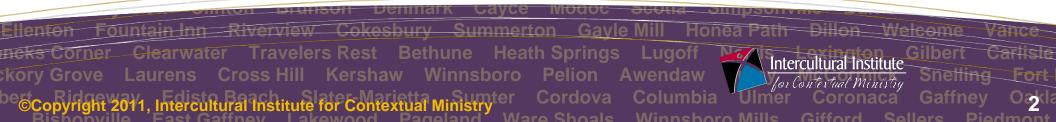
# MissionSite top unreached locations

alhoun Falls **BELTON, SC** Cherryval owndesville Beaufort Lockhart Batesburg-LeCENSUS TRACT: 45007011400 ega Cav McBee Flore Multiply Willington Edisto Beach Hilda Lak REGION: Upstate Region Upstate Region County ASSOCIATION: Anderson County Barnwell Whitn Clearwater Chesi Ravenel Jefferson Murrells Inlet India Hook Forest Acres COUNTY: Anderson Id In partnership with the: Easley Goose Creek BennettsSITESCAPE: Townscapevego Cane Savannah Dala Intercultural Institute inson Heights Denmark Landrum Socastee Wade Hampton Socie for Contextual Ministry aligned Brunson Cen **South Carolina** Princeton North Augusta Maudin Paxville Bluffton **Baptist Convention** eta Mill Monarch Mill North Augusta Mauldin Paxville Bluffton ©Copyright=2011, Intercultural Institute for Contextual MiniStry brook Island Blacksburg Antreville Campobello

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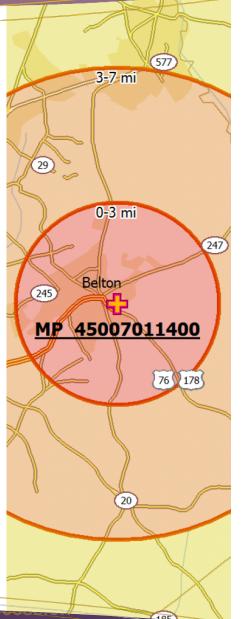
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#### Site Location Summary

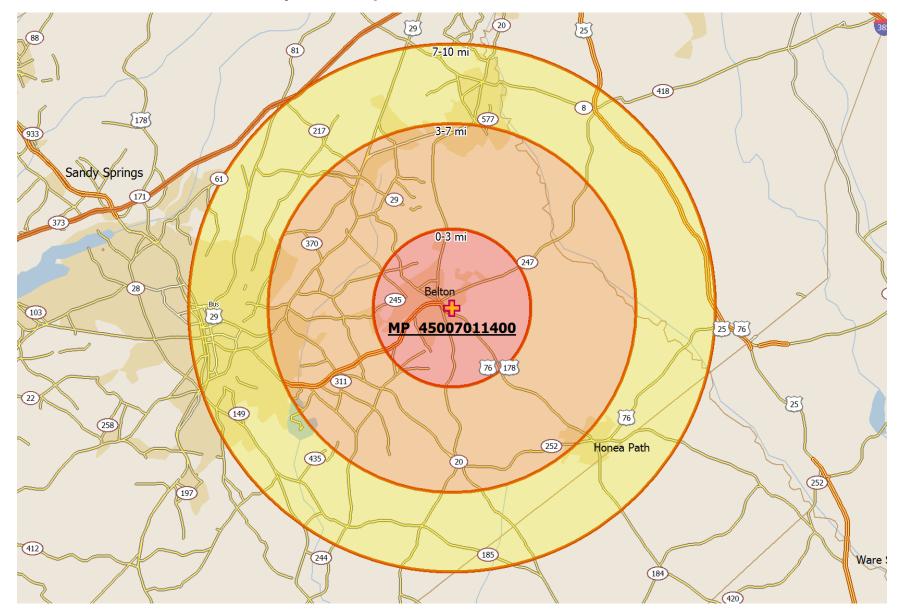
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	4501	Upstate Region
2	Association	45AUN	Anderson County
3	County Location	45007	Anderson
4	Zipcode	29627	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	l1	10000-50000-100000



Hartsville Lowndesville Charleston Woodruff Bowman Barnwell Summerville Pamplico Sumter Not Clemson Pacolet Latta Shiloh Winnsboro Mills St. George Lancaster Intercultural Institute Slater-Marietta Goose Creek Allendale Lynchburg Ridgeville Estill Blue for Confextual Ministry Confextual Ministry Clio Seneca Plum Branch Richburg Blythewood Tagin Copyright 2011, Intercultural Institute for Contextual Ministry

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



Villiams Williston Clover Kline Blackville Shiloh Lexington Wilkinson Heights Timmensville Mullins F Hinsboro Mills Greeleyville Neeses Kingstree Stuckey Clemson Soc Intercultural Institute Hilton Head Island Duncan Five Forks Welcome Riverview Hanahan Joo for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric Locale Codes	23	Suburb: Small: Territory outside a principal city and inside an urbanized area with population less than 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Denmark Gilbert Nichols Oak Grove Heath Springs Snelling Landrum Olar Mount Pleasant Pledmont ternet Summerton Sycamore Pendleton Hemingway Aynor Belton North Intercultural Institute ummit Taylors Berea Little Mountain Fort Lawn Ruby Northlake Murp For Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Contextual Ministry Contextual M

### 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	8,315	22,759	52,298
2010 Households	3,394	8,453	20,023
2010 Group Quarters Population	13	410	1,909

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	18	26	37
Language Diversity National Index	16	10	10
Foreign Born Diversity National Index	29	44	78
Ancestry Diversity National Index	51	53	42
Racial Diversity National Index	45	32	44

Cook Island Arial Salem Ridgeway West Pelzer Vance Hilton Head Island Cottageville Mount Pleasant C an West Union Lancaster Hanahan Taylors Parksville Reidville Beauter Caking Chapin Chesnee disto Georgetown Red Bank Monetta Lakewood Sharon Startex Wed Confextual Ministry Confextual Ministry Pamplico North Augusta Lincolnville Kiawah Island For

### 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

ans Souci Mountville Harleyville Sumter Florence Landrum Summit St. Andrews Gloverville Sharon Campobello Scranton Gifford Little River East Gaffney Sullivan's Island Intercultural Institute Intercultural Institute West Columbia To Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	130	3.83%
Mainstay Communities	Established, Diverse Households	165	4.86%
Working Communities	Blue-collar, Working Families	1,817	53.54%
Country Communities	Rural, Agri. & Mining Families	390	11.49%
Aspiring Communities	Young Singles / Aspiring-Multihousing	624	18.39%
Urban Communities	High Density, Inner-city Neighborhoods	269	7.93%

Landrum Wade Hampton Cross Hill Walterboro Berea McBee Dalzell Tega Cay Williams Lyman La Union Judson Jamestown East Sumter Lake Murray of Richland Irmo Intercultural Institute urbeville Saxon Kiawah Island West Pelzer Welcome Rembert South Confectual Ministry Greer Clio D Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Beaufort Mountville Sullivan's Island

# 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.

eld Carlisle Oak Grove City View Mount Carmel Gray Court Pelion West Columbia Pawleys Island South Elythewood Windsor Gantt Stuckey Donalds Hickory Grove Campobel Intercultural Institute Cockville Little Mountain Charleston Buffalo Jefferson Murrells Inlet Lover Intercultural Institute on Harleyville Copyright 2011, Intercultural Institute for Contextual Ministry Duncan Williams Pamplico Simpsonville Hanahan 91

# 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?

Ansonville Bonneau Mayo Lancaster Mill Greenville Chesnee Bowman Jonesville Pacolet Laurens Hill Forest Acres Bennettsville Woodruff Boiling Springs Clemson Ninety Intercultural Institute Villington Stuckey Irwin Meggett Woodfield Centerville Cross Hill Low Fortextual Ministry Confectual Ministry Irmo Wagen Copyright 2011, Intercultural Institute for Contextual Ministry

# 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	2,301	4.77%
Unreached %	66.88%	67.78%	101.35
Religious But NOT Evangelical HH	12,545	632	5.04%
Religious But NOT Evangelical %	17.4%	18.61%	106.96
Spiritual But NOT Relig or Evang HH	7,383	333	4.5%
Spiritual But NOT Relig or Evang %	10.24%	9.8%	95.67
Not Evangelical, Not Interested HH	28,492	1,344	4.72%
Not Evangelical, Not Interested %	39.52%	39.61%	100.22



Port Royal Six Mile Mayo Clover Mullins Blythewood Chester St. Stephen Lake City Travelers Res Paxville Campobello Plum Branch St. Andrews Oakland Ehrhardt Intercultural Institute Bucksport North Hartsville Dunean Lockhart Woodruff Rockville Monterful Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Stuckey Cross Hill Clemson Waterloo Kingstree Ha

# **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	4	3.42%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	13,472	618	4.58%
Active Evangelical Percent	18.69%	18.20%	97.37
Inactive Evangelical Households	10,403	477	4.58%
Inactive Evangelical Percent	14.43%	14.04%	97.33
# 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
16	16 Barkers Creek
17	17 Eureka
18	18 Big Creek
19	19 Bethany
20	20 Calvary
21	21 Hillcrest
22	22 Long Branch
23	23 SpringWater Community
24	24 Forest Hill
25	25 Williamston First
26	26 Riverside
27	27 Chiquola
28	28 Honea Path First
29	29 Broadway Lake
<ol> <li>17</li> <li>18</li> <li>19</li> <li>20</li> <li>21</li> <li>22</li> <li>23</li> <li>24</li> <li>25</li> <li>26</li> <li>27</li> </ol>	16Barkers Creek17Eureka17Eureka18Big Creek19Bethany20Calvary21Hillcrest22Long Branch23SpringWater Community24Forest Hill25Williamston First26Riverside27Chiquola



