          | 12%          | 14%           |
| Important To Juggle Various<br>Tasks                      | 30%          | 30%          | 30%           | Children Should Be Allowed To<br>Express Themselves             | 6%           | 6%           | 6%            |
| Good At Fixing Things<br>Have Keen Sense Of Adventure     | 27%<br>27%   | 27%<br>26%   | 30%<br>27%    | Like Spending Most Time With Fam.                               | 5%           | 5%           | 5%            |
| People Have To Take Me As<br>They Find Me                 | 25%          | 23%          | 22%           | Feel Very Alone In The World<br>Decor Particular Interest To Me | 5%<br>4%     | 5%<br>4%     | 5%<br>4%      |
| Like To Just Enjoy Life<br>Worried About Pollution Caused | 21%<br>20%   | 22%<br>18%   | 21%<br>21%    | Would Like To Set Up Own<br>Business                            | 3%           | 3%           | 3%            |
| By Cars   |              |              | ,.            |   |              |              |               |

Coll Fountain Inn Hodges Kingstree Timmonsville Elgin Olar Parksville Woodruff Lancaster St. Steph Six Atlantic Beach Burnettown Springdale St. Matthews Westminster Mar Intercultural Institute Sumter Startex Rockville Bowman Edgefield Arial Dillon Winnsboro Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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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.



Weberry Boiling Springs Startex Murphys Estates Brunson Landrum Lake Wytie Five Forks Isle of Pains Watts Mills Heath Springs Winnsboro Mills Blacksburg Central Bishop <u>Intercultural Institute</u> Greeleyville Wilkinson Heights Conway Scotia Hardeeville Red Hill Sy for Confectual Ministry Copyright 2011, Intercultural Institute 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.

| PLACE                        | 0-3    | 3-7    | 7-10   |  | PLACE                        | PLACE 0-3                           | PLACE 0-3 3-7                              |
|------------------------------|--------|--------|--------|--|------------------------------|-------------------------------------|--|
|                              | MILES  | MILES  | MILES  |  |                              | MILES                               | MILES MILES                                |
| Fast Food/Drive-In           | 87.56% | 86.9%  | 84.98% |  | Dairy Queen                  | Dairy Queen 18.41%                  | Dairy Queen 18.41% 19.21%                  |
| Restaurant-Visit Any         |        |        |        |  | Red Lobster                  | Red Lobster 17.31%                  | Red Lobster     17.31%     17.4%           |
| Fam. Restaurants/Steak       | 85.23% | 84.66% | 82.06% |  | Cracker Barrel               | Cracker Barrel 16.9%                | Cracker Barrel 16.9% 16.98%                |
| Houses-Visit Any             |        |        |        |  | Chick-Fil-A                  | Chick-Fil-A 16.62%                  | Chick-Fil-A 16.62% 14.33%                  |
| McDonald's                   | 59.13% | 57.64% | 56.13% |  | Outback Steakhouse           | Outback Steakhouse 15.87%           | Outback Steakhouse 15.87% 15.52%           |
| Burger King                  | 37.31% | 38.22% | 36.45% |  | IHOP (International House Of | IHOP (International House Of 14.52% | IHOP (International House Of 14.52% 13.84% |
| Subway                       | 33.7%  | 32.68% | 31.4%  |  | Pancakes)                    | Pancakes)                           | Pancakes)                                  |
| Applebee's                   | 32.06% | 31.49% | 31.11% |  | Chili's Grill and Bar        | Chili's Grill and Bar 14.28%        | Chili's Grill and Bar 14.28% 13.26%        |
| Wendy's                      | 31.89% | 31.2%  | 29.32% |  | Sonic                        | Sonic 14.26%                        | Sonic 14.26% 14.31%                        |
| Taco Bell                    | 30.9%  | 29.91% | 27.64% |  | Domino's Pizza               | Domino's Pizza 13.72%               | Domino's Pizza 13.72% 13.61%               |
| Kentucky Fried Chicken (KFC) | 29%    | 28.72% | 28.33% |  | Ruby Tuesday                 | Ruby Tuesday 13.06%                 | Ruby Tuesday 13.06% 11.99%                 |
| Arby's                       | 25.46% | 24.83% | 22.53% |  | TGI Friday's                 | TGI Friday's 12.68%                 | TGI Friday's 12.68% 11.97%                 |
| Pizza Hut                    | 22.58% | 22.67% | 21.88% |  | Golden Corral                | Golden Corral 12.63%                | Golden Corral 12.63% 11.87%                |
| Olive Garden                 | 21.08% | 21.19% | 19.9%  |  |                              |                                     |  |

