# MissionSite top unreached locations

tes Boiling Springs Utica Columbia Mono omised Land Cokesbury \_\_Mount eat Falls Clio Clarks Hill New Ellenton Elgin Lake CENSUS TRACT: 45007011700 Mount Cari willin Multiply Bradley Liberty Cherryvale CoronaREGION: Upstate Region Salley Wikinson Heig ton Walterboro Kingstree Bethune ASSOCIATION: Anderson Countyuldin Campobello Pendleton Smyrna Govan Jackson Murrells Inlet Due WCOUNTY Anderson enville Seneca Surfside Beac In partnership with the: Allendale Holly Hill Kiawah Island **SITESCAPE:** Townscape Intercultural Institute Arial Patrick V FDENSITY PATTERN: Korestbrook Isle of Palms Ch on An McC South Carolina Andrews Elko Silv Ware Baptist Convention field Lockhart Well for Contextual Ministryman Mills Nichols Hollywood Simpsonville Salem Goose Creek Newport Irwin ©Copyright/2011/Untercultural Institute for Contextual/Ministryeville Williamston Scranton Modoc St. Matthews Chesn

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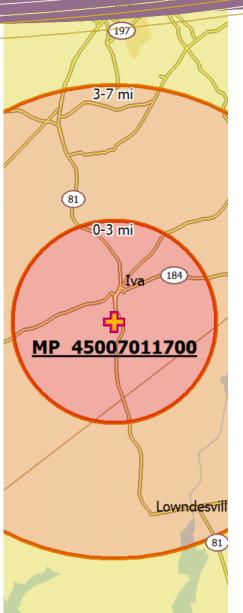
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#### Site Location Summary

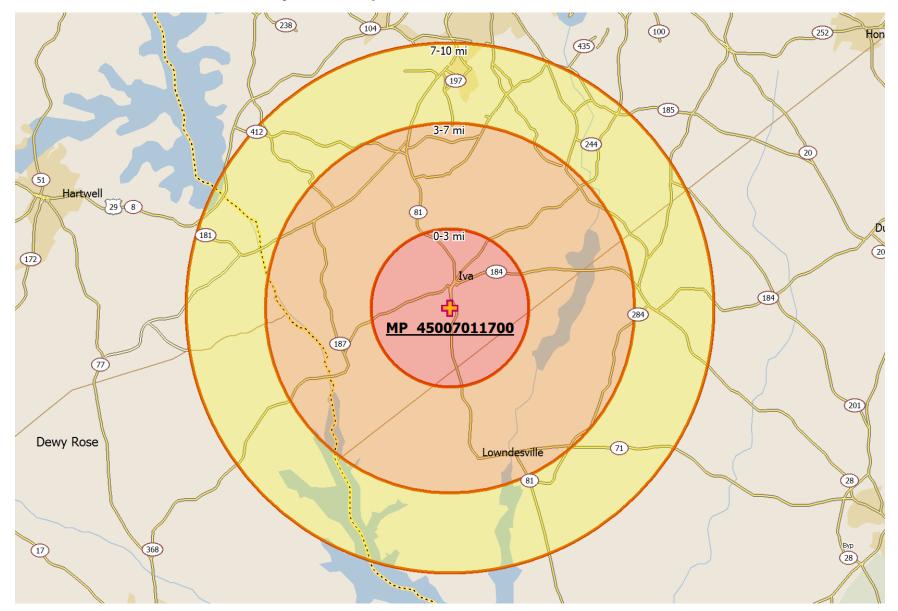
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	29655	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	К	10000-50000-10000



Darlington Blackville Johnston Princeton Summerville Eutawville Wedgewood Surfside Beach Plum Brack ForeStorook Chesterfield Society Hill Jonesville Mauldin McCormick Folumbia Bamberg Turbeville Mullins Sycamore Laurens Olanta Arial For Confectual Ministry St Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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



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#### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CO DE	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	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

ord Greeleyville Meggett Cayce Gilbert Hartsville McConnells Newberry Dillon Mountville Chapin For Thirster Bennettsville Kershaw South Sumter Patrick Society Hill Hand Intercultural Institute Mauldin Sellers Georgetown Inman Mills Folly Beach McClellanville for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Convey Iva Awendaw Gaffney Scranton Johnston 5 P

#### 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	3,376	6,470	7,525
2010 Households	1,352	2,501	2,857
2010 Group Quarters Population	61	0	1

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	13	16	15
Language Diversity National Index	2	1	5
Foreign Born Diversity National Index	27	31	40
Ancestry Diversity National Index	45	45	34
Racial Diversity National Index	18	31	32

Pamplico Utica Lewndesville Calhoun Falls Edisto Beach Varnville Richburg Brunson Moncks Cornel Carrisle Startex Norris Olanta Turbeville Little Mountain Briarcliffe April Intercultural Institute akewood Kiawah Island Goose Creek Denmark Lake Secession Heath Store Troy Forest Acres Silverstreet 60 ricCopyright 2011, Intercultural Institute for Contextual Ministry

#### Site Location Summary - County Environment

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

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

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

Riverview Blackville Mount Carmel Ehrhardt Ruby Irmo Smoaks Society Hill St. Andrews Pendleton gton Elgin Cope Lake View Calhoun Falls Ravenel Lesslie Norris Lure Intercultural Institute East Sumter Berea Rowesville Santee Ulmer Boiling Springs Seven Of ForContextual Ministry a Copyright 2011, Intercultural Institute for Contextual Ministry McConnells Jonesville Starr Judson Williston Laur

### 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	0	0%
Mainstay Communities	Established, Diverse Households	14	1.04%
Working Communities	Blue-collar, Working Families	448	33.14%
Country Communities	Rural, Agri. & Mining Families	740	54.73%
Aspiring Communities	Young Singles / Aspiring-Multihousing	36	2.66%
Urban Communities	High Density, Inner-city Neighborhoods	114	8.43%

Westminster Forestbrook Summit Coward Irmo Branchville Travelers Rest Piedmont Snelling Garden han Rowesville South Sumter East Gaffney Norway Woodford Prosperity Intercultural Institute Society Hill McConnells Brookdale Johnston West Union Mayesville Joi Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

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

#### Issues for Your Consideration

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

Greeleyville Elko McGellanville Goose Creek Boiling Springs Ravenel Aiken Vance Easley Stateburg utson Bucksport Ninety Six Hickory Grove Landrum Tega Cay West Contextual Institute ckville Spartanburg Sycamore Springdale Gilbert Johnsonville Smyrna for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

#### Issues for Your Consideration - continued

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



# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	48,213	735	1.53%
Unreached %	66.88%	54.4%	81.33
Religious But NOT Evangelical HH	12,545	147	1.17%
Religious But NOT Evangelical %	17.4%	10.9%	62.64
Spiritual But NOT Relig or Evang HH	7,383	93	1.26%
Spiritual But NOT Relig or Evang %	10.24%	6.89%	67.26
Not Evangelical, Not Interested HH	28,492	496	1.74%
Not Evangelical, Not Interested %	39.52%	36.68%	92.8