# 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

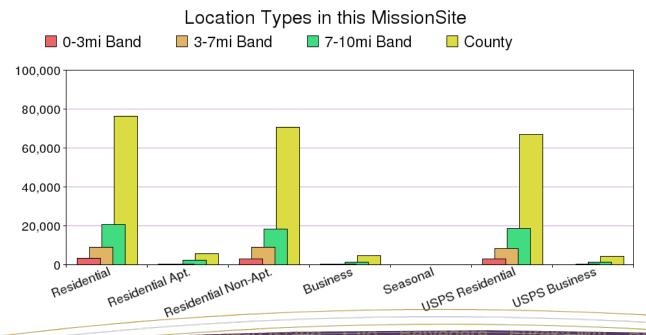
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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	7,994	5.51%
2000 Population	165,740	8,203	4.95%
2010 Population	187,272	8,315	4.44%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	55,480	3,186	5.74%
2000 Households	65,649	3,431	5.23%
2010 Households	72,088	3,394	4.71%

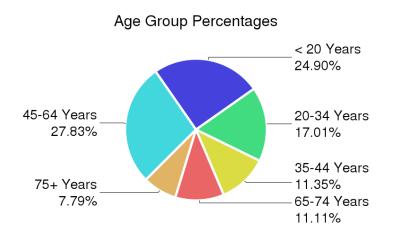


Location Type	0-3mi Band
Residential	3,310
Residential Apt.	223
Residential Non-Apt.	3,087
Business	182
Seasonal	0
USPS Residential	3,116
USPS Business	158

Blythewood Inman Wills Murphys Estates Edgefield North Myrtle Beach Greenville Pinewood Santee amplico Kershaw Lesslie Rock Hill Elgin Sellers Irmo Trenton Cherry Intercultural Institute ta Fort Lawn Oak Grove Ridgeway Southern Shops Mulberry Georgeto Jor Confextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Cover Seven Oaks Aiken Williams Bamberg Heath

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

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

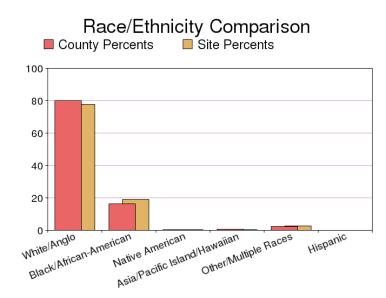


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.03%	5.21%	103.58
4-5 Years	2.61%	2.39%	91.57
6-8 Years	3.95%	3.68%	93.16
9-11 Years	4%	3.69%	92.25
12-13 Years	2.69%	2.38%	88.48
14-17 Years	5.36%	4.91%	91.6
18-19 Years	2.68%	2.65%	98.88
0-5 Years	7.64%	7.6%	99.48
6-12 Years	9.29%	8.56%	92.14
13-19 Years	9.39%	8.74%	93.08
< 20 Years	26.32%	24.9%	94.6
20-34 Years	17.8%	17.01%	95.56
35-44 Years	12.83%	11.35%	88.46
45-64 Years	27.23%	27.83%	102.2
65-74 Years	8.81%	11.11%	126.11
75+ Years	7.01%	7.79%	111.13
Median Age	40	41	102.34
Median Age (Male)	38	39	101.76
Median Age (Female)	41	42	103.04

nton Johnston Coronaca Lugoff Lowndesville Lake Secession Chesterfield Landrum Greeleyville Cros Fountain Inn Coward Cottageville Golden Grove Lane Bucksport Intercultural Institute Springdale Hampton Wilkinson Heights Ulmer Shiloh Mullins Olar Jor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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.



COUNTY	BAND	INDEX
80.02%	77.57%	96.94
16.46%	18.98%	115.3
0.23%	0.36%	154.61
0.81%	0.34%	41.43
0.02%	0%	0
2.46%	2.75%	112.17
0%	3.03%	0
126,700	5,782	
6.48%	8.35%	77.59
	80.02% 16.46% 0.23% 0.81% 0.02% 2.46% 0%	80.02%       77.57%         16.46%       18.98%         0.23%       0.36%         0.81%       0.34%         0.02%       0%         2.46%       2.75%         0%       3.03%         126,700       5,782

Total Adults over age 25 years.	126,700	5,782	
Less than 9th Grade	6.48%	8.35%	77.59
No High School Diploma	12.79%	14.75%	86.7
High School Graduate	34.38%	38.26%	89.86
Some College, no degree	19.28%	16.12%	119.64
Associate Degree	9.37%	9.44%	99.21
College Degree	11.45%	8.18%	139.92
Graduate/Prof. degree	6.25%	4.89%	127.76

Williamston Edisto Beach York Plum Branch Cowpens Clarks Hill Chapin Elko Mayesville East Sume Walterboro Ladson Little Mountain Patrick Ridgeville Hanahan Pick Intercultural Institute Startex Sharon Society Hill Aynor Summerton Pine Ridge Newport ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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%	10.11%	186.32
\$10,000 to \$19,999	13.22%	15.85%	119.94
\$20,000 to \$29,999	13.27%	14.7%	110.82
\$30,000 to \$49,999	21.64%	21.24%	98.17
\$50,000 to \$59,999	9.33%	8.22%	88.14
\$60,000 to \$69,999	7.07%	6.98%	98.78
\$70,000 to \$79,999	6.83%	6.57%	96.19
\$80,000 to \$89,999	5.64%	4.36%	77.35
\$90,000 to \$99,999	3.55%	2.59%	72.98
\$100,000 to \$124,999	5.57%	5.04%	90.39
\$125,000 to \$149,999	2.16%	2.42%	111.65
\$150,000 to \$199,999	2.33%	0.71%	30.34
\$200,000 to \$249,999	0.55%	0%	0
\$250,000 or more	1.05%	1.18%	112.38
Median Household	44,216	37,944	85.82
Average Household	57,535	52,708	91.61
Per Capita Household	22,542	21,518	95.46
Family/Non-Family Household			
Income			
Median Family Income	53,315	46,645	87.49
Average Family Income	66,380	61,041	91.96
Median Non-Family Income	25,410	21,324	83.92
Average Non-Family Income	35,351	33,840	95.73

The Hurray of Richland North Charleston Kingstree Tega Cay Red Hill Charleston Summit Edge Jonesville Elgin Welcome Marion Gloverville Laurel Bay Greenville To Confectual 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.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	71.49%	69.21%	96.81
Families with Children	32.83%	30.11%	91.71
Families without Children	38.66%	39.1%	101.14
Non-Family Households			
% Non-Family Households	28.51%	30.79%	108.01
Non-Families with Children	0.31	0.32	104.3
Non-Families without Children	28.2	30.47	108.05
Housing Units			Index
Total Housing Units	84,787	3,919	
Vacant percent	14.98%	13.4%	89.44
Owned percent	63.47%	63.26%	99.67%
Rented Percent	21.56%	23.35%	108.32
Households by Size			Index
Avg household size	2.56	2.45	95.7
Avg family hh size	3.10	3.01	97.1
Avg non-family hh size	1.19	1.18	99.16
Households By Count of Persons			Percent
One	17,260	908	5.26%
Two	24,413	1,168	4.78%
Three or Four	24,308	1,075	4.42%
Five+	6,107	243	3.98%

Eutawville Red Bank Dillon Chesnee Newport McConnells Carlisle Easley Walhalia Arial Nichols Manutville Boiling Springs Salem Cherryvale Cordova Bowman Andrea Pendeton Summerville Rowesville Sycamore Red Hill Honea Path Garden City Clearwater Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Canter Hampton New Ellepton Ravenel Arian

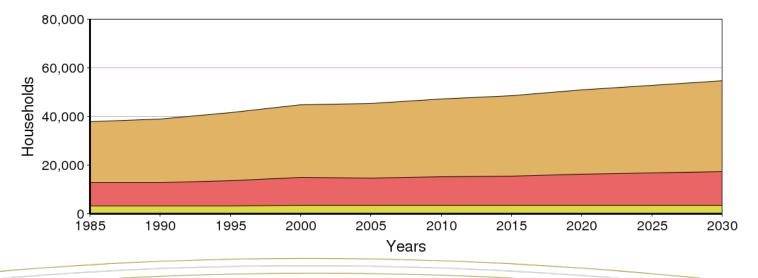
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	145,196	7,994	5.51%
2000 Population	165,740	8,203	4.95%
2010 Population	187,272	8,315	4.44%
2015 Population	199,116	8,599	4.32%

Household Change from 1985 to 2030

🗖 0-3mi Ring 👘 0-7mi Ring

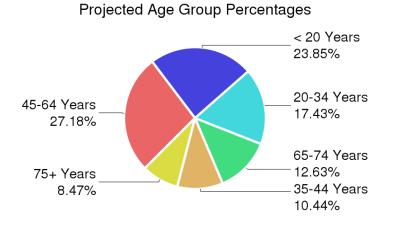
📕 0-10mi Ring



Beach Millwood Stuckey Columbia Jefferson Ulmer Pelion Winnsboro Mills Bennettsville Walhalia Ma t Great Falls Holly Hill Meggett Northlake Liberty East Sumter Greenway <u>Hiton Head Island</u> Jenkinstr ettown Campobello Conway McCormick St. Matthews Beaufort Golden Volter and Ministry Confectual Ministry Confectual Institute for Contextual Ministry Confectual Institute for Contextual Ministry Confectual Lamar Sullivan's Island Gaston 20

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.