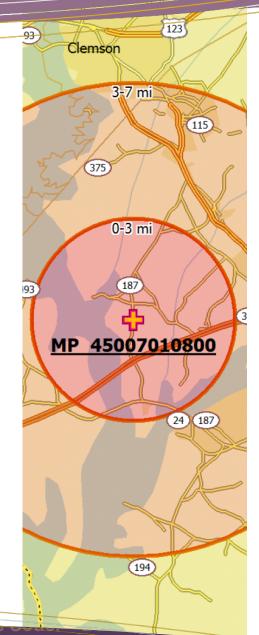
o Beach Chapin Millwood Salem Powderville Johnston Cameron Camden Sullivan's Island Berea City Govan Lake Secession Cope Perry Golden Grove Hodges Elgin Live stor Gavle Mill Edisto Clove er Stateburg Woodruff India Hook Gaffney Norway Moncks Corner Ar Contextual Ministry Govan Lake Secession Cope Perry Golden Grove Hodges Elgin Live stor Gavle Mill Edisto Clove for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Composed of Contextual Ministry Contextual Mi

### **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!



ille Barnwell Elloree South Sumter Pamplico Nichols Westminster Ridgeway Greenwood Riverview S Manning Hampton Eutawville Hilton Head Island Denmark Bonneau Eventeet al 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     | 50.24% | 49.79% | 45.92% |
| Recycled products                     | 37.28% | 36.82% | 33.91% |
| Worked as volunteer (non political)   | 17.99% | 18.1%  | 16.84% |
| Engaged in fund raising               | 11.82% | 11.84% | 11%    |
| Religious club member                 | 8.56%  | 8.15%  | 7.69%  |
| Wrote to elected offcl about publ bus | 7.06%  | 6.52%  | 5.82%  |

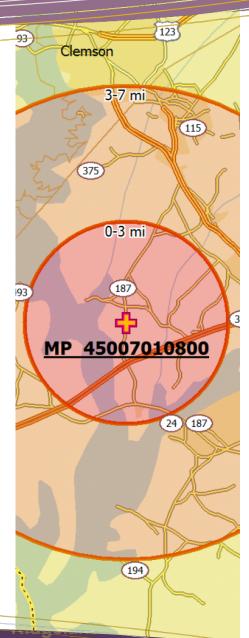
| PROJECTS                        | 0-3   | 3-7   | 7-10  |
|---------------------------------|-------|-------|-------|
|                                 | MILES | MILES | MILES |
| Wrote to editor of mag or       | 6.03% | 6.02% | 5.85% |
| newspaper                       |       |       |       |
| Union member                    | 5.94% | 5.95% | 5.19% |
| Church Board                    | 5.92% | 5.56% | 5.09% |
| Charitable Organization         | 5.66% | 5.59% | 5.38% |
| Took active part in local civic | 5.62% | 5.38% | 5.21% |
| issue                           |       |       |       |
| Addressed a public meeting      | 5.08% | 5.09% | 4.82% |

Kershaw Perry Elleree Ladson Bowman Conway Scotia Garden City Plorence Valley Falls Springe Saxon Cheraw Harleyville Powderville Clio Hilda Salem Latta Intercultural Institute Wagener Cleme Intercultural Institute dovider Contextual Ministry Copyright 2011, Intercultural Institute 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.



Invin Hardeeville Tega Cay West Columbia Hartsville Bennettsville Springdale Columbia Atlantic Beach Andrews East Sumter Due West North Augusta Edisto Central Pacolet Intercultural Institute See Eastover Silverstreet Watts Mills Mullins Monarch Mill Saluda Fou for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Print Media Content:**

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

| BOOKS                  | 0-3    | 3-7    | 7-10   |
|------------------------|--------|--------|--------|
|                        | MILES  | MILES  | MILES  |
| Novel                  | 18.09% | 17.36% | 16.72% |
| Children's Books       | 13.99% | 13.54% | 12.93% |
| Mystery                | 11.67% | 11.94% | 11.78% |
| Cookbooks              | 10.73% | 10.86% | 10.51% |
| Religious (not Bibles) | 10.14% | 9.51%  | 8.98%  |
| History                | 7.23%  | 6.98%  | 6.62%  |
| Romance                | 7.19%  | 7.09%  | 6.78%  |
| Personal/Business      | 7.13%  | 7.1%   | 6.67%  |
| Self-help              |        |        |        |
| Biography              | 7.02%  | 6.8%   | 6.5%   |