St. George Alken Little Mountain Sumter Mullins Myrtle Beach India Hook Princeton Liberty Arcas Estates Cayce Arial Northlake Woodruff Beaufort Winnsboro Lyne Intercultural Institute psonville Silverstreet Greeleyville Lake Secession Darlington Furman Copyright 2011, Intercultural Institute for Contextual Ministry Starr Stuckey Pomaria Lesslie Gilbert Loris Ulmer 11

### **Spirituality Indicators - Churchscape**

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of SCBC Churches	117	2	1.71%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	13,472	348	2.58%
Active Evangelical Percent	18.69%	25.73%	137.69
Inactive Evangelical Households	10,403	269	2.58%
Inactive Evangelical Percent	14.43%	19.87%	137.69
# New Churches Needed	0	0	0%



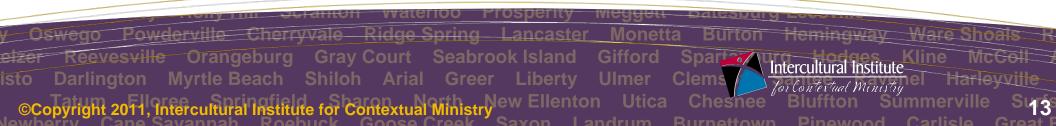


#### Spirituality Indicators - 30 Closest SCBC Churches

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

	CHURCHES	DIST.	
1	Iva First	0.99 mi	
2	Union	2.42 mi	
3	Good Hope	3.31 mi	
4	Rocky River	3.61 mi	
5	Poplar Spring	4.99 mi	
6	Truth Tabernacle	5.14 mi	
7	Carswell	5.25 mi	
8	Lowndesville	5.56 mi	
9	Starr	6.08 mi	
10	Midway	6.68 mi	
11	Unity	7.35 mi	
12	First Creek	7.35 mi	
13	Asaville	7.40 mi	
14	Middleton Road	8.99 mi	
15	Flat Rock	9.31 mi	

	CHURCHES	DIST.
16	Shiloh	10.79 mi
17	Mountain Creek	10.89 mi
18	Anderson Community	10.97 mi
19	Southside	11.26 mi
20	Broadway Lake	11.83 mi
21	Mt Bethel	11.93 mi
22	Long Branch	12.04 mi
23	Varennes Heights	12.06 mi
24	Homeland Park	12.41 mi
25	Midway Community	12.45 mi
26	Little River	12.67 mi
27	Bethany	13.00 mi
28	Orrville	13.06 mi
29	Providence	13.81 mi
30	Keowee	13.82 mi



### Using the Spirituality Indicators

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

#### Issues for Your Consideration

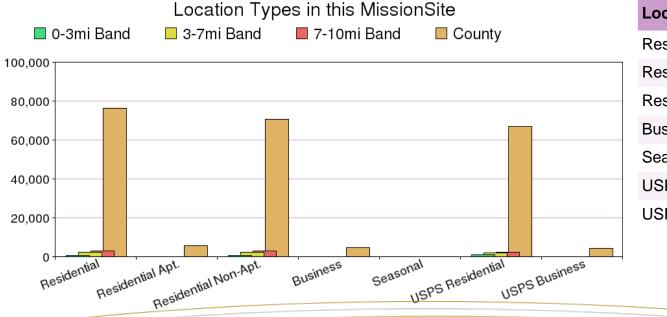
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	145,196	3,125	2.15%
2000 Population	165,740	3,300	1.99%
2010 Population	187,272	3,376	1.8%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	55,480	1,278	2.3%
2000 Households	65,649	1,349	2.05%
2010 Households	72,088	1,352	1.88%

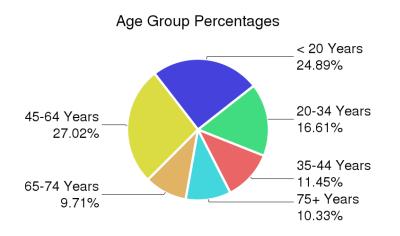


Location Type	0-3mi Band
Residential	766
Residential Apt.	34
Residential Non-Apt.	732
Business	13
Seasonal	0
USPS Residential	845
USPS Business	10

Allendale Cherryvale Spartanburg Fairfax Neeses West Columbia Monetta Pacolet Mountville Rivery Easiey Windsor Scotia Startex Cordova Rowesville Snelling Pagelande Intercultural Institute Laurel Bay Trenton Cokesbury Stateburg Tega Cay Santee Swanse Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

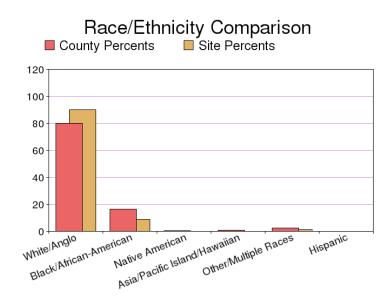


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.03%	5.21%	103.58
4-5 Years	2.61%	2.37%	90.8
6-8 Years	3.95%	3.79%	95.95
9-11 Years	4%	3.73%	93.25
12-13 Years	2.69%	2.73%	101.49
14-17 Years	5.36%	4.74%	88.43
18-19 Years	2.68%	2.34%	87.31
0-5 Years	7.64%	7.58%	99.21
6-12 Years	9.29%	8.89%	95.69
13-19 Years	9.39%	8.44%	89.88
< 20 Years	26.32%	24.91%	94.64
20-34 Years	17.8%	16.62%	93.37
35-44 Years	12.83%	11.46%	89.32
45-64 Years	27.23%	27.04%	99.3
65-74 Years	8.81%	9.72%	110.33
75+ Years	7.01%	10.34%	147.5
Median Age	40	43	107.18
Median Age (Male)	38	41	107.71
Median Age (Female)	41	43	105.35

Slie Slater-Marietta Hally Hill Cheraw Quinby Atlantic Beach Powderville Vance Central Five Forks Go Duncan Cross Hill Pacolet Ward Clarks Hill Pickens Hardeeville Chesnee Dalzell Calhoun Falls Ridgeland Cherryvale Ruby West for Confectual Ministry Confectual 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.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	80.02%	90.08%	112.57
Black, African-American	16.46%	8.65%	52.55
Native American	0.23%	0.12%	50.77
Asian	0.81%	0.03%	3.64
Pacific Island, Hawaiian	0.02%	0%	0
Other/Multiple Races	2.46%	1.16%	47.05
Hispanic	0%	0.56%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	126,700	2,353	
Less than 9th Grade	6.48%	11.05%	58.66