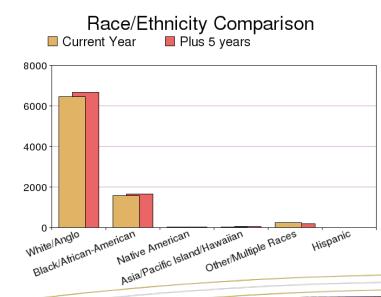


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.21%	4.73%	90.79
4-5 Years	2.39%	2.16%	90.38
6-8 Years	3.68%	3.45%	93.75
9-11 Years	3.69%	3.51%	95.12
12-13 Years	2.38%	2.31%	97.06
14-17 Years	4.91%	5%	101.83
18-19 Years	2.65%	2.67%	100.75
0-5 Years	7.6%	6.9%	90.79
6-12 Years	8.56%	8.13%	94.98
13-19 Years	8.74%	8.83%	101.03
< 20 Years	24.9%	23.86%	95.82
20-34 Years	17.01%	17.44%	102.53
35-44 Years	11.35%	10.44%	91.98
45-64 Years	27.83%	27.19%	97.7
65-74 Years	11.11%	12.64%	113.77
75+ Years	7.79%	8.47%	108.73
Median Age	40	42	105.57
Median Age (Male)	38	41	106.61
Median Age (Female)	41	43	105.52

The Red Bank Hanahan Govan Vance Bethune Forestbrook Eastover Conway Bishopville Meggett Intercultural Institute Meggett Intercultural Institute for Contextual Ministry Beach West Columbia Lugoff Contextual Ministry Southern Shops Joanna Estill Jeres Southern Shops Jeres Sou

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	77.57%	77.54%	99.97
Black, African-American	18.98%	19.34%	101.91
Native American	0.36%	0.42%	116.04
Asian	0.34%	0.48%	141.59
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	2.75%	2.21%	80.23
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	5,782	6,030	
Less than 9th Grade	8.35%	6.8%	81.39
No High School Diploma	14.75%	12.74%	86.33
High School Graduate	38.26%	39.19%	102.43
Some College, no degree	16.12%	16.8%	104.22
Associate Degree	9.44%	10.58%	112.04
College Degree	8.18%	8.41%	102.78
Graduate/Prof. degree	4.89%	5.49%	112.15

maria Aiken Seabrook Island Columbia Travelers Rest Cordova Norway Inman Mills Minisboro Surfside St. Stephen Pageland Central Pacolet Mountville Lake View Gantt Edit Beach Newberry Laurel Bay Barnwell Wellford Bennettsville Wade Hampton Slater-Marietta Bonne GorContextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	10.11%	8.85%	87.57
\$10,000 to \$19,999	15.85%	15.57%	98.26
\$20,000 to \$29,999	14.7%	14.47%	98.41
\$30,000 to \$49,999	21.24%	20.55%	96.75
\$50,000 to \$59,999	8.22%	8.01%	97.39
\$60,000 to \$69,999	6.98%	6.84%	97.97
\$70,000 to \$79,999	6.57%	7.25%	99.69
\$80,000 to \$89,999	4.36%	4.86%	110.16
\$90,000 to \$99,999	2.59%	2.82%	108.91
\$100,000 to \$249,999	5.04%	5.76%	114.41
\$125,000 to \$149,999	2.42%	2.59%	107.24
\$150,000 to \$199,999	0.71%	0.93%	131.74
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	1.18%	1.31%	111.16
Median Household	37,944	39,895	105.14
Average Household	52,708	56,121	106.48
Per Capita Household	21,518	22,422	104.2
Family/Non-Family Household			
Income			
Median Family Income	46,645	50,666	108.62
Average Family Income	61,041	64,903	106.33
Median Non-Family Income	21,324	22,502	105.52
Assessed Niew Constitutions	00.040	00.470	407 70

33,840

36,473

Average Non-Family Income

wick Prosperity Ridgeville Elloree Slater-Marietta Honea Path Loris Ha <del>y View McConnells</del> Johnsonville Hilda Coronaca Eureka Mill Forestbrog Ellenton Eastover Sycamore Clio Mount Croghan Jenkinsville Luray J ©Copyright 2011, Intercultural Institute for Contextual Ministry prove Fast Gaffney Hodges Latta Estill Newport Springdale Oak Grove

ille 23

107.78

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	69.21%	69%	99.69
Families with Children	30.11	29.26	97.16
Families without Children	39.1	39.24	100.37
Non-Family Households			
% Non-Family Households	30.79%	31%	100.7
Non-Families with Children	0.32	0.26	100.7
Non-Families without	30.47	30.74	100.91
Children			
Housing Units			
Total Housing Units	3,919	3,965	101.17%
Vacant percent	13.4%	13.37%	99.78
Owned percent	63.26%	63.38%	100.2
Rented Percent	23.35%	23.25%	99.6
Households by Size			
Avg household size	2.45	2.50	102.04%
Avg family hh size	3.01	3.11	103.32%
Avg non-family hh size	1.18	1.14	96.61%
Households By Count of			
Persons			
One	908	916	100.88%
Two	1,168	1,134	97.09%
Three or Four	1,075	1,116	103.81%
Five+	243	269	110.7%

Pelion Edgetield Henea Path Williams Cordova Boiling Springs Springdale Greenville Charleston La nien Ware Shoals Fort Lawn Heath Springs Jefferson Smyrna Blackviller Intercultural Institute Kiawah Island Seabrook Island Allendale Mount Pleasant Bishopville In Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Palzer Spelling Rowesville Clover Lincolnville Woodford

# **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	77	264	786	Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	8	3	32	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	31	37	104	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	0	10	36	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	0	0	12	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	0	51	126	Oceania	Oceania 0	Oceania 0 11
So. Central Asia	0	10	33	Caribbean	Caribbean 0	Caribbean 0 3
SE Asia	11	20	62	Central Amer.	Central Amer. 0	Central Amer. 0 78
Western Asia	0	5	21	South America	South America 27	South America 27 0
Other Asia	0	0	0	North America	North America 0	North America 0 36
				Born at sea	Born at sea 0	Born at sea 0 0

ville Wagener Oakland Jenkinsville Allendale Travelers Rest McCormick Eigin Pomaria Luray Great For ised Land Five Forks North Cordova Holly Hill Varnville Pendleton Rest Intercultural Institute Duncan Wood Mount Pleasant Hollywood Shell Point Burton Scotia Lowndesville for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Con

# Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	6,702	19,222	46,830	Other Indo-Euro	0	0	11
Spanish	208	360	650	Asian/PI languages	0	0	0
Other Indo-Euro	48	168	545	Chinese	0	63	63
	40	100	545	Japanese	0	4	28
language French (incl. Patois,	20	71	178	Korean	0	4	5
•	20	/ 1	170	Mon-Khmer,	0	0	0
Cajun) French Creole	0	0	0	Cambodian	0	0	0
Italian	0	16	21	Miao, Hmong	0	0	0
Portuguese	0	2	21	Thai	0	0	0
German	20	44	170	Laotian	0	0	0
Yiddish	-				-		27
	0	0	0	Vietnamese	0	0	12
Other West Germanic	0	13	9	Other Asian	0	0	
A Scandinavian	0	0	12	Tagalog	11	18	45
Language	0	0	70	Other Pacific Is	0	0	0
Greek	0	0	76	Other languages	0	0	91
Russian	0	0	0	Navajo	0	0	0
Polish	8	8	6	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	31
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	14	41	African languages	0	0	60
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

Newport St. Matthews West Columbia Darlington Pawleys Island Pine Ridge New Ellenton Summit Carl Klawah Island Pinewood Hodges East Gaffney Honea Path Donalds Intercultural Institute Insboro Fort Lawn Spartanburg Judson Olar Parksville Cameron Rub for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# **Ancestry Summary**

The table below provides the percentage of population with a historical national heritage within the three site bands. The data is based upon the 2000 Census SF3 dataset.

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	5,014	14,425	36,611	Irish	Irish 513	Irish 513 1,432
Arab	0	14	134	Italian	Italian 55	Italian 55 267
Armenian	0	0	3	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	2	24	Norwegian	Norwegian 0	Norwegian 0 40
British	11	75	138	Polish	Polish 23	Polish 23 92
Canadian	0	30	117	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	28	15	Russian	Russian 33	Russian 33 0
Czechoslovak	13	0	0	Scandinavian	Scandinavian 0	Scandinavian 0 17
Danish	43	0	24	Scotch-Irish	Scotch-Irish 269	Scotch-Irish 269 645
Dutch	64	98	260	Scottish	Scottish 176	Scottish 176 216
English	500	1,595	3,751	Slovak	Slovak 0	Slovak 0 0
European	56	197	406	Subsaharan African	Subsaharan African 61	Subsaharan African 61 57
Finnish	0	0	18	Swedish	Swedish 29	Swedish 29 48
French (not Basque)	84	252	605	Swiss	Swiss 0	Swiss 0 0
French Canadian	0	23	99	Ukrainian	Ukrainian 0	Ukrainian 0 16
German	212	1,026	2,394	US/American	US/American 1,492	US/American 1,492 4,560
Greek	0	5	79	Welsh	Welsh 6	Welsh 6 30
Hungarian	0	12	27	West Indian	West Indian 0	West Indian 0 6
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 1,374	Other 1,374 3,642

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# Using the Demographic Indicators

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

#### Issues for Your Consideration

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



# Using the Demographic Indicators

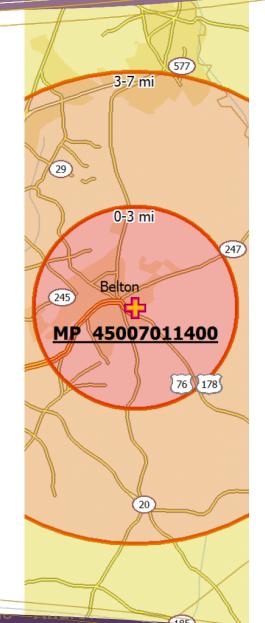
#### Issues for Your Consideration - continued

- 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?

est Acres Cherryvale Ninety Six Lincolnville Lexington Lamar Central Scotla Ehrhardt Sentee Honea Lynchburg Pelion Gayle Mill South Congaree Ruby Utica Liberty Lureo Intercultural Institute Gray Court Patrick Easley Shell Point Batesburg-Leesville Inman Cherrow Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Balton Govan North Hartsville Shiloh Avnor Nichols