| MAGAZINES               | 0-3    | 3-7    | 7-10   |
|-------------------------|--------|--------|--------|
|                         | MILES  | MILES  | MILES  |
| Newspaper Distributed   | 70.2%  | 69.53% | 67.73% |
| Gen. Editorial          | 47.78% | 47.08% | 47.97% |
| Womens                  | 43.76% | 42.17% | 42.77% |
| Service                 | 37.08% | 36.43% | 35.11% |
| <b>Business/Finance</b> | 19.77% | 18.34% | 18.33% |
| Mens                    | 18.75% | 18.36% | 19.2%  |
| Sports                  | 14.83% | 14.91% | 15.81% |
| Parenthood              | 13.99% | 13.44% | 13.74% |
| Health                  | 13.62% | 13.73% | 13.71% |

Hartsville Heath Springs Clarks Hill Barnwell Lowndesville Lugoff New Ellenton Kingstree Lexingto West Pelzer Pelzer Springfield Westminster Irwin Millwood Eureka Min Intercultural Institute Chapin Sumter Latta Gifford Lane Burton Red Hill Lancaster Mill Edge Active Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Confectual Ministry Confectua

### Potential Print & Audio Media Content:

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

| NEWSPAPERS               | 0-3    | 3-7    | 7-10   |
|--------------------------|--------|--------|--------|
|                          | MILES  | MILES  | MILES  |
| Gen. News                | 56.82% | 57.12% | 54.72% |
| Classified               | 33.23% | 34.1%  | 33.85% |
| Sport                    | 32.63% | 32.99% | 32.1%  |
| Editorial Page           | 32.06% | 32.23% | 30.21% |
| Business/Finance         | 30.64% | 30.08% | 28.67% |
| Comics                   | 27.41% | 28.34% | 27.67% |
| Movie Listings & Reviews | 25.99% | 26.18% | 25.82% |
| Food/Cooking             | 25.95% | 26.26% | 25.16% |
| TV/Radio Listings        | 24.6%  | 24.79% | 23.78% |
| Home/Gardening           | 22.63% | 22.76% | 20.69% |
| Travel                   | 20.57% | 20.22% | 19.06% |
| Science/Technology       | 18.69% | 18.65% | 17.48% |
| Fashion                  | 15.21% | 14.7%  | 14.49% |

| RADIO                 | 0-3    | 3-7    | 7-10   |
|-----------------------|--------|--------|--------|
|                       | MILES  | MILES  | MILES  |
| Country               | 22.72% | 23.25% | 20.7%  |
| Adult Contemporary    | 17.59% | 17.85% | 17.31% |
| CHR Contemp Hit Radio | 17.21% | 17.36% | 18.16% |
| Urban Contemporary    | 16.1%  | 13.71% | 17.2%  |
| Rock                  | 12.85% | 13.15% | 12.09% |
| News/Talk             | 12.69% | 12.72% | 11.19% |
| Oldies                | 11.45% | 11.58% | 10.71% |
| Classic Rock          | 9.77%  | 10.29% | 9.88%  |
| Alternative           | 9.6%   | 9.64%  | 8.97%  |
| Variety               | 8.64%  | 8.17%  | 7.97%  |
| Soft Contemporary     | 7.42%  | 6.74%  | 6.2%   |
| Jazz                  | 7.08%  | 5.71%  | 5.82%  |
| Religious             | 7%     | 6.89%  | 6.16%  |
| All News              | 6.66%  | 5.65%  | 5.27%  |
| All Talk              | 4.67%  | 4.24%  | 4.12%  |
| Classic Hits          | 4.6%   | 4.37%  | 3.78%  |
| Sports                | 3.96%  | 3.94%  | 3.62%  |
| Classical             | 3.76%  | 3.58%  | 3.41%  |
|                       |        |        |        |

Parker Aynor Shell Point Fort Lawn Smyrna Norway Sharon Perry Lamar Cokesbury Socastee Shiloh Greeleyville Travelers Rest North Myrtle Beach Judson Oaklard Pendleton Clio Clinton Mic Grove East Gaffney Seneca Pelzer Newport Lake Murray of Richland for Confectual Ministry Scopyright 2011, Intercultural Institute for Contextual Ministry Stor Beach Judson Myrtle Beach Judson Oaklard Ministry Stor Beach Judson Store Myrtle Beach Judson Oaklard Ministry Store Copyright 2011, Intercultural Institute for Contextual Ministry Store Beach Myrtle Beach Judson Mayo Williamston 53