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	126,700	2,353	
Less than 9th Grade	6.48%	11.05%	58.66
No High School Diploma	12.79%	18.23%	70.16
High School Graduate	34.38%	39.61%	86.79
Some College, no degree	19.28%	16.15%	119.41
Associate Degree	9.37%	9.65%	97.11
College Degree	11.45%	3.53%	324.49
Graduate/Prof. degree	6.25%	1.78%	350.34

Naterioo Garden City Roebuck Mount Carmel Arial Mountville Pelion Elko Bethune Norway Little River ake Murray of Richland Paxville Snelling McBee Orangeburg Westminster Stophen Avendaw Umer Liberty Society Hill Williams Rock Hill Hardeeville Great Falls Smyrn Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 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%	13.24%	244.1
\$10,000 to \$19,999	13.22%	20.56%	155.59
\$20,000 to \$29,999	13.27%	12.2%	91.99
\$30,000 to \$49,999	21.64%	22.63%	104.59
\$50,000 to \$59,999	9.33%	10.95%	117.38
\$60,000 to \$69,999	7.07%	5.33%	75.33
\$70,000 to \$79,999	6.83%	4.29%	62.81
\$80,000 to \$89,999	5.64%	3.55%	62.98
\$90,000 to \$99,999	3.55%	2.29%	64.54
\$100,000 to \$124,999	5.57%	1.48%	26.54
\$125,000 to \$149,999	2.16%	1.41%	64.94
\$150,000 to \$199,999	2.33%	0.89%	38.09
\$200,000 to \$249,999	0.55%	0.22%	40.6
\$250,000 or more	1.05%	0.96%	91.69
Median Household	44,216	32,286	73.02
Average Household	57,535	44,995	78.2
Per Capita Household	22,542	18,101	80.3
Family/Non-Family Household			
Income			
Median Family Income	53,315	46,532	87.28
Average Family Income	66,380	52,590	79.23
Median Non-Family Income	25,410	16,672	65.61
Average Non-Family Income	35,351	29,124	82.39

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Elko Kingstree Dentsville Irmo Lyman Rembert Hickory Grove Anderson Hodges Red Hill Lugo Taylors McConnells St. Andrews Seabrook Island Pickens Arcadia Low Intercultural Institute Stuckey Briarcliffe Acres Ravenel Jackson Luray Woodford Newport Grouppright 2011, Intercultural Institute for Contextual Ministry Group Hartsville Control Ebrhardt Little River Cameron Lane Monetta

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%	69.3%	96.94
Families with Children	32.83%	31.21%	95.06
Families without Children	38.66%	38.09%	98.53
Non-Family Households			
% Non-Family Households	28.51%	30.7%	107.68
Non-Families with Children	0.31	0.22	71.41
Non-Families without Children	28.2	30.47	108.08
Housing Units			Index
Total Housing Units	84,787	1,623	
Vacant percent	14.98%	16.64%	111.07
Owned percent	63.47%	61.49%	96.89%
Rented Percent	21.56%	21.87%	101.47
Households by Size			Index
Avg household size	2.56	2.45	95.7
Avg family hh size	3.10	3.02	97.42
Avg non-family hh size	1.19	1.17	98.32
Households By Count of Persons			Percent
One	17,260	366	2.12%
Two	24,413	477	1.95%
Three or Four	24,308	389	1.6%
Five+	6,107	122	2%

Lynchburg Cross Hill Oakland Dunean McClellanville Pickens Moncks Corner Lowndesville Carlisle Homeland Park Coward Paxville Pinewood Woodford Ladson Vance Intercultural Institute Sycamore Hampton Cowpens Briarcliffe Acres Winnsboro Eastover Ray for Contextual Ministry Concenter and Mon Copyright 2011, Intercultural Institute for Contextual Ministry Web Stand Parts View Barnwell Lesslie South Sumter West Columbia Charlest 19

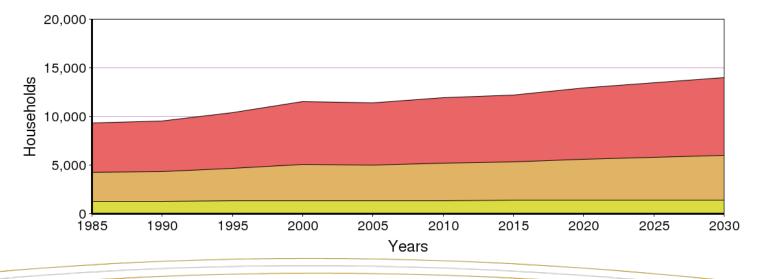
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	3,125	2.15%
2000 Population	165,740	3,300	1.99%
2010 Population	187,272	3,376	1.8%
2015 Population	199,116	3,503	1.76%

Household Change from 1985 to 2030

🗖 0-3mi Ring 👘 0-7mi Ring

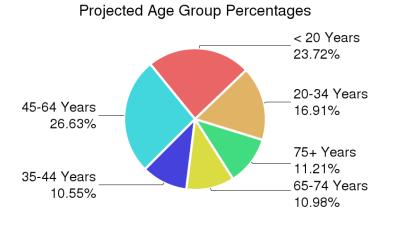
📕 0-10mi Ring



Beach Abbeville Arcadia Lakes Pelzer North Hartsville Sans Souci Gantt Ruby Hollywood Coward Period Here Mountain Lakewood Clover Fort Lawn Irwin Red Hill North August Intercultural Institute awville Lyman Antreville Latta Elgin Hilda Pageland Bennettsville Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual M

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.

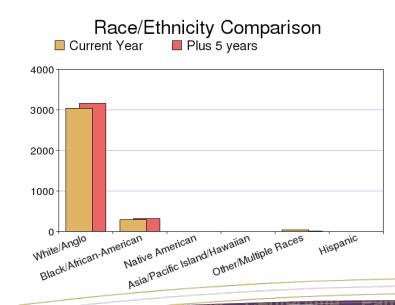


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.21%	4.62%	88.68
4-5 Years	2.37%	2.08%	87.76
6-8 Years	3.79%	3.6%	94.99
9-11 Years	3.73%	3.77%	101.07
12-13 Years	2.73%	2.88%	105.49
14-17 Years	4.74%	4.57%	96.41
18-19 Years	2.34%	2.23%	95.3
0-5 Years	7.58%	6.71%	88.52
6-12 Years	8.89%	8.82%	99.21
13-19 Years	8.44%	8.22%	97.39
< 20 Years	24.91%	23.75%	95.34
20-34 Years	16.62%	16.93%	101.87
35-44 Years	11.46%	10.56%	92.15
45-64 Years	27.04%	26.66%	98.59
65-74 Years	9.72%	10.99%	113.07
75+ Years	10.34%	11.22%	108.51
Median Age	40	44	109.92
Median Age (Male)	38	42	110.73
Median Age (Female)	41	45	109.46