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.



hester Buffalo Greenwood New Ellenton Meggett Luray Dillon Wedgewood Pageland Turbeville Send vance Eastover Burnettown Sycamore Walhalla Mullins Starr Cherry Intercultural Institute Briarcliffe Acres Troy Kingstree Quinby Anderson Winnsboro Mills Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,394	100%	2,302	100%
AFFLUENT SUBURBIA	5	0.15%	4	0.17%
America's Wealthiest	0	0%	0	0%
Dream Weavers	5	0.15%	4	0.17%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	125	3.68%	84	3.65%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	125	3.68%	84	3.65%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	133	3.92%	86	3.74%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	27	0.8%	0	0%
Prime Middle America	0	0%	18	0.78%
Urban Optimists	106	3.12%	0	0%
Family Convenience	0	0%	68	2.95%
Mid-Market Enterprise	0	0%	0	0%

McClellanville Elgin Waterloo Hampton Gaffney Cottageville Woodfield Winnsboro Mills Landrum Be indigetand Seabrook Island Olar Welcome Port Royal Saxon Denmark Intercultural Institute Land Gayle Will Infton Harleyville Mauldin Iva Gaston Mayo Santee Whitmire Scrar Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,394	100%	2,302	100%
BLUE COLLAR BACKBONE	20	0.59%	12	0.52%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	17	0.5%	10	0.43%
Lower Income Essentials	3	0.09%	2	0.09%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	32	0.94%	20	0.87%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	11	0.32%	7	0.3%
Professional Urbanites	2	0.06%	1	0.04%
Urban Advancement	3	0.09%	2	0.09%
Amer. Great Outdoors	16	0.47%	10	0.43%
Mature America	0	0%	0	0%
METRO FRINGE	1,797	52.95%	1,237	53.74%
Steadfast Conservative	1,347	39.69%	923	40.1%
Moderate Conventionalists	4	0.12%	3	0.13%
Southern Blues	1	0.03%	1	0.04%
Urban Grit	0	0%	0	0%
Grass-Roots Living	445	13.11%	310	13.47%

Gloverville Pamplico Southern Shops Ulmer Willington Sumter North Hartsville Blythewood James Hindsor McClellanville Georgetown Chester Clinton Cope Ladson Seller Intercultural Institute asley Union Travelers Rest Atlantic Beach Denmark West Pelzer Starter for Contextual Ministry Gorden City Copyright 2011, Intercultural Institute for Contextual Ministry Holly Hill Branchville Dentsville Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,394	100%	2,302	100%
REMOTE AMERICA	242	7.13%	142	6.17%
Hardy Rural Fam.	12	0.35%	7	0.3%
Rural Southern Living	203	5.98%	119	5.17%
Coal & Crops	27	0.8%	16	0.7%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	624	18.39%	462	20.07%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	582	17.15%	431	18.72%
Stable Careers	41	1.21%	30	1.3%
Aspiring Hispania	1	0.03%	1	0.04%
RURAL VILLAGES & FARMS	148	4.36%	71	3.08%
Aspiring Hispania	35	1.03%	1	0.04%
Industrious Country Living	0	0%	24	1.04%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	113	3.33%	0	0%
Hinterland Fam.	0	0%	46	2%

Oakland Chapin Darlington Johnsonville Ware Shoals North Charleston Fort Lawn Swansea Willister Hanning Lockhart Hardeeville Lugoff Folly Beach Hanahan Scotia Sprach Intercultural Institute Privateer Iva Laurens Roebuck Scranton Silverstreet Laurel Bay Sprach Intercultural Institute Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,394	100%	2,302	100%
STRUGGLING SOCIETIES	149	4.39%	101	4.39%
Rugged Southern Style	5	0.15%	3	0.13%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	144	4.24%	98	4.26%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	120	3.54%	83	3.61%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	112	3.3%	78	3.39%
Urban Diversity	0	0%	0	0%
New Generation Activists	8	0.24%	5	0.22%
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%

H Ware Shoals Mountville Andrews Cokespury

Central Pacolet Greer Pine Ridge Slater-Marietta Monarch Mill Clearwater Anderson Hickory-Grove Forest Acres Abbeville Parker McConnells Willington Lowrys Isle of Program Bomaria Hanahan West Tega Cay Spartanburg West Columbia Rockville Coronaca Summerville Contextual Ministry Bay Parksville Carlisle Bowman Inman Mills Winds 34 ©Copyright 2011, Intercultural Institute for Contextual Ministry Bay Parksville Carlisle Bowman Inman Mills Winds 34

# 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?

Northlake Powderville Utica Gray Court Travelers Rest Murrells Inlet Six Mile Starr Eastover Eutan McClellanville Clio Donalds Chapin Startex Pine Ridge Buffalo Varnville Chesterfield Mulberry Bamberg Newport Pageland Central Power (on Contextual Institute Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

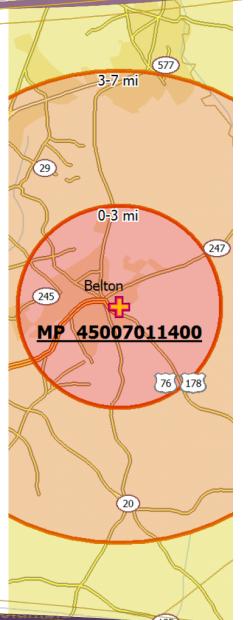
#### **Potential Cultural Bridges**

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).



Jamestown Bowman Mayo Riverview Society Hill Irwin Clearwater Neeses Parker Pamplico Ride Cadia Lakes Red Hill Cayce Kline Holly Hill Orangeburg Meggett Good Intercultural Institute Ruby Peak Laurel Bay Govan Scranton New Ellenton Lodge Lexin Joi Confectual Ministry Ocopyright 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	76%	77%	76%
Use Comp. for Internet/E-mail	52%	56%	56%
Internet Use: E-Mail	46%	47%	48%
Use Comp. for Comp. Games	38%	40%	39%
Use Comp. for Word Processing	33%	35%	36%
Use Comp. for Education	30%	32%	32%
Use Comp. for Shopping	30%	33%	33%
Use Comp. for Digital Camera	27%	29%	30%
Photo Editing			
HH Owns DVD Player	26%	28%	28%
Use Comp. for Banking	26%	29%	29%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	25%	26%	27%
Internet Use: Banking	22%	25%	25%
Use Comp. for News/Info./Data	18%	19%	20%
Service			
PC-Network-HH Has One	17%	18%	18%
Use Comp. for Accounting	12%	13%	14%
HH Owns Video/Webcam	11%	11%	11%
Internet Use: Research/ Education	11%	10%	11%
Use Comp. for Personal Financial	11%	11%	13%
Mngmnt			
Internet Use: Shopping: Gathered	10%	10%	12%
Info. for Shopping			
Internet Use: Read Magazines/	10%	9%	10%
Newspapers			

Ladson Florence Seven Oaks Lancaster Mill Troy Lake Wylie India Hook Richburg Lake City Saxon Sycamore Stuckey North Hartsville Socastee Bethune Hartsville Convert Ministry Intercultural Institute ringdale Wagener Lake Murray of Richland Laurel Bay Norway Clearwate For Contextual Ministry Darlington 37 Copyright 2011, Intercultural Institute for Contextual Ministry Hemingway Fort Mill Manning Williston Darlington 37

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	66%	67%	67%
Dining Out (Not Fast	54%	55%	56%
Food)			
Reading Books	51%	51%	52%
Card Games	42%	42%	42%
Cooking for Fun	36%	36%	36%
Gardening	35%	35%	34%
Board Games	33%	34%	33%
Go To A Beach/Lake	31%	34%	34%
Visit Museum	18%	18%	19%
Visit Zoo	18%	19%	19%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	69%	68%	68%
Gen./Fam. Practitioner	42%	42%	41%
Dentist	24%	25%	26%
Backache	24%	23%	23%
Eye Dr.	22%	21%	21%
Hypertension/High Blood	20%	19%	19%
Pressure			
None Of These	19%	19%	19%
High Cholesterol	18%	18%	18%
Any Arthritis	17%	16%	16%
Overweight (30 Pounds Or More)	15%	15%	14%

ckville St. Matthews Mountville Denmark McColl Ridgeway Winnsboro Mills Red Hill St. Andrews Snell secure Loris Wagener Lake Murray of Richland Monetta Cane Savannah bert Lugoff Greeleyville McCormick Paxville North Myrtle Beach Jones for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Belvedere Cordova Clarks Hill Mayo Reidville Patrick North Charleston Stuckey Clipton York Beau

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	25.35%	26.04%	27.27%
Live Theater	16.59%	16.77%	18.66%
Rock/Pop Concerts Most	14.09%	14.42%	15.05%
Often			
Live Theater Most Often	13.45%	13.65%	14.97%
Dance Performance	8.09%	7.49%	8.26%
Comedy Club	8.06%	8.23%	8.69%
Movies: Comedy	38.3%	38.75%	39.39%
Movies: Action/Adventure	37.68%	37.51%	38.64%
Movies: Fam.	21.32%	20.27%	20.54%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Drama	19.39%	19.27%	20.91%
Movies: Romantic Comedy	19.06%	18.86%	19.61%
Movies: Mystery	16.56%	16.46%	17.86%
MLB Baseball Reg. Season	4.94%	5.9%	6.45%
College Football Reg.	4.75%	5.41%	6.03%
Season			
NFL Football Reg. Season	4.68%	5.26%	5.89%
College Basketball Reg.	3.52%	3.84%	4.06%
Season			
NBA Basketball Reg.	2.57%	2.74%	3.2%
Season			
Auto Racing Events	2.26%	2.54%	2.69%