### **Potential Multimedia Content:**

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

| MULTIMEDIA: TV          | 0-3    | 3-7    | 7-10   |
|-------------------------|--------|--------|--------|
|                         | MILES  | MILES  | MILES  |
| Fox News Channel        | 66.68% | 65.37% | 63.29% |
| Satellite Dish          | 56.13% | 56.1%  | 51.77% |
| Soapnet                 | 51.3%  | 51.22% | 50.2%  |
| Other Video-On-Demand   | 43.74% | 42.64% | 43.57% |
| Sci-Fi Channel          | 38.85% | 37.83% | 34.86% |
| Adult Pay Per View TV   | 36.86% | 36.51% | 33.88% |
| MSNBC                   | 34.97% | 34.48% | 33.61% |
| Nickelodeon             | 31.31% | 30.05% | 27.55% |
| Comedy Central          | 31.02% | 31.16% | 33.1%  |
| Subscribe Digital Cable | 29.71% | 29.74% | 28.62% |
| TV Info From Sunday TV  | 29.48% | 29.27% | 28.05% |
| Magazine                |        |        |        |
| Adult Swim              | 28.94% | 28.22% | 27.68% |
|                         |        |        |        |



ESPN2

23.23%

22.68%

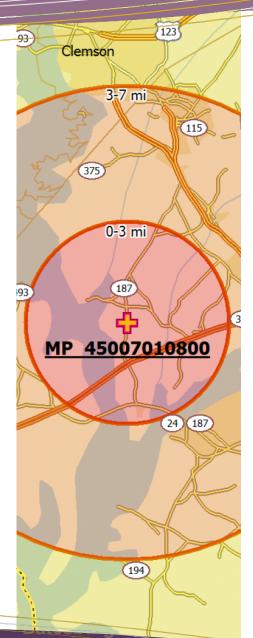
23.21%

### **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.



Liamston Modoc Saxon Rock Hill Winnsboro Mills Murphys Estates Mauldin Garden City Blenheim Rot Filen Abbeville Pine Ridge Pacolet McConnells Edisto Clover Lake City Intercultural Institute For Canden Lugoff Sharon Landrum Gilbert Five Forks Coronaca Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Potential Print Media Usage:

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

| MEDIUM              | 0-3    | 3-7    | 7-10   |
|---------------------|--------|--------|--------|
|                     | MILES  | MILES  | MILES  |
| Book Readers        |        |        |        |
| Heavy Users (7+)    | 20.68% | 20.14% | 19.77% |
| Medium Users (4-6)  | 11.17% | 11%    | 10.46% |
| Light Users (1-3)   | 20.94% | 20.86% | 20.32% |
| Quintiles (20%)     |        |        |        |
| Newspaper I (Heavy) | 1.27%  | 1.45%  | 1.28%  |
| Newspaper II        | 1.38%  | 1.43%  | 1.48%  |
| Newspaper III       | 2.07%  | 2.11%  | 1.91%  |
| Newspaper IV        | 0.78%  | 0.58%  | 0.5%   |
| Newspaper V (Light) | 0.99%  | 1.15%  | 1.19%  |

| 0-3    | 3-7  | 7-10  |
|--------|--|---|
| MILES  | MILES  | MILES   |
|        |  |   |
| 19.55% | 18.85%   | 19.47%  |
| 9.17%  | 8.7%   | 8.16%   |
| 10.05% | 9.59%  | 10.15%  |
| 11.3%  | 11.15%   | 10.93%  |
| 0.75%  | 0.59%  | 0.53%   |
| 6.82%  | 6.49%  | 6.67%   |
| 2.55%  | 2.67%  | 3.04%   |
| 3.19%  | 3.2%   | 3.37%   |
| 15.8%  | 16.51%   | 16.18%  |
| 25.83% | 25.78%   | 25.25%  |
| 15.03% | 15.39%   | 14.98%  |
|        |  |   |
| 5.81%  | 5.83%  | 6.16%   |
| 5.33%  | 5.31%  | 7.04%   |
| 22.73% | 22.43%   | 22.95%  |
| 2.92%  | 3.07%  | 3.6%  |
|        | MILES     19.55%     9.17%     10.05%     11.3%     0.75%     6.82%     2.55%     3.19%     15.8%     25.83%     15.03%     5.81%     5.33%     22.73% | MILES   MILES     19.55%   18.85%     9.17%   8.7%     10.05%   9.59%     11.3%   11.15%     0.75%   0.59%     6.82%   6.49%     2.55%   2.67%     3.19%   3.2%     15.8%   16.51%     25.83%   25.78%     15.03%   5.83%     5.33%   5.31%     22.73%   22.43% |

see Boiling Springs Newport Norris Utica Winnsboro Mills Red Hill City View Lugoff Wellford Eureka near Greeleyville Monarch Mill Summit Garden City Southern Shops Patry Mulberry Chesnee Oswege ork Rockville Oakland Quinby Meggett Sans Souci Startex Gilbert Intercultural Institute Contextual Ministry Seven Oaks O Copyright 2011, Intercultural Institute for Contextual Ministry Gaston Waterloo Union North Hartsville Goose Creek Parks V