Pomaria Clover Blackville Norway Buffalo Summerville Goose Creek Troy East Sumter Cherryvale rest Acres Springfield Olar Pacolet Dentsville Northlake Joanna Rich Hitcor Batesburg-Leesville Wall Woodruff Startex Holly Hill Pinewood Little River Walterboro Olar for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Conversion Duncan Prosperity Lowndesville

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	90.08%	90.21%	100.15
Black, African-American	8.65%	9.05%	104.63
Native American	0.12%	0.14%	120.47
Asian	0.03%	0.11%	385.5
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.16%	0.49%	42.01
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,353	2,467	
Less than 9th Grade	11.05%	9.04%	81.81
No High School Diploma	18.23%	15.97%	87.6
High School Graduate	39.61%	40.9%	103.26
Some College, no degree	16.15%	16.94%	104.92
Associate Degree	9.65%	10.7%	110.93
College Degree	3.53%	4.18%	118.36
Graduate/Prof. degree	1.78%	2.27%	127.17

on Heights Parksville Donalds Seneca Fairfax Riverview Allendale Furman Gaston Little River Antres Myrtle Beach Lowrys Ravenel North Union East Sumter Ulmer Union South Sumter Rowest vay Due West St. George Norway Holly Hill Summerton Clarks Hill Ola (Intercultural Institute) Confectual Ministry South Congaree Northlake Wade Hampton Summervill 22 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	13.24%	11.79%	89.05
\$10,000 to \$19,999	20.56%	20.6%	100.17
\$20,000 to \$29,999	12.2%	12.3%	100.78
\$30,000 to \$49,999	22.63%	21.91%	96.79
\$50,000 to \$59,999	10.95%	11.14%	101.72
\$60,000 to \$69,999	5.33%	5.53%	103.87
\$70,000 to \$79,999	4.29%	5.24%	105.18
\$80,000 to \$89,999	3.55%	2.91%	96.35
\$90,000 to \$99,999	2.29%	2.55%	111.1
\$100,000 to \$249,999	1.48%	1.75%	118.08
\$125,000 to \$149,999	1.41%	1.75%	124.29
\$150,000 to \$199,999	0.89%	1.16%	131.2
\$200,000 to \$249,999	0.22%	0.36%	164
\$250,000 or more	0.96%	0.95%	98.4
Median Household	32,286	34,033	105.41
Average Household	44,995	48,094	106.89
Per Capita Household	18,101	18,955	104.72
Family/Non-Family Household			
Income			
Median Family Income	46,532	47,887	102.91
Average Family Income	52,590	56,089	106.65
Median Non-Family Income	16,672	17,129	102.74
Average Non-Family Income	29,124	31,029	106.54

Myrtle Beach Travelers Rest Denmark Timmonsville Bishopville Springdale Oakland Due West Coward Medgewood Ravenel Utica Little River Sycamore North Hartsville Livings Intercultural Institute eses St. Stephen Lancaster Mill Winnsboro Mills Tatum Lowndesville Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Mount Pleasant South Congaree Stuckey Bluffton Sans Souci Lake View

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.

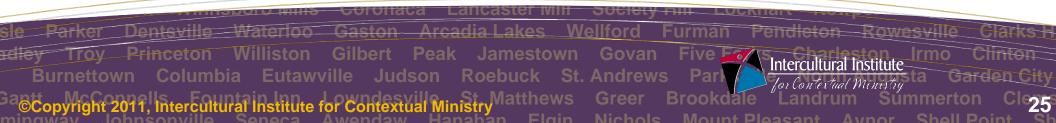
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	69.3%	68.85%	99.34
Families with Children	31.21	30.2	96.77
Families without Children	38.09	38.14	100.12
Non-Family Households			
% Non-Family Households	30.7%	31.15%	101.48
Non-Families with Children	0.22	0.15	101.48
Non-Families without	30.47	31	101.74
Children			
Housing Units			
Total Housing Units	1,623	1,652	101.79%
Vacant percent	16.64%	16.77%	100.79
Owned percent	61.49%	61.44%	99.92
Rented Percent	21.87%	21.79%	99.63
Households by Size			
Avg household size	2.45	2.50	102.04%
Avg family hh size	3.02	3.11	102.98%
Avg non-family hh size	1.17	1.17	100%
Households By Count of			
Persons			
One	366	374	102.19%
Тwo	477	463	97.06%
Three or Four	389	400	102.83%
Five+	122	136	111.48%

Northlake Anderson Bonneau Springdale Parksville Marion Clearwater Gloverville Riverview Lake V Cokesbury Paxville Pine Ridge Scranton Reidville North Augusta Lam Copyright 2011, Intercultural Institute for Contextual Ministry East Support Springdale Sellers Blacksburg Tega Cav Joanna

# **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:	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Foreign Born Pop	15	9	50	Eastern Africa	0	0	0
Northern Europe	0	0	2	Middle Africa	0	0	0
Western Europe	4	3	16	Northern Africa	0	0	0
Southern Europe	0	0	0	Southern Africa	0	0	0
Eastern Europe	0	0	1	Western Africa	0	0	0
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	0	0	0	Oceania	0	0	0
So. Central Asia	0	0	0	Caribbean	7	4	4
SE Asia	1	1	0	Central Amer.	3	1	6
Western Asia	0	0	0	South America	0	0	16
Other Asia	0	0	0	North America	0	0	5
				Born at sea	0	0	0



# Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	3,617	4,508	6,266	Other Indo-Euro	0	0	0
Spanish	49	31	43	Asian/PI languages	0	0	0
Other Indo-Euro	5	31	78	Chinese	2	0	0
language				Japanese	6	0	0
French (incl. Patois,	1	6	22	Korean	0	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	0	0	Miao, Hmong	0	0	0
Portuguese	0	13	19	Thai	0	0	0
German	4	10	28	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	2	9	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	0	0
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	0	0
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	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	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	00				

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# Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	2,537	3,333	4,381	Irish	Irish 313	Irish 313 432
Arab	5	3	0	Italian	Italian 40	Italian 40 29
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	0	0	Norwegian	Norwegian 0	Norwegian 0 2
British	1	4	3	Polish	Polish 3	Polish 3 10
Canadian	0	3	8	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	0	Romanian	Romanian 6	Romanian 6 4
Czech	13	13	4	Russian	Russian 0	Russian 0 2
Czechoslovak	0	0	0	Scandinavian	Scandinavian 3	Scandinavian 3 1
Danish	0	4	6	Scotch-Irish	Scotch-Irish 122	Scotch-Irish 122 254
Dutch	29	50	39	Scottish	Scottish 26	Scottish 26 56
English	276	327	360	Slovak	Slovak 0	Slovak 0 0
European	5	4	29	Subsaharan African	Subsaharan African 6	Subsaharan African 6 3
Finnish	0	6	3	Swedish	Swedish 5	Swedish 5 18
French (not Basque)	26	30	73	Swiss	Swiss 0	Swiss 0 1
French Canadian	2	10	15	Ukrainian	Ukrainian 1	Ukrainian 1 1
German	150	208	223	US/American	US/American 832	US/American 832 1,000
Greek	0	0	0	Welsh	Welsh 0	Welsh 0 2
Hungarian	0	3	8	West Indian	West Indian 3	West Indian 3 1
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 670	Other 670 853