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	BRI	DGES	DGES 0-3	DGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	38.07%	37.8%	38.55%	Stationary Cycli	ng	ng 10.28%	ng 10.28% 10.54%
Swimming	30.66%	32.81%	32.1%	Target Shooting		9.52%	9.52% 10.18%
Bowling	22.14%	22.63%	21.66%	Football		9.41%	9.41% 10.33%
Freshwater Fishing	19.87%	21.64%	19.48%	Backpacking/Hiking		9.24%	9.24% 9.52%
Billiards/Pool	17.57%	19.07%	18.43%	Aerobics		9.15%	9.15% 8.95%
Camping Trips	16.16%	17.18%	15.72%	Volleyball		8.95%	8.95% 9.12%
Basketball	15.27%	15.24%	15.07%	Saltwater Fishing		7.63%	7.63% 8.07%
Jogging/Running	13.24%	13.28%	13.86%	Softball		7.34%	7.34% 7.59%
Weight Training	13.11%	14.2%	14.61%	Power Boating		7.04%	7.04% 7.27%
Using Cardio Machine	11.5%	11.83%	12.33%	Soccer	6	6.6%	6.59%
Golf	11.05%	11.88%	12.31%	Yoga	6.4	41%	6.03%
Mountain/Road Biking	10.97%	11.57%	11.86%	Canoeing/Kayaking	6.0	6%	6% 6.33%
Baseball	10.5%	11.13%	10.66%	Tennis	6.0	)5%	6.21%
Hunting	10.45%	11.4%	10.04%	Horseback Riding	5.9	2%	6.43%

Moneks Corner Edisto Little River Blenheim Antreville Wedgewood Maudin Felly Beach Windsor Little Lale Klawah Island Cheraw Ulmer Dalzell Inman Chapin Bluffton Recording Intercultural Institute Vance Jonesville Bishopville Eutawville Burnettown Peak Red Bank for Contextual Ministry Corcopyright 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

0-3	3-7	7-10
MILES	MILES	MILES
5.62%	6.35%	5.94%
4.78%	4.84%	4.95%
4.74%	4.47%	4.76%
4.46%	4.73%	4.67%
4.28%	3.68%	3.6%
4.25%	4.92%	4.43%
3.71%	3.77%	3.6%
3.65%	4%	3.88%
3.57%	3.61%	3.8%
3.47%	3.93%	4.17%
	MILES         5.62%         4.78%         4.74%         4.46%         4.28%         4.25%         3.71%         3.65%         3.57%	MILES       MILES         5.62%       6.35%         4.78%       4.84%         4.74%       4.47%         4.46%       4.73%         4.28%       3.68%         4.25%       4.92%         3.71%       3.77%         3.65%       4%

0-3	3-7	7-10
MILES	MILES	MILES
3.43%	3.33%	3.29%
3.42%	3.72%	4.12%
3.3%	3.14%	3.27%
3.17%	3.35%	3.24%
3.17%	3.08%	3.15%
2.71%	2.82%	2.93%
2.7%	2.69%	2.9%
2.25%	2.32%	2.38%
2.25%	2.44%	2.78%
1.86%	1.91%	2.24%
	MILES         3.43%         3.42%         3.3%         3.17%         2.71%         2.7%         2.25%	MILESMILES3.43%3.33%3.42%3.72%3.3%3.14%3.17%3.35%3.17%3.08%2.71%2.82%2.7%2.69%2.25%2.32%2.25%2.44%

Tega Cay Bluffton Little River Chester Gantt Southern Shops Roebuck Honea Path Homeland Park War Rest Perry Cokesbury South Congaree Six Mile Socastee Andrews Contextual Institute Ravenel Rowesville Shell Point Charleston Georgetown Elgin War Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

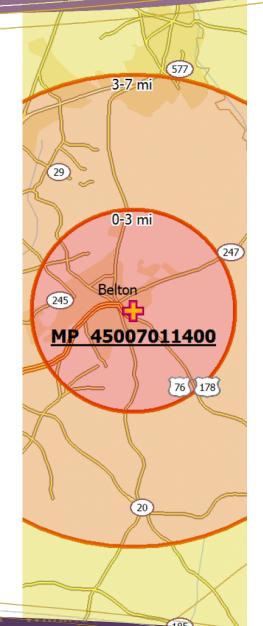
#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



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#### Potential Cultural Barriers -- Introduction (part 2)

#### CULTURAL BARRIERS OF UNDERSTANDING

Cultural barriers may impede either understanding or acceptance. Cultural barriers of understanding occur because of problems with the communication of the message. Often people do not understand the gospel when it is presented to them.

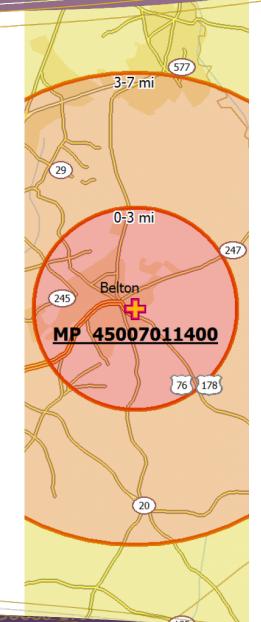
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

Cultural barriers of acceptance occur because of a variety of problems, including those related to the Christian sub-culture as well as the culture of the hearer. Sometimes unchurched people have understood that they must adopt the evangelical Christian subculture in order to come to faith -- and become like "church people" -- including dressing like them, participating in all of the church functions and activities, passively following church leadership, not questioning aspects of Christian faith and beliefs, and ignoring the poor and minorities.

#### **Unreached People Group**

Sometimes cultural aspects from within the unchurched people group -- currently held values, attitudes & behaviors are seen as antithetical to Christianity, which inhibits them from coming to faith. Some aspects of culture may be redeemed for God's glory and used to please him. Other cultural aspects are so perverted by sin that they cannot be used without syncretizing. In order to identify cultural barriers of acceptance, missional congregations develop relationships within the cultural group and seek to understand who they are and what an indigenous church would look like among them in order to eliminate unnecessary barriers that have been identified that the missionary should consider in reaching out to the lifestyle segments in this site location.



mmonsville Great Falls Lake Secession Pawleys Island Lugoff Bishopville Jenkinsville Pamplico Megge Elloree Slater-Marietta Cross Hill Parksville Lake Wylie Hartsville Lover Intercultural Institute Theim Abbeville Gaston Andrews Forestbrook Walterboro St. Stephen for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual 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.

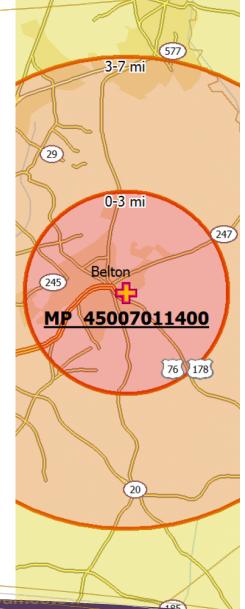
BARRIERS	0-3	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning	51%	50%	51%	Like to Stand Out In A Crowd	22%	22%	22%
New Things				Marijuana Should Be Legalized	19%	19%	19%
Find It Difficult To Say No To My Kids	40%	40%	39%	Rarely Sit Down to a Meal Together At Home	19%	19%	18%
Speak My Mind Even If It Upsets	37%	35%	36%	I Am A Workaholic	18%	17%	18%
People				Like To Pursue	17%	17%	17%
Like Control Over People And	36%	35%	34%	Challenge/Novelty/Change			
Resources				Only Work Current Job for The	14%	14%	14%
Woman's Place Is In The Home	36%	35%	34%	Money			
Like To Do Unconventional Things	31%	31%	30%	We Should Strive for Equality for All	13%	13%	13%
Prefer To Have Few Possessions As Possible	30%	30%	30%	Happy With My Standard Of Living	11%	11%	11%
Don't Judge People/Way They Live Life	29%	28%	29%	On Whole People Get What They Deserve	11%	10%	10%
Money Is Best Measure Of Success	26%	26%	25%	Indulge My Kids With The Little Extras	9%	9%	8%
Too Much Sponsorship In Arts/Sports	26%	25%	24%	Little I Can Do To Change My Life	9%	8%	8%
If Won Lottery Would Never	24%	23%	25%	I Am A Perfectionist	7%	6%	7%
Work Again							
Friends More Important Than My Fam.	23%	23%	23%				

 Oswego Promised Land Whitmire Rembert Lamar Mullins South Sumter Ward Gifford Elgin Peak Six while Ridgeville Mount Carmel Privateer Vance Mountville Seven Option Intercultural Institute Norris Rockville Centerville Batesburg-Leesville Chesterfield Lincoln (o) Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry
 Order Hill, West Columbia, Egirfax, Pageland, Burnett