## 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    | 7-1 |
|--------------------------------|--------|--------|--------|----------------------------------|--------|--------|-----|
|                                | MILES  | MILES  | MILES  |                                  | MILES  | MILES  | МІ  |
| Radio Drive Time Quntiles      |        |        |        | TV Prime Time Quntiles (fifths / | _      |        |     |
| (fifths / 20%)                 |        |        |        | 20%)                             |        |        |     |
| Drive Time I & II (Heavy)      | 2.91%  | 3.16%  | 4.12%  | Prime Time I & II (Heavy)        | 3.41%  | 3.59%  | 4.8 |
| Drive Time III (Medium)        | 0.83%  | 0.69%  | 0.78%  | Prime Time III (Medium)          | 2.07%  | 2.07%  | 1.9 |
| Radio IV & V (Light)           | 2.08%  | 2.61%  | 2.29%  | Prime Time IV & V (Light)        | 8.9%   | 7.48%  | 8.6 |
| Radio Media Quntiles (fifths / |        |        |        | TV Early/Late Fringe Quntiles    |        |        |     |
| 20%)                           |        |        |        | (fifths / 20%)                   |        |        |     |
| Radio I & II (Heavy)           | 9.33%  | 8.33%  | 8.21%  | Fringe I & II (Heavy)            | 40.1%  | 40.11% | 39  |
| Radio III (Medium)             | 5.14%  | 4.89%  | 4.37%  | Fringe III (Medium)              | 52.26% | 53.71% | 52  |
| Radio IV & V (Light)           | 3.66%  | 3.56%  | 3.29%  | Fringe IV (Light)                | 56.91% | 56.33% | 54  |
| Cable TV Quntiles (fifths /    |        |        |        | TV All Day Quntiles (fifths /    |        |        |     |
| 20%)                           |        |        |        | 20%)                             |        |        |     |
| Cable I & II (Heavy)           | 14.43% | 13.61% | 12.32% | All Day I & II (Heavy)           | 12.89% | 12.81% | 12  |
| Cable III (Medium)             | 4.01%  | 4.11%  | 4.94%  | All Day III (Medium)             | 23.42% | 23.81% | 23  |
| Cable IV & V (Light)           |        | 33.16% | 33.99% | All Day IV (Light)               | 13.45% | 12.79% | 15  |



# Potential Audio & Prime Time TV Media Usage:

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

| USAGE              | 0-3    | 3-7    | 7-10   |
|--------------------|--------|--------|--------|
|                    | MILES  | MILES  | MILES  |
| Day-time Radio     |        |        |        |
| Listeners          |        |        |        |
| Dayparts [summary] | 12.71% | 12.68% | 12.04% |
| 6:00am - 10:00am   | 15.06% | 15.26% | 15.73% |
| 10:00am - 3:00pm   | 6.94%  | 6.38%  | 8.84%  |
| 3:00pm - 7:00pm    | 14%    | 13.53% | 13.95% |
| 7:00pm - Midnight  | 13.38% | 13.59% | 12.71% |
| Midnight - 6:00am  | 5.64%  | 5.51%  | 6.18%  |
| Weekend Radio      |        |        |        |
| Listeners          |        |        |        |
| Dayparts [summary] | 15.71% | 15.26% | 14.61% |
| 6:00am - 10:00am   | 3.86%  | 3.95%  | 4.04%  |
| 10:00am-3:00pm     | 5.1%   | 5.17%  | 6.37%  |
| 3:00pm - 7:00pm    | 7.32%  | 6.92%  | 7.15%  |
| 7:00pm - Midnight  | 10.16% | 9.34%  | 9.42%  |
| Midnight - 6:00am  | 10.84% | 10.75% | 11.35% |

| USAGE                     | 0-3    | 3-7    | 7-10   |
|---------------------------|--------|--------|--------|
|                           | MILES  | MILES  | MILES  |
| Prime Time TV Viewers     |        |        |        |
| 8:00-11:00pm              | 9.51%  | 8.56%  | 8.99%  |
| Saturday: 8:00-11:00pm    | 7.97%  | 8.36%  | 7.59%  |
| Sunday: 7:00-11:00pm      | 10.47% | 9.85%  | 10.47% |
| 9:00am-1:00pm             | 27.99% | 26.41% | 25.31% |
| 9:00am-4:00pm             | 32.08% | 30.46% | 29.01% |
| 4:00pm-7:00pm             | 31.37% | 29.91% | 28.46% |
| 11:00pm-1:00am            | 42.99% | 42.4%  | 42%    |
| AVG Prime time<br>Mon-Sun | 3.12%  | 2.98%  | 3.16%  |