 Dore
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 Patrick
 Hollywood
 Lane
 Pamplico
 Burnettown
 Chesnee
 Bishopville
 Olanta
 Lake

 Salem
 Shell Point
 Paxville
 Ridgeland
 Anderson
 Iva
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 Lowrys
 Boiling Springs
 Scranton
 Blackville
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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

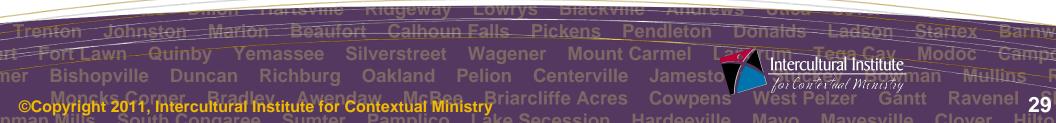
- 1. The Demoscape information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, 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

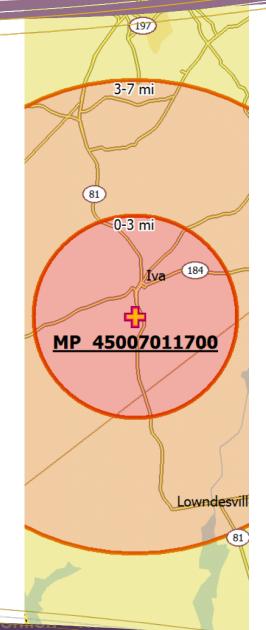
#### Issues for Your Consideration - continued

- 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?



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.



Atlantic Beach Summerville Cope Salley Edgefield Bucksport Maudin Richburg City View Mount-Lexington Smyrna Blacksburg Hilton Head Island Sullivan's Island Intercultural Institute Sharon Briarcliffe Acres Latta Lincolnville Taylors Little Mountain Tur for Confertual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Bino Bidge Control Bacelot Wedgewood Hudson 30

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,352	100%	737	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
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	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

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Patrick Camden Pine Ridge Lowrys Peak Parksville Murphys Estates Blacksburg Due West Newbork ameron Oak Grove Stuckey Blenheim Walhalla Loris Hampton Hanabar Intercultural Institute Southern Shops Taylors Barnwell McClellanville India Hook Swansea Contextual 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	1,352	100%	737	100%
BLUE COLLAR BACKBONE	63	4.66%	43	5.83%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	63	4.66%	43	5.83%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	14	1.04%	9	1.22%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	10	0.74%	6	0.81%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	4	0.3%	3	0.41%
Mature America	0	0%	0	0%
METRO FRINGE	385	28.48%	265	35.96%
Steadfast Conservative	338	25%	232	31.48%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	47	3.48%	33	4.48%

Fountain Inn <u>Centerville</u> Govan Lake City Blacksburg South Sumter Bucksport Pickens West Columb Ein Lockhart Dillon Summit Ladson Seven Oaks Edgefield Surfside **Provide Provide Acres Watts Mille** Bishopville Hilton Head Island Pamplico Awendaw Greeleyville Mayo Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Comparison Provide Contextual Ministry Contextual Provide Contextual Ministry Comparison Provide Contextual Ministry Contextual Provide Contextual Provide Contextual Ministry Contextual Provide Contextual Provide Contextual Ministry Contextual Provide Co

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 & Perc	cent	Unreached HI	H & Percent
Total	1,352	100%	737	100%
REMOTE AMERICA	78	5.77%	47	6.38%
Hardy Rural Fam.	5	0.37%	3	0.41%
Rural Southern Living	11	0.81%	6	0.81%
Coal & Crops	62	4.59%	38	5.16%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	36	2.66%	27	3.66%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	36	2.66%	27	3.66%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	662	48.96%	272	36.91%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	662	48.96%	0	0%
Hinterland Fam.	0	0%	272	36.91%

Blenheim Wade Hampton Marion Cayce Greeleyville Mountville Santee Darlington Cheraw Green tewn Pine Ridge Reidville Ward Ridgeville Red Hill Gloverville Kershar Intercultural Institute of Contextual Ministry Gilbert St. Andrews Plum Branch West Columbia F 33 Copyright 2011, Intercultural Institute for Contextual Ministry Gilbert St. Andrews Plum Branch West Columbia F 33

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

0-3 HH & Percent		Unreached HH & Percent	
1,352	100%	737	100%
56	4.14%	35	4.75%
39	2.88%	23	3.12%
0	0%	0	0%
17	1.26%	12	1.63%
0	0%	0	0%
0	0%	0	0%
58	4.29%	39	5.29%
0	0%	0	0%
0	0%	0	0%
9	0.67%	6	0.81%
0	0%	0	0%
49	3.62%	33	4.48%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
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# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

Buffalo Blackville St. Matthews Salley Centerville Burnettown McClellanville Waterloo Elgin Rock Buncan Briarcliffe Acres Smoaks Nichols Shell Point Wilkinson Heigher <u>Intercultural Institute</u> on Kershaw Lexington Coronaca Peak Lockhart Barnwell Surfside Bernettsville Kembert Great Falls Isle of Pal 35 ©Copyright 2011, Intercultural Institute for Contextual Ministry

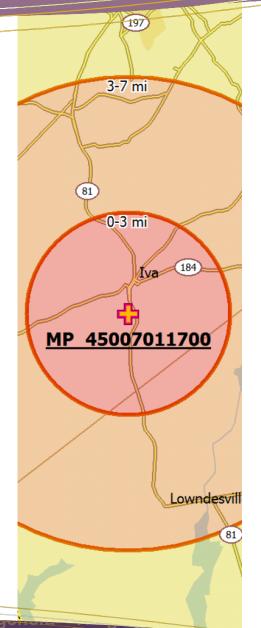
#### **Potential Cultural Bridges**

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).