#### **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.



eorgetown Lamar Loris Clover Buffalo Moncks Corner Burton Modoc Winnsboro Due West Pacolet Brookdale Allendale Dentsville Burnettown Cope Monetta Murrells Intercultural Institute Santee Judson Pelzer Easley Smoaks Society Hill Peak Gilbert Var Lor Contextual Ministry Blackville Va Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	TH	EMES	0-3 MILES	3-7 MILES	7-1( MIL
Important To Respect Customs And Beliefs	60%	62%	61%	Loc Hor	oking for New Ideas To Improve	18%	17%	17%
You Should Seize Opportunities In Life	58%	57%	57%		rried About Pollution Caused Cars	17%	17%	18%
Like To Understand About	37%	37%	38%		al Men Don't Cry	15%	15%	16%
Nature				ls A	An Important Part Of Who I Am	15%	16%	16%
Prefer Work Part Of Team Than Alone	36%	35%	34%	Pro Ext	ovide My Kids With The Little tras	14%	13%	13%
Important Feel Respected By My Peers	34%	33%	33%	-	Not To Worry About The cure	14%	13%	14%
Important To Juggle Various Tasks	32%	31%	31%	Enj Far	oy Spending Time With My n.	13%	14%	13%
Prefer To Have Few Possessions As Possible	30%	30%	30%		ildren Should Be Allowed To press Themselves	7%	6%	6%
Good At Fixing Things	29%	27%	27%		e Spending Most Time With	6%	5%	5%
Have Keen Sense Of Adventure	26%	25%	26%	Far				
Like To Just Enjoy Life	21%	21%	21%	Fee	el Very Alone In The World	6%	5%	5%
People Have To Take Me As They Find Me	20%	21%	22%	Wo	uld Like To Set Up Own siness	4%	4%	4%
Consider Myself Interested In The Arts	20%	19%	19%	Dec	cor Particular Interest To Me	3%	3%	3%

wansea Watts <u>Mills Dunean Walterboro Dentsville South Sumter</u> St. Andrews Allendale Cherryvale East Folly Beach Ladson McColl Antreville Whitmire Furman Willington <u>Intercultural Institute</u> eabrook Island Jamestown Simpsonville Lodge Lynchburg Sans Souci Confectual Ministry O Jonesville ©Copyright 2011, Intercultural Institute for Contextual Ministry go Ward Cayce Myrtle Beach Golden Grove Wagen 46 Procession of Contextual Ministry of Contextual Ministry

#### **Potential Shared Places**

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

Salem Walterboro iva Brunson Port Royal Jefferson Starr Bamberg Cheraw Irwin Pawleys Island Hurrells Inlet Elloree Chester Greeleyville Pelion Eutawville Conway Intercultural Institute Urens Honea Path West Pelzer Williston Lowrys Clemson Salley Hilda Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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### **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	87.17%	87.08%	86.47%		Olive Garden	Olive Garden 18.79%	Olive Garden 18.79% 19.72%
Restaurant-Visit Any					Red Lobster	Red Lobster 18.59%	Red Lobster         18.59%         17.43%
Fam. Restaurants/Steak	82.11%	82.6%	81.74%		Cracker Barrel	Cracker Barrel 17.19%	Cracker Barrel 17.19% 17.48%
Houses-Visit Any					Sonic	Sonic 16.77%	Sonic 16.77% 16.71%
McDonald's	57.04%	57.57%	56.94%		Domino's Pizza	Domino's Pizza 15.29%	Domino's Pizza 15.29% 14.43%
Burger King	39%	39.39%	38.66%		Golden Corral	Golden Corral 14.67%	Golden Corral         14.67%         14.02%
Kentucky Fried Chicken (KFC)	32.77%	32.09%	31.57%		Hardee's	Hardee's 14.33%	Hardee's 14.33% 14.09%
Wendy's	31.81%	31.83%	31.16%		IHOP (International House Of	IHOP (International House Of 14.07%	IHOP (International House Of 14.07% 13.32%
Subway	31.69%	31.69%	31.61%		Pancakes)	Pancakes)	Pancakes)
Taco Bell	29.11%	29.86%	28.84%		Chick-Fil-A	Chick-Fil-A 13.53%	Chick-Fil-A 13.53% 14.03%
Applebee's	28.69%	30.08%	29.91%		Outback Steakhouse	Outback Steakhouse 12.88%	Outback Steakhouse 12.88% 13.28%
Pizza Hut	27%	25.73%	24.58%		Denny's	Denny's 12.21%	Denny's 12.21% 11.66%
Arby's	25.03%	25.13%	24.16%		Long John Silver's	Long John Silver's 11.83%	Long John Silver's 11.83% 11.09%
Dairy Queen	19.74%	19.7%	19.15%				

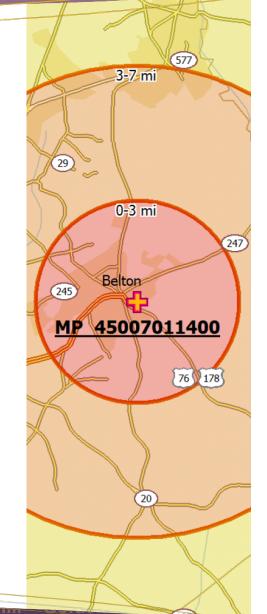
estbrook Neeses Kline Greenville Pelion Santee Charleston Sans Souci Trenton Belton Reidville Ga Teer Pickens Norris Snelling Monetta Modoc Lowrys Mullins Williams <u>Intercultural Institute</u> In Shops Ehrhardt Monarch Mill Inman Mills Peak Andrews Privateer Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### **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!



Falls Modoc Springfield Pickens Ridge Spring Berea Hilda Roebuck Homeland Park Trenton Inman Belvedere Bennettsville Duncan McCormick Fountain Inn Ridgeland Ridge Pidnoville Mayo Goose Cheraw Lexington Lane Chesnee Beaufort Williamston Branchville for Contextual Ministry Corfectual Ministry Chester Sans Souci Ladson Sellers Gaston Kiawah 49 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	45.51%	45.36%	45.09%
Recycled products	30.81%	31.26%	31.53%
Worked as volunteer (non political)	15.15%	15.46%	15.77%
Engaged in fund raising	11.1%	11.06%	10.85%
Religious club member	7.65%	7.52%	7.6%
Church Board	5.61%	5.37%	5.24%

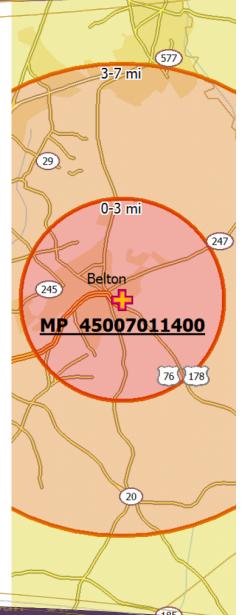
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Union member	5.44%	5.38%	5.11%
Wrote to editor of mag or	5.38%	5.24%	5.41%
newspaper			
Charitable Organization	5.17%	5.2%	5.13%
Wrote to elected offcl about	4.98%	5.15%	5.32%
publ bus			
Took active part in local civic	4.84%	4.7%	4.85%
issue			
Fraternal order member	4.5%	4.46%	4.38%

rg Rock Hill Abbeville Ladson Lexington Surfside Beach Inman Hampton Startex Cane Savannah Lik Pomaria Lockhart Neeses Tatum Pine Ridge Scotia Myrtle Beach Intercultural Institute h Congaree Woodfield Batesburg-Leesville Shiloh Patrick Woodruff Eas for Confectual 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.



Performed Lake View of Elgin South Congaree Bonneau Chester Ehrhardt Lake View of Felly Beach Wade Hampton Due West Woodruff Hanahan Scranton Lord Intercultural Institute on Bradley New Official Ministry Official Ministry Coward Ulmer Five Forks Cheraw Pine Ridge Dunea 51

## **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	14.06%	14.35%	15.08%
Children's Books	12.51%	12.63%	12.81%
Mystery	10.59%	11%	11.27%
Religious (not Bibles)	9.38%	9.29%	9.16%
Cookbooks	9.35%	9.75%	10.11%
Romance	6.47%	6.89%	6.93%
Personal/Business	6.14%	6.06%	6.31%
Self-help			
History	6%	6.14%	6.34%
Biography	5.55%	5.51%	5.82%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	65.62%	65.2%	65.83%
Gen. Editorial	47.97%	46.33%	47.25%
Womens	42.17%	40.89%	41.61%
Service	33.55%	34.14%	34.4%
Mens	19.2%	18.04%	18.18%
Business/Finance	15.54%	14.93%	16.41%
Sports	14.49%	13.9%	14.51%
Automotive	14.49%	14.32%	13.6%
Health	14.22%	13.88%	13.77%

Boiling Springs Due West Folly Beach Southern Shops Bluffton Lyman Walterboro Laurel Bay Slat Secession North Charleston Monetta McCormick Pelzer Myrtle Beach Intercultural Institute Welcome East Sumter Lake Wylie Edisto Bennettsville Elko Bonn for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	53.84%	54.2%	53.84%
Classified	35.35%	35.9%	34.91%
Sport	31.69%	31.89%	31.64%
Editorial Page	29.8%	30.47%	30.12%
Comics	27.38%	27.57%	27.37%
Business/Finance	25.5%	25.6%	26.5%
Food/Cooking	24.83%	24.77%	24.98%
Movie Listings & Reviews	24.26%	24.14%	24.37%
TV/Radio Listings	24.17%	24.08%	23.96%
Home/Gardening	21.04%	21.17%	20.9%
Travel	17.47%	17.54%	17.94%
Science/Technology	16.52%	16.16%	16.34%
Fashion	14.4%	13.91%	14.29%

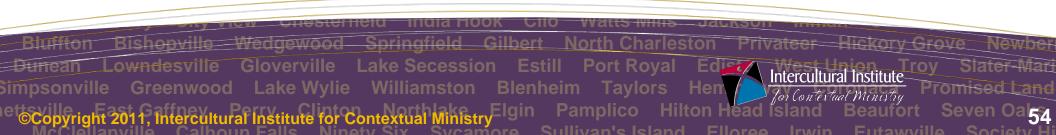
0-3	3-7	7-10
MILES	MILES	MILES
22.29%	24.85%	22.41%
19.34%	16.63%	18.41%
18.31%	17.54%	17.61%
15.15%	15.99%	16.35%
10.96%	11.49%	11.06%
10.18%	10.36%	10.54%
8.95%	9.36%	9.94%
8.22%	8.8%	8.96%
7.16%	6.83%	7.25%
6.95%	7.4%	7.85%
6.09%	6.25%	6.07%
6.02%	4.87%	5.28%
5.09%	4.6%	4.62%
4.97%	5.3%	5.69%
4.57%	4.14%	4.46%
3.53%	3.86%	3.68%
2.92%	2.94%	3.25%
2.92%	3.04%	3.32%
	MILES         22.29%         19.34%         18.31%         15.15%         10.96%         10.18%         8.95%         8.22%         7.16%         6.95%         6.09%         6.02%         5.09%         4.97%         3.53%         2.92%	MILESMILES22.29%24.85%19.34%16.63%18.31%17.54%15.15%15.99%10.96%11.49%10.18%9.36%8.95%9.36%8.22%8.8%7.16%6.83%6.95%7.4%6.09%6.25%6.02%4.6%4.97%5.3%4.57%4.14%3.53%3.86%2.92%2.94%

evile Fight 2011, Intercultural Institute for Contextual Ministry Page 1 - Contextual Ministry Page 2 - Contextual Ministry Page 3 - Contextual Ministry