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## 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               | MILES MILES                |
| Weekday    |        |        |        |  | Weekend           | Weekend             | Weekend                    |
| 6-7am      | 16.68% | 16.42% | 17.22% |  | Sat: 7-10am       | Sat: 7-10am 18.22%  | Sat: 7-10am 18.22% 18.22%  |
| 7-9am      | 23.23% | 22.68% | 23.21% |  | Sat: 10am-1pm     | Sat: 10am-1pm 8.17% | Sat: 10am-1pm 8.17% 7.88%  |
| 9am-12noon | 24.33% | 22.59% | 20.8%  |  | Sat: 1-4pm        | Sat: 1-4pm 25.55%   | Sat: 1-4pm 25.55% 25.34%   |
| 12noon-4pm | 7.75%  | 7.88%  | 8.21%  |  | Sat: 4-6pm        | Sat: 4-6pm 7.18%    | Sat: 4-6pm 7.18% 6.91%     |
| 4-6pm      | 50.95% | 48.72% | 46.34% |  | Sat: 6-7pm        | Sat: 6-7pm 2.18%    | Sat: 6-7pm 2.18% 2.28%     |
| 6-7pm      | 19.88% | 19.75% | 18.32% |  | Sat: 7-8pm        | Sat: 7-8pm 1.08%    | Sat: 7-8pm 1.08% 1.1%      |
| 7-7:30pm   | 1.58%  | 1.88%  | 1.62%  |  | Sat: 8-11pm       | Sat: 8-11pm 7.97%   | Sat: 8-11pm 7.97% 8.36%    |
| 7:30-8pm   | 11.86% | 11.22% | 11%    |  | Sat: 11pm-1am     | Sat: 11pm-1am 5.25% | Sat: 11pm-1am 5.25% 5.14%  |
| 8-11pm     | 9.51%  | 8.56%  | 8.99%  |  | Sat: 1am-7pm      | Sat: 1am-7pm 25.27% | Sat: 1am-7pm 25.27% 24.94% |
| 11pm-12am  | 34.97% | 34.48% | 33.61% |  | Sun: 7-10am       | Sun: 7-10am 2.31%   | Sun: 7-10am 2.31% 2.46%    |
| 11pm-1am   | 42.99% | 42.4%  | 42%    |  | Sun: 10am-1pm     | Sun: 10am-1pm 7.32% | Sun: 10am-1pm 7.32% 7.34%  |
| 1-6am      | 32.46% | 31.19% | 31.43% |  | Sun: 1-4pm        | Sun: 1-4pm 6.08%    | Sun: 1-4pm 6.08% 6.02%     |
|            |        |        |        |  | Sun: 4-7pm        | Sun: 4-7pm 14.4%    | Sun: 4-7pm 14.4% 13.99%    |
|            |        |        |        |  | Sun: 7-11pm       | Sun: 7-11pm 10.47%  | Sun: 7-11pm 10.47% 9.85%   |
|            |        |        |        |  | Sun: 11pm-1am     | Sun: 11pm-1am 5.65% | Sun: 11pm-1am 5.65% 5.05%  |
|            |        |        |        |  | Sun: 1-7am        | Sun: 1-7am 22.93%   | Sun: 1-7am 22.93% 22.15%   |

ort Mill Beaufort Salley Ware Shoals Clio Elko Cayce Lake Secession Bonneau Eutawville Columbia The Charleston Pamplico Bluffton Winnsboro Mills Heath Springs Unior Intercultural Institute Lexington McColl Gloverville Kiawah Island Westminster Ridgeville for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Peak Mounty Peak Mounty Peak Mounty Convey Easley Southern Shops Brookdale Little N59 Peak Mounty Peak Moun