Lake View Coward Bethune Oak Grove Gantt Jenkinsville Cross Hill Bowman Powderville Troy Lake Immonsville Blackville Goose Creek Newport Eutawville Peak Lange Intercultural Institute Elgin Bucksport Clearwater Burnettown North Augusta Brunson Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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	70%	73%	75%
Use Comp. for Internet/E-mail	48%	53%	55%
Internet Use: E-Mail	39%	43%	44%
Use Comp. for Comp. Games	34%	37%	38%
Use Comp. for Shopping	31%	32%	32%
Use Comp. for Word Processing	27%	31%	33%
Use Comp. for Digital Camera	25%	27%	28%
Photo Editing			
Use Comp. for Education	25%	28%	29%
Use Comp. for Banking	24%	27%	28%
Internet Use: Banking	24%	25%	26%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	22%	25%	26%
Internet Use: News/ Weather	19%	22%	24%
PC-Network-HH Has One	17%	18%	18%
Use Comp. for News/Info./Data	14%	16%	17%
Service			
Internet Use: Shopping: Made A	11%	11%	12%
Purchase			
Internet Use: Shopping: Gathered	10%	9%	10%
Info. for Shopping			
Internet Use: Download Music	10%	8%	7%
Files			
Internet Use: Research/ Education	10%	10%	10%
Use Comp. for Filing/DB Mngmnt	9%	10%	10%
Use Comp. for Accounting	9%	12%	13%

South Sumter West Union Lake View York Startex Myrtle Beach Greenville Pomaria Timmonsville West Barnwell Quinby Stateburg Ward Summerville Ridgeway Eutawville Intercultural Institute Croghan Rowesville Gantt McClellanville Ridgeville Neeses Cherryvale Contextual Ministry Cecopyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Pelzer Inman Mills Hartsville Govan Trenton North Auto

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	64%	65%	66%
Dining Out (Not Fast	52%	53%	54%
Food)			
Reading Books	45%	48%	49%
Card Games	40%	41%	42%
Gardening	38%	37%	36%
Board Games	33%	34%	34%
Go To A Beach/Lake	31%	32%	33%
Cooking for Fun	29%	32%	34%
Photography	18%	18%	18%
Visit Zoo	16%	18%	19%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	65%	66%	67%
Gen./Fam. Practitioner	39%	39%	40%
None Of These	23%	21%	20%
Backache	22%	23%	23%
Dentist	20%	22%	23%
Hypertension/High Blood	19%	19%	19%
Pressure			
Any Arthritis	19%	18%	17%
Eye Dr.	19%	19%	20%
High Cholesterol	16%	17%	17%
Overweight (30 Pounds Or More)	15%	15%	15%

on Hilda Due West Bonneau Orangeburg Pamplico Clarks Hill Timmonsville Vance Hickory Grove Ba Frittington Dentsville Pacolet Bishopville Seabrook Island Gifford West Intercultural Institute Springdale Aynor Dillon Promised Land Mount Croghan Hanahan West For Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Scopyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10		BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Concert	19.49%	22.05%	23.58%		Movies: Romantic Comedy	Movies: Romantic Comedy 15.71%	Movies: Romantic Comedy 15.71% 16.78%
Live Theater	12.41%	13.86%	14.49%		Movies: Drama	Movies: Drama 14.87%	Movies: Drama 14.87% 17.42%
ock/Pop Concerts Most	11.31%	11.98%	12.66%	ſ	Movies: Horror	Movies: Horror 13.6%	Movies: Horror 13.6% 12.66%
ften					College Football Reg.	College Football Reg. 5.14%	College Football Reg. 5.14% 5.23%
ive Theater Most Often	9.42%	11.1%	11.69%		Season	Season	Season
Country Concerts Most	5.76%	6.49%	6.83%		MLB Baseball Reg. Season	MLB Baseball Reg. Season 4.16%	MLB Baseball Reg. Season 4.16% 4.87%
Often					NFL Football Reg. Season	NFL Football Reg. Season 3.76%	NFL Football Reg. Season 3.76% 4.41%
Comedy Club	4.46%	6.36%	6.99%		Auto Racing Events	Auto Racing Events 3.15%	Auto Racing Events 3.15% 2.9%
Movies: Comedy	34.39%	35.85%	36.47%		College Basketball Reg.	College Basketball Reg. 2.78%	College Basketball Reg. 2.78% 3.26%
Movies: Action/Adventure	31.51%	34.69%	35.52%		Season	Season	Season
Movies: Fam.	16.14%	17.79%	18.12%		Rodeo	Rodeo 2.21%	Rodeo 2.21% 2.12%

Wendaw Berea Ehrhardt Kingstree Abbeville Rock Hill Pelzer Heath Springs Scranten Awendaw Berea Ehrhardt Kingstree Abbeville Rock Hill Pelzer Heath Springs Scranten udson Whitmire Hilda Dalzell Jackson Lodge Port Royal Ruby Lake for Contestual Institute Corpyright 2011, Intercultural Institute for Contextual Ministry Marietta Woodford Clio Chester Trenton Bishopvill Belton Ministry Recent Royal Ruby Date Contextual Ministry Marietta Woodford Clio Chester Trenton Bishopvill Corpyright 2011, Intercultural Institute for Contextual Ministry Marietta Woodford Clio Chester Trenton Bishopvill Corpyright 2011, Intercultural Institute for Contextual Ministry Marietta Woodford Clio Chester Trenton Bishopvill Corpyright 2011, Intercultural Institute for Contextual Ministry Marietta Norway Bidgeville Pickens Govan Cheraw McCorp

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

BRIDGES	0-3	3-7	7-10			BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES				MILES	MILES MILES
Walking for Exercise	34.8%	35.97%	36.3%	-		Football	Football 10.19%	Football 10.19% 10.54%
Swimming	32.03%	32.9%	33.52%			Jogging/Running	Jogging/Running 9.53%	Jogging/Running 9.53% 11.34%
Freshwater Fishing	27.63%	26.27%	25.71%		S	tationary Cycling	tationary Cycling 9.39%	tationary Cycling 9.39% 10.02%
Camping Trips	25.35%	21.89%	20.24%		Volle	eyball	eyball 9.1%	eyball 9.1% 8.96%
Bowling	21.6%	22.17%	22.55%		Using	Cardio Machine	Cardio Machine 8.7%	Cardio Machine 8.7% 9.98%
Hunting	19.39%	16.59%	15.04%		Saltwate	er Fishing	er Fishing 8.57%	er Fishing 8.57% 8.77%
Billiards/Pool	17.75%	18.63%	19.19%		Horsebac	k Riding	k Riding 7.96%	k Riding 7.96% 7.87%
Basketball	14.94%	15.36%	15.48%		Aerobics		7.33%	7.33% 7.85%
Target Shooting	12.81%	11.83%	11.38%		Power Boating		7.06%	7.06% 7.83%
Baseball	11.46%	11.31%	11.51%		Archery		6.99%	6.99% 6.14%
Weight Training	11.26%	12.41%	13.07%		Canoeing/Kayaking	g	g 6.84%	g 6.84% 7.51%
Backpacking/Hiking	11.12%	10.13%	9.78%		Fly Fishing		6.52%	6.52% 5.91%
Mountain/Road Biking	10.42%	11.12%	11.3%		Tennis		6.27%	6.27% 5.9%
Golf	10.24%	10.64%	11.05%		Softball		6.17%	6.17% 7.25%