### **Potential Multimedia Content:**

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

MULTIMEDIA: TV	0-3	3-7	7-10	MULTIMEDIA: TV	0-3	3-7
	MILES	MILES	MILES		MILES	MILES
Fox News Channel	61.64%	62.6%	62.15%	TV Info From Monthly Cable	24.05%	24.19%
Satellite Dish	54.64%	54.69%	54.4%	Guide		
Soapnet	50.22%	50.2%	50.6%	Nick At Nite	23.7%	24.77%
Other Video-On-Demand	46.25%	43.69%	44.8%	TCM (Turner Classic	23.66%	24.11%
Sci-Fi Channel	36.15%	36.34%	35.47%	Movies)		
Adult Pay Per View TV	33.21%	33.45%	34.01%	USA Network	23.35%	23.24%
MSNBC	32.35%	33.03%	33.17%	Adult Swim	22.19%	24.61%
Subscribe Digital Cable	31.29%	30.53%	30.9%	Hallmark Channel	21.98%	23.23%
TV Info From Sunday TV	27.76%	28.56%	28.54%	BET (Black Entertainment	21.35%	21.98%
Magazine				TV)		
Nickelodeon	26.74%	28.53%	27.93%	TV Info From Other	20.45%	20.29%
TV Info From Newspapers	25.7%	26.23%	26.15%	Lifetime	20.39%	20.23%
Comedy Central	24.08%	25.08%	28.13%	The Golf Channel	20.27%	20.77%
				ABC Fam.	18.29%	19.27%



Video-On-Demand Movies

17.93%

18.75%

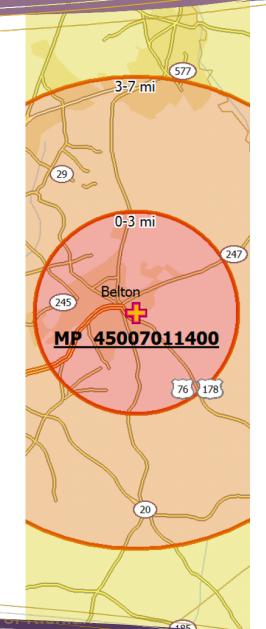
19.52%

#### **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.



Blacksburg Riverview iva Eureka Mill Brookdale Mount Croghan Rowesville Bradley Jackson Burnette Hearwater Wagener Oakland Blythewood Stuckey Ravenel Blenheim Intercultural Institute n Gantt Norway Winnsboro Mills Oak Grove Anderson Patrick Lake in Intercultural Institute inster Lane A ©Copyright 2011, Intercultural Institute for Contextual Ministry Sharon Calhoun Falls Murphys Estates Murrells Inlet 55

# 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+)	16.95%	17.59%	18.17%
Medium Users (4-6)	9.21%	9.35%	9.74%
Light Users (1-3)	19.9%	19.82%	19.59%
Quintiles (20%)			
Newspaper I (Heavy)	1.23%	1.31%	1.35%
Newspaper II	1.57%	1.59%	1.62%
Newspaper III	2.23%	2.24%	2.02%
Newspaper IV	0.71%	0.67%	0.58%
Newspaper V (Light)	0.91%	1.03%	1.05%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	18.96%	19.66%	19.25%
Magazines II	8.93%	9.15%	8.94%
Magazines III	8.81%	9.47%	9.33%
Magazines IV	12.03%	12.19%	11.71%
Magazines V (Light)	0.55%	0.53%	0.52%
Outdoor I (Heavy)	6.83%	6.05%	6.54%
Outdoor II	3.26%	2.92%	3.15%
Outdoor III	4.09%	3.83%	3.82%
Outdoor IV	18.69%	17.97%	17.49%
Outdoor V (Light)	25.5%	24.99%	25.62%
Yellow Pages I	15.84%	15.97%	15.7%
(Heavy)			
Yellow Pages II	6.23%	6.05%	6.32%
Yellow Pages III	6.74%	5.88%	6.46%
Yellow Pages IV	24.84%	23.95%	23.22%
Yellow Pages V (Light)	4.42%	3.92%	3.97%



# 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.

DIUM 0-3 3-7 7-10 M	<b>MEDIUM</b>	NEDIUM 0-3
MILES MILES MILES		MILES
	e Time Quntiles (fifths	ne Time Quntiles (fifths /
s / 20%) 20%)		
e Time I & II (Heavy) 3.26% 3.29% 3.03% Prime Time I &	II (Heavy)	II (Heavy) 3.93%
e Time III (Medium) 0.83% 0.78% 0.65% Prime Time III (Me	edium)	edium) 2.16%
io IV & V (Light) 2.58% 2.52% 2.48% Prime Time IV & V (	Light)	Light) 7.33%
io Media Quntiles (fifths / TV Early/Late Fringe	Quntiles	Quntiles
o) (fifths / 20%)		
io I & II (Heavy) 9.2% 9.51% 9.3% Fringe I & II (Heavy)		39.21%
io III (Medium) 4.5% 4.69% 4.43% Fringe III (Medium)		57.27%
io IV & V (Light) 3.11% 3.16% 3.3% Fringe IV (Light)		57.37%
le TV Quntiles (fifths / TV All Day Quntiles (fifth	s /	s /
a) 20%)		
le I & II (Heavy) 11.53% 12.04% 12.51% All Day I & II (Heavy)		15.01%
le III (Medium) 5.66% 5.17% 5.17% All Day III (Medium)		25.39%
le IV & V (Light) 36.68% 34.21% 34.91% All Day IV (Light)		13.74%



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.1%	11.63%	11.69%
6:00am - 10:00am	12.62%	12.58%	14.03%
10:00am - 3:00pm	6.68%	6.05%	7.91%
3:00pm - 7:00pm	13.04%	13.2%	14.02%
7:00pm - Midnight	10.7%	10.73%	11.86%
Midnight - 6:00am	4.67%	4.54%	5.9%
Weekend Radio			
Listeners			
Dayparts [summary]	13.2%	14.07%	14.59%
6:00am - 10:00am	3.12%	3.47%	3.63%
10:00am-3:00pm	4.24%	4%	4.64%
3:00pm - 7:00pm	6.41%	6.62%	7.63%
7:00pm - Midnight	7.87%	8.66%	9.05%
Midnight - 6:00am	9.74%	9.92%	11.59%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.77%	6.57%	7.11%
Saturday: 8:00-11:00pm	7.21%	8%	8.09%
Sunday: 7:00-11:00pm	8.39%	9.4%	9.6%
9:00am-1:00pm	23.7%	24.77%	24.4%
9:00am-4:00pm	27.11%	28.46%	28.14%
4:00pm-7:00pm	26.98%	27.56%	28.08%
11:00pm-1:00am	40.79%	41.05%	41.39%
AVG Prime time	3.63%	3.15%	3.51%
Mon-Sun			

Hemingway India Hook Privateer Ravenel Woodfield Cokesbury Piedmont City View Gasten Westmins Mount Croghan Eastover Carlisle North Augusta St. Matthews Gantt Intercultural Institute Oswego St. George Princeton Santee Garden City Latta Pelion For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Standard North Seabrook Island Quinby Lexington

## 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	13.69%	14.56%	15.96%	Sat: 7-10am	Sat: 7-10am 17.01%	Sat: 7-10am 17.01% 17.57%
7-9am	17.71%	18.87%	21.02%	Sat: 10am-1pm	Sat: 10am-1pm 7.11%	Sat: 10am-1pm 7.11% 7.81%
9am-12noon	19.81%	20.6%	19.51%	Sat: 1-4pm	Sat: 1-4pm 25.18%	Sat: 1-4pm 25.18% 25.38%
12noon-4pm	7.29%	7.86%	8.64%	Sat: 4-6pm	Sat: 4-6pm 7.68%	Sat: 4-6pm 7.68% 7.3%
4-6pm	42.27%	43.83%	45.66%	Sat: 6-7pm	Sat: 6-7pm 1.67%	Sat: 6-7pm 1.67% 1.87%
6-7pm	17.7%	18.85%	18.54%	Sat: 7-8pm	Sat: 7-8pm 0.51%	Sat: 7-8pm 0.51% 0.56%
7-7:30pm	1.25%	1.22%	1.36%	Sat: 8-11pm	Sat: 8-11pm 7.21%	Sat: 8-11pm 7.21% 8%
7:30-8pm	11.6%	11.14%	10.99%	Sat: 11pm-1am	Sat: 11pm-1am 4.78%	Sat: 11pm-1am 4.78% 4.84%
8-11pm	5.77%	6.57%	7.11%	Sat: 1am-7pm	Sat: 1am-7pm 23.35%	Sat: 1am-7pm 23.35% 23.24%
11pm-12am	32.35%	33.03%	33.17%	Sun: 7-10am	Sun: 7-10am 2.04%	Sun: 7-10am 2.04% 2.19%
11pm-1am	40.79%	41.05%	41.39%	Sun: 10am-1pm	Sun: 10am-1pm 5.94%	Sun: 10am-1pm 5.94% 6.82%
1-6am	26.44%	26.47%	28.92%	Sun: 1-4pm	Sun: 1-4pm 5.27%	Sun: 1-4pm 5.27% 6.38%
				Sun: 4-7pm	Sun: 4-7pm 12.05%	Sun: 4-7pm 12.05% 13.13%
				Sun: 7-11pm	Sun: 7-11pm 8.39%	Sun: 7-11pm 8.39% 9.4%
				Sun: 11pm-1am	Sun: 11pm-1am 4.3%	Sun: 11pm-1am 4.3% 4.83%
				Sun: 1-7am	Sun: 1-7am 19.18%	Sun: 1-7am 19.18% 20.9%

oanna Turbeville Neeses Florence Snelling Chester Moncks Corner Pacolet Sans Souci Due West He toals Abbeville Manning Eastover Pelion Red Bank Livingston Ridger <u>Intercultural Institute</u> rivateer Patrick Greeleyville Wade Hampton Lowrys Lake Secession How Contextual Ministry vs Estates Co for Contextual Ministry Us Estates Co Copyright 2011, Intercultural Institute for Contextual Ministry Wellford Trenton Utica Reevesville Princeton Sin