# 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

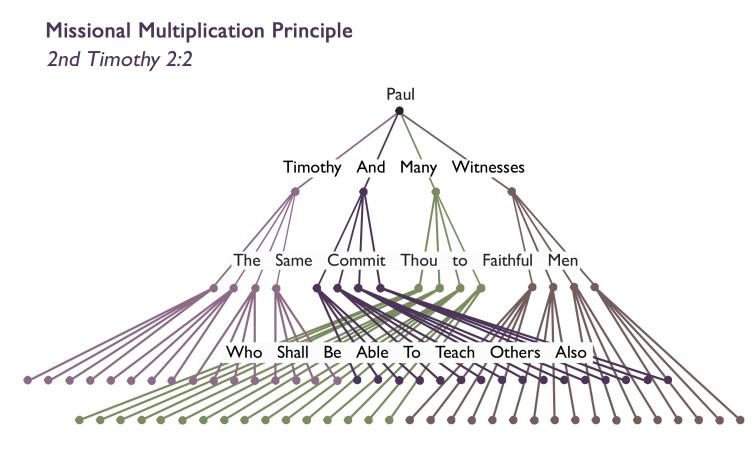
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Lake View Piedmont Branchville Five Forks Laurens Atlantic Beach Jefferson Greenville Homeland Thake Ulmer Vance Windsor Springfield Gloverville Pelion Fairfax Intercultural Institute Williams Brunson Iva Princeton Olanta Centerville Myrtle Beach Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2017, Intercultural Institute

## **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.



well East Gattney Hitton Head Island McBee York Peak Ravenel Elloree Travelers Rest Pacolet Lakew He Eigin Newport Perry Johnston Campobello Cordova Pawleys Island, Rerea Fairfax Arcadia Lakes Reevesville Scranton Quinby Trenton Holly Hill Bishopville McConnel Joi Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Batrick Newberry Moncks Corner Ladson Columbia

## **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.



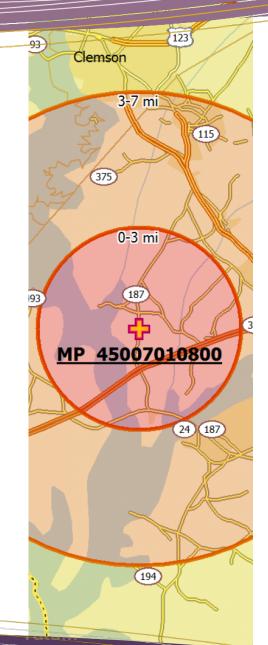


### Your MissionSite and the Missional Suite

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 | <b>IICM CGR</b> |
|----|----------------------------|--|----------|-----------|-----------------|
| 1  | Mt Tabor                   |  | 1.07 mi  |           |                 |
| 1  |                            | 5901 Highway 187<br>Anderson, SC 29625       |          | -         |                 |
| 2  | Asbury                     | 2770 Centerville Rd<br>Anderson, SC 29625    | 2.07 mi  | 0         |                 |
| 3  | Oakdale                    | 6724 Highway 24<br>Townville, SC 29689       | 3.14 mi  | 0         |                 |
| 4  | Gaffney Road               | 1025 Gaffney Rd<br>Anderson, SC 29625        | 3.49 mi  | 0         |                 |
| 5  | Heart of Worship Community | 110 Springview Drive<br>Anderson, SC 29625   | 3.57 mi  | 0         |                 |
| 6  | Lakeview                   | 1431 Old Trail Dr<br>Anderson, SC 29626      | 3.98 mi  | 0         |                 |
| 7  | Grace Memorial             | 3518 Whitehall Road<br>Anderson, SC 29626    | 4.04 mi  | 0         |                 |
| 8  | La France First            | PO Box 479<br>La France, SC 29656            | 4.15 mi  | 0         |                 |
| 9  | Fant's Grove               | 834 Greenville Street<br>Pendleton, SC 29670 | 4.67 mi  | 0         |                 |
| 10 | Crossway Community         | PO Box 268<br>Sandy Springs, SC 29677        | 4.88 mi  | 0         |                 |
| 11 | New Prospect               | 2503 Whitehall Rd<br>Anderson, SC 29625      | 5.03 mi  | 0         |                 |
| 12 | Welcome                    | PO Box 757<br>Sandy Springs, SC 29677        | 5.08 mi  | 0         |                 |
| 13 | Townville                  | PO Box 125<br>Townville, SC 29689            | 5.13 mi  | 0         |                 |
| 14 | Parkwood                   | 3903 Dixon Rd<br>Anderson, SC 29625          | 5.28 mi  | 0         |                 |
| 15 | Double Springs             | 535 Double Springs Rd<br>Townville, SC 29689 | 5.44 mi  | 0         |                 |