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Motorcycling	5.86%	6.33%	6.49%
Soccer	4.93%	5.81%	6.26%
Jet Skiing	4.92%	4.4%	4.15%
Water Skiing	4.79%	4.84%	4.57%
Martial Arts	4.62%	3.66%	3.34%
Snorkeling	4.62%	4.1%	3.89%
Roller Skating	4.34%	4.68%	4.71%
Yoga	4.29%	5.02%	5.2%
Skateboarding	4.07%	3.64%	3.38%
Hockey	3.62%	3.31%	3.25%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Ice Skating	3.47%	4.07%	4%
Auto Racing	3.39%	3.29%	3.05%
Snowmobiling	3.33%	3.53%	3.44%
Downhill & X-Country	3.32%	3.58%	3.62%
Skiing			
Racquetball	3.14%	3.46%	3.64%
Rock Climbing	3.06%	2.85%	2.71%
Snowboarding	2.76%	2.61%	2.5%
Sailing	2.66%	2.85%	2.82%
Rowing	2.53%	2.59%	2.57%
Surfing & Windsurfing	2.27%	2.15%	2.05%

Chester Hickory Grove Blenheim Pageland Pine Ridge Lakewood Williamston Parker Fort Mill Kings St. Matthews Dalzell Pacolet Gloverville Antreville Perry Reidville <u>Intercultural Institute</u> Clinton Johnston Edgefield East Gaffney Ulmer South Congaree Salue (*ontertual Ministry*) Contextual Ministry Barnwell Kershaw Silverstreet Gantt West Union Tudi

#### 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.

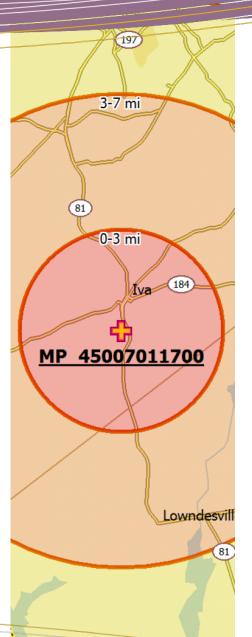
#### **BIBLICAL BARRIERS**

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.



nta Newberry Coward Sullivan's Island Wade Hampton Folly Beach Fountain in Dentsville Jetterson Foundation Murrells Interview Jetterson Foundation Murrells Interview Intercultural Institute wood Hardeeville Woodford Cottageville Eureka Mill Fairfax Westminst Foundation Murrells Interview Euroweille E for Contextual Ministry ake Murray of Richland Gayle Mill Bishopville Wedgew 42

#### 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.

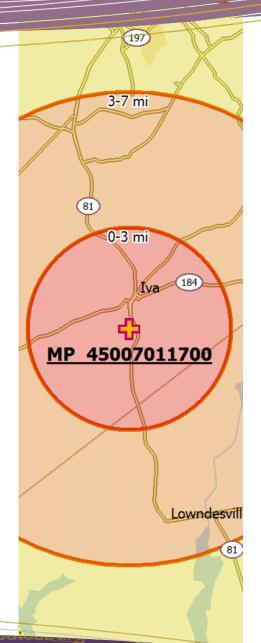
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Stateburg Bowman Waterloo Red Hill Cokesbury Golden Grove Little River Lodge Sellers Perry Black Heath Springs Mayo Clearwater Lyman Landrum Ninety Six Perry Intercultural Institute Rowesville Hanahan Darlington Fort Mill Pinewood Cameron Lowndesview Copyright 2011, Intercultural Institute for Contextual Ministry Privateer Gaston Gaffney Murrells Inlet Saxon Boilington Copyright 2011, Intercultural Institute for Contextual Ministry Privateer Gaston Gaffney Murrells Inlet Saxon Boilington

## **Potential Cultural Barriers:**

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

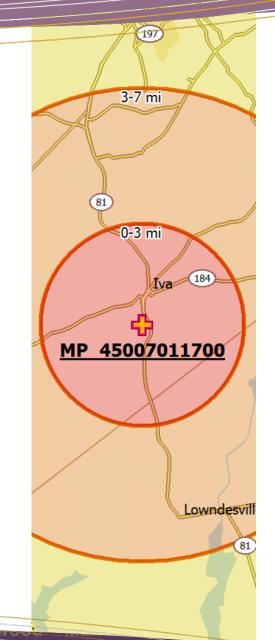
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES		0-3 MILES	3-7 MILES	7-10 MILE
Important Continue Learning New Things	51%	51%	50%	Friends More Important Than My Fam.	19%	20%	20%
Find It Difficult To Say No To My Kids	42%	41%	41%	Rarely Sit Down to a Meal Together At Home	19%	19%	18%
Speak My Mind Even If It Upsets People	37%	36%	35%	Like To Pursue Challenge/Novelty/Change	18%	17%	17%
Woman's Place Is In The Home	37%	36%	36%	Marijuana Should Be Legalized	17%	17%	17%
Like Control Over People And Resources	35%	35%	35%	Only Work Current Job for The Money	15%	15%	15%
Like To Do Unconventional Things	31%	32%	32%	I Am A Workaholic We Should Strive for Equality	14% 10%	16% 12%	16% 12%
Don't Judge People/Way They Live Life	26%	27%	27%	for All On Whole People Get What	10%	10%	10%
Too Much Sponsorship In Arts/Sports	26%	25%	25%	They Deserve Happy With My Standard Of	9%	10%	10%
Money Is Best Measure Of Success	26%	26%	26%	Living Indulge My Kids With The Little	9%	9%	9%
Prefer To Have Few Possessions As Possible	23%	25%	26%	Extras	8%	8%	8%
Like to Stand Out In A Crowd	23%	22%	22%	Life	070	070	070
If Won Lottery Would Never Work Again	20%	21%	22%	Very Happy With My Life As It Is	7%	6%	6%

Wedgewood East Stimter Burton Mayo Kiawah Island Lincolnville Reevesville Wilkinson Heights V Feat Falls North Hartsville Lodge Campobello Honea Path Arcadia Lakes Intercultural Institute kinsville Cherryvale Heath Springs Loris Olar Lowrys Powderville Burnettown Holly Hill Society Hill Seven Oaks Bislay ©Copyright 2011, Intercultural Institute for Contextual Ministry Convertion For Contextual Ministry

#### **Potential Cultural Themes**

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

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



Buffalo Cokesbury Ridgeland Riverview Spartanburg Smyrna Little Mountain Gayle Mill Woodruf Harleyville Saxon Pacolet Greer Newberry Sumter South Sumter <u>Intercultural Institute</u> Richburg Paxville Scranton Ridge Spring Plum Branch Patrick Park for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