# 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

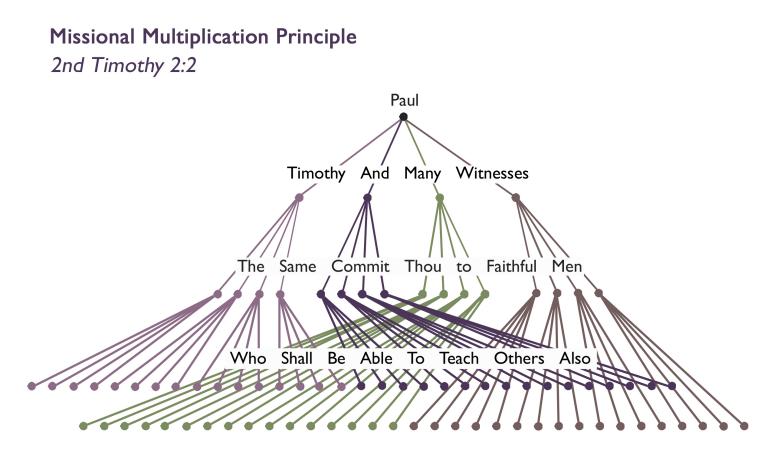
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

rook Cross Hill Bucksport McConnells Oakland Gifford Lyman Salley Utica Easley Cordova Edisto Campobello Anderson Monetta Ehrhardt Welcome Newberry Briarcher Aiken Scotia Williston Berea City View Little Mountain Slater-Marietta Turbeville Plum Bray Intercultural Institute Troy McClellan Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Biblical Missional Multiplication**

Biblical missional multiplication builds upon disciplemaking and spiritual reproduction. Jesus and his disciples multiplied their efforts by investing in relationships with others. The diagram to the right illustrates how social networking in the New Testament era was behind the success of this multiplication.

The MissionSite report provides insights into ways that we too can build redemptive relationships and foster missional multiplication at this site location.



Meggett Camden Ridgeway McCormick Silverstreet Blacksburg Central Jenkinsville Bennettsville E Estil Pelzer Inman Mills Iva Ridge Spring Reevesville Easley Andres Intercultural Institute for Confectual Ministry On Reidville Copyright 2011, Intercultural Institute for Contextual Ministry Walhalla Holly Hill Jackson Stateburg Cross Hill Ta

## **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.



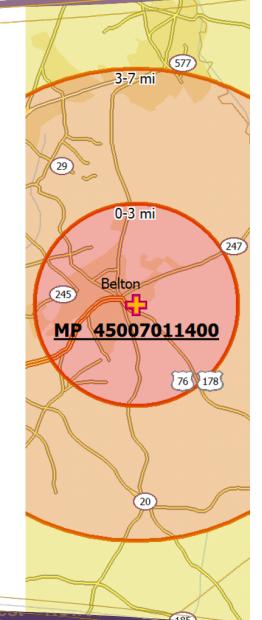
dge Irmo Wilkinson Heights Clinton Anderson Jefferson Monarch Mill St. Stephen Hickory Grove Seabil Hest Union Wade Hampton Northlake Woodruff Aynor Walhalla But Intercultural Institute Lodge Elgin Mayo Privateer Camden St. Matthews Woodfield Yem Joseffertual Ministry a Copyright 2017, Intercultural Institute for Contextual Ministry Copyright Copyright Contextual Copyright Contextual Ministry Copyright Contextual Intercultural Institute for Contextual Ministry Copyright Contextual Copyright Contextual Ministry Copyright Contextual Copyright Contextual Ministry Copyright Contextual Copyright Contextual Ministry Copyright Contextual Ministry

#### Your MissionSite and the Missional Suite

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

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

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



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### Notes and Sources

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

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## APPENDIX: SCBC Churches by Distance

			DICTANCE		
	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Open Door Community	227 Youth Center Rd Belton, SC 29627	0.34 mi	0	
2	Belton First	PO Box 366 Belton, SC 29627	0.51 mi	0	
3	Eastview	PO Box 456 Belton, SC 29627	0.51 mi	0	
4	Dorchester	134 Dorchester Rd Belton, SC 29627	2.63 mi	0	
5	Shady Grove	PO Box 806 Belton, SC 29627	3.07 mi	0	
6	Belton Second	5901 Belton Hwy Belton, SC 29627	3.19 mi	0	
7	River Front Church	520 Trail Road Belton, SC 29627	3.26 mi	0	
8	Triangle	1340 Blue Ridge Ave Belton, SC 29627	3.70 mi	0	
9	Woodside	301 Woodside Ave Greenville, SC 29611	4.01 mi	0	
10	Cedar Grove	13024 Highway 20 Belton, SC 29627	4.26 mi	0	
11	Neals Creek	3204 Amity Road Ext Anderson, SC 29621	5.00 mi	0	
12	Cedar Shoals	1045 Cooley Bridge Rd Belton, SC 29627	6.00 mi	0	
13	Whitefield	207 Mitchell Rd Belton, SC 29627	6.00 mi	0	
14	Friendship	220 Friendship Church Road Honea Path, SC 29654	6.00 mi	0	
15	Austin Road	1619 Austin Rd Honea Path, SC 29654	6.14 mi	0	

S Norway Lowndesville Lodge Lane Winnsboro India Hook Clio Hilton Head Island Plum Branch Log Seven Oaks North Hartsville North Charleston Murrells Inlet Eastover Intercultural Institute Walhalle bello Troy Cameron Riverview Cordova Blackville Hardeeville Ward for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

## **APPENDIX: SCBC Churches by Distance - Continued**

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Barkers Creek	3207 Highway 252 Honea Path, SC 29654	6.21 mi	0	
17	Eureka	1600 Highway 29 N Anderson, SC 29261	6.34 mi	0	
18	Big Creek	PO Box 187 Williamston, SC 29697	6.37 mi	0	
19	Bethany	1636 Bethany Church Rd Belton, SC 29627	6.41 mi	0	
20	Calvary	10 S Academy St Williamston, SC 29697	6.63 mi	0	
21	Hillcrest	1300 Anderson Dr Williamston, SC 29697	6.69 mi	0	
22	Long Branch	2101 Highway 413 Anderson, SC 29621	6.71 mi	0	
23	SpringWater Community	304 Williams Street Williamston, SC 29697	6.91 mi	0	
24	Forest Hill	909 Plantation Rd Anderson, SC 29621	6.94 mi	0	
25	Williamston First	PO Box 477 Williamston, SC 29697	6.98 mi	0	
26	Riverside	1339 Holiday Dam Road Belton, SC 29627	6.98 mi	0	
27	Chiquola	405 East Greer Street Honea Path, SC 29654	7.12 mi	0	
28	Honea Path First	100 S Main St Honea Path, SC 29654	7.37 mi	0	
29	Broadway Lake	PO Box 2901 Anderson, SC 29622	7.87 mi	0	
30	Macedonia	PO Box 303 Williamston, SC 29697	7.88 mi	0	

Paxville Piedmont Riverview Lowndesville Anderson Awendaw Easley West-Pelzer Liberty Edisto B Clemson Branchville Cameron McClellanville Fort Lawn Springdale Deprove Anderville Blenheim Pat ised Land North Willington Port Royal Estill North Charleston Forestbry Intercultural Institute ca Yemassee ©Copyright 2011, Intercultural Institute for Contextual Ministry Gloverville Sycamore NcBee Parksville Hollywoo 67

## **APPENDIX: SCBC Churches by Distance - Continued**

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Riverside	504 S Gossett St Anderson, SC 29624	8.34 mi	0	
32	Mt Bethel	2603 Highway 185 Belton, SC 29627	8.44 mi	0	
33	Calvary	PO Box 31 Anderson, SC 29622	8.53 mi	0	
34	Pelzer First	PO Box 306 Pelzer, SC 29669	8.57 mi	0	
35	Southside	1800 Highway 178 N Honea Path, SC 29654	8.58 mi	0	
36	Journey Fellowship	105 Bethany Drive Pelzer, SC 29669	8.65 mi	0	
37	Hopewell	3530 Hopewell Rd Anderson, SC 29621	8.68 mi	0	
38	New Spring Church	PO Box 1407 Anderson, SC 29622	8.68 mi	0	
39	West Pelzer	29 Main St Pelzer, SC 29669	8.72 mi	0	
40	Broadmouth	543 Broadmouth Church Rd Honea Path, SC 29654	8.75 mi	0	
41	Washington	208 Washington Church Rd Pelzer, SC 29669	8.77 mi	0	
42	River Street	708 E River St Anderson, SC 29624	8.93 mi	0	
43	Eastview	120 Eastview Rd Pelzer, SC 29669	9.01 mi	0	
44	Meadowbrook	2003 Lynn Avenue Anderson, SC 29621	9.04 mi	0	
45	Boulevard	700 Boulevard Anderson, SC 29621	9.09 mi	0	

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