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## APPENDIX: SCBC Churches by Distance - Continued

|    | CHURCH                    | ADDRESS  | DISTANCE | WRSHP AVG | IICM CGR |
|----|---------------------------|--|----------|-----------|----------|
| 16 | Centerville               | 1705 Gerrard Rd<br>Anderson, SC 29625          | 5.45 mi  | 0         |          |
| 17 | Andersonville             | 6902 Dobbins Bridge Rd<br>Anderson, SC 29626   | 5.58 mi  | 0         |          |
| 18 | Faith Fellowship          | 2230 Old Greenville Hwy<br>Pendleton, SC 29670 | 5.76 mi  | 0         |          |
| 19 | Pendleton First           | PO Box 187<br>Pendleton, SC 29670              | 5.87 mi  | 0         |          |
| 20 | Salem                     | PO Box 1030<br>Anderson, SC 29622              | 6.42 mi  | 0         |          |
| 21 | GraceView                 | 120 Centerville Road<br>Anderson, SC 29625     | 6.59 mi  | 0         |          |
| 22 | Providence                | PO Box 108<br>Anderson, SC 29622               | 6.84 mi  | 0         |          |
| 23 | Covenant                  | 4521 Liberty Highway<br>Anderson, SC 29621     | 6.95 mi  | 0         |          |
| 24 | Hepsibah                  | 1304 Friendship Rd<br>Seneca, SC 29678         | 7.42 mi  | 0         |          |
| 25 | Lebanon                   | 5150 Gentry Rd<br>Anderson, SC 29621           | 7.64 mi  | 0         |          |
| 26 | Capstone Community        | PO Box 6021<br>Anderson, SC 29623              | 7.93 mi  | 0         |          |
| 27 | Pope Drive                | 2510 Pope Dr<br>Anderson, SC 29625             | 8.26 mi  | 0         |          |
| 28 | Crosspoint Church Clemson | 195 Old Greenville Hwy<br>Clemson, SC 29631    | 8.39 mi  | 0         |          |
| 29 | East Clemson              | 230 Frontage Rd<br>Clemson, SC 29631           | 8.41 mi  | 0         |          |
| 30 | Shiloh                    | 1320 Shiloh Road<br>Seneca, SC 29678           | 8.42 mi  | 0         |          |

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## APPENDIX: SCBC Churches by Distance - Continued

|    | CHURCH                   | ADDRESS   | DISTANCE | WRSHP AVG | IICM CGR |
|----|--------------------------|---|----------|-----------|----------|
| 31 | Pleasant View            | PO Box 13063<br>Anderson, SC 29624                  | 8.45 mi  | 0         |          |
| 32 | Sierra                   | 2800 Waccamaw Trail<br>Anderson, SC 29621           | 8.46 mi  | 0         |          |
| 33 | Clemson First            | 397 College Ave<br>Clemson, SC 29631                | 8.53 mi  | 0         |          |
| 34 | West Whitner             | 2403 W Whitner St<br>Anderson, SC 29624             | 8.54 mi  | 0         |          |
| 35 | Bethel                   | 301 Rogers Street<br>Anderson, SC 29625             | 8.63 mi  | 0         |          |
| 36 | North Anderson           | 2308 N Main St<br>Anderson, SC 29621                | 8.84 mi  | 0         |          |
| 37 | Concord                  | 1012 Concord Rd<br>Anderson, SC 29621               | 8.91 mi  | 0         |          |
| 38 | Garner Memorial          | 902 Glenn St<br>Anderson, SC 29625                  | 9.13 mi  | 0         |          |
| 39 | Refuge                   | 219 Refuge Church Rd<br>Central, SC 29630           | 9.20 mi  | 0         |          |
| 40 | Central                  | 708 W Whitner St<br>Anderson, SC 29624              | 9.42 mi  | 0         |          |
| 41 | Bishop Branch            | 1109 Central Rd<br>Central, SC 29630                | 9.43 mi  | 0         |          |
| 42 | Mount Tabor              | 827 Old Greenville Hwy<br>Clemson, SC 29631         | 9.48 mi  | 0         |          |
| 43 | Meadowbrook              | 2003 Lynn Avenue<br>Anderson, SC 29621              | 9.53 mi  | 0         |          |
| 44 | Davis Creek              | 1710 Davis Creek Rd<br>Seneca, SC 29678             | 9.57 mi  | 0         |          |
| 45 | Electric City Fellowship | 821 North Main Street Suite 8<br>Anderson, SC 29621 | 9.61 mi  | 0         |          |

r Cherryvale Bucksport Bethune Johnston Cowpens Millwood Spartanburg Clio North Myrtle Beach F Conway Buffalo Cameron Lamar Irmo Columbia McBee Ridgela Intercultural Institute Inta Iva Blacksburg Stuckey Plum Branch Sellers Privateer Neeses Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry



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