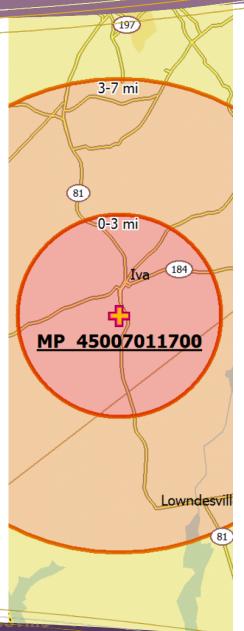
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	56%	59%	61%	Looking for New Ideas To Improve Home	18%	18%	17%
You Should Seize Opportunities In Life	52%	54%	55%	Enjoy Spending Time With My Fam.	18%	15%	15%
Prefer Work Part Of Team Than Alone	34%	34%	35%	Worried About Pollution Caused By Cars	18%	17%	17%
Important To Juggle Various	33%	32%	31%	Real Men Don't Cry	17%	16%	16%
Tasks				People Have To Take Me As They	17%	19%	20%
Like To Understand About	32%	34%	35%	Find Me			
Nature				Provide My Kids With The Little	14%	14%	14%
Important Feel Respected By My	32%	32%	32%	Extras			
Peers				Try Not To Worry About The	10%	12%	12%
Good At Fixing Things	27%	27%	26%	Future			
Have Keen Sense Of Adventure	25%	25%	25%	Children Should Be Allowed To	7%	7%	6%
Prefer To Have Few	23%	25%	26%	Express Themselves			
Possessions As Possible				Would Like To Set Up Own	7%	5%	4%
Is An Important Part Of Who I	21%	19%	18%	Business			
Am				Feel Very Alone In The World	7%	6%	6%
Like To Just Enjoy Life	20%	20%	20%	Like Spending Most Time With	5%	5%	5%
Consider Myself Interested In	18%	18%	18%	Fam.			
The Arts				Decor Particular Interest To Me	3%	4%	4%

sto Buffalo East Caffney Coronaca Chapin Ridgeville Pinewood Bradley Shiloh Greenwood Ninety S Hune Vance Allendale Ravenel Cherryvale Rock Hill Pageland Pendler Intercultural Institute Summit Simpsonville Willington Columbia Bowman St. Andrews for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for 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.



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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
	MILES	MILES	MILES
Fast Food/Drive-In	89.11%	88.2%	87.8%
Restaurant-Visit Any			
Fam. Restaurants/Steak	81.9%	82.05%	82.58%
Houses-Visit Any			
McDonald's	54.57%	56.92%	57.52%
Burger King	42.01%	40.85%	40.35%
Kentucky Fried Chicken (KFC)	32.82%	32.13%	31.94%
Subway	31.09%	31.81%	31.66%
Wendy's	30.36%	30.86%	31.07%
Taco Bell	27.09%	28.16%	29.04%
Pizza Hut	25.63%	25.15%	24.84%
Applebee's	24.87%	27.29%	29.04%
Sonic	22.39%	19.89%	18.99%
Arby's	20.12%	22.47%	23.3%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Dairy Queen	19.94%	19.87%	19.7%
Hardee's	18.14%	16.06%	15.53%
Olive Garden	17.43%	18.13%	18.85%
Cracker Barrel	17%	17.47%	17.9%
Long John Silver's	16.8%	14.03%	12.86%
Red Lobster	15.25%	16.13%	16.43%
Golden Corral	13.05%	13.49%	13.83%
Domino's Pizza	12.52%	13.2%	13.54%
Chick-Fil-A	11.42%	13.03%	14.11%
Denny's	10.14%	10.46%	10.6%
Outback Steakhouse	10.14%	11.88%	12.38%
Ruby Tuesday	9.89%	11.13%	11.73%

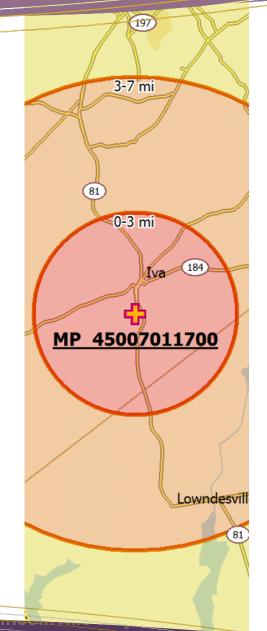
Greenville Edgefield St. Andrews Red Hill Batesburg-Leesville Calhoun Fails Gayle Mill Woodruff James reville Pelion Easley Williston Bowman Lake View Clemson Charleston Intercultural Institute esville Fort Lawn Wedgewood Govan Society Hill Jonesville Westmins View Intercultural Institute for Confextual Ministry Edicopyright 2011, Intercultural Institute for Contextual Ministry Heath Springs, Hones and Easter 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!



Edisto Pinewood South Sumter Eastover Bamberg Dentsville Swansea Newport Aiken Johnsonville City View New Ellenton Barnwell Gifford Privateer St. George Travel Intercultural Institute Pendleton Wilkinson Heights Patrick Luray Laurel Bay Lockhart Arca Villion Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Shared Projects**

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	39.15%	41.35%	42.37%
Recycled products	23.9%	27.06%	28.35%
Worked as volunteer (non political)	13.42%	14.13%	14.3%
Engaged in fund raising	11.08%	10.59%	10.5%
Religious club member	7.94%	7.66%	7.59%
Church Board	5.83%	5.77%	5.69%

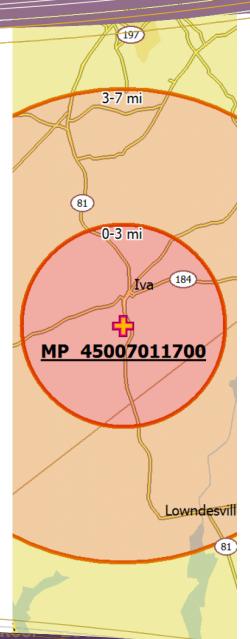
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	4.65%	4.75%	4.77%
Charitable Organization	4.48%	4.55%	4.72%
Wrote to editor of mag or newspaper	4.17%	4.57%	4.62%
Addressed a public meeting	3.97%	4.27%	4.39%
Union member	3.96%	4.69%	4.91%
Took active part in local civic issue	3.7%	4.09%	4.22%

Barnwell Oswego Conway Watts Mills Turbeville St. Matthews Edisto McColl Ehrhardt Central Pacols Bucksport North Hartsville Belton Burnettown Livingston Cottageville <u>Intercultural Institute</u> Shell Point Riverview Seneca Hodges Coward West Pelzer Laurel Bay Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Aiken Hollywood Greer McCormick Port Royal Ridg 50

#### **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.



North Hartsville Darlington Trenton West Columbia Monetta Lake Secession Aiken Caffney Wedgewood Alex Falls Gayle Mill Utica Smyrna Olar Pelzer Parksville Lane Provide Intercultural Institute Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Intercultural Institute for Contextual Ministry

## **Potential Print Media Content:**

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Children's Books	12.67%	12.32%	12.21%
Novel	12.57%	13.41%	13.67%
Mystery	9.89%	10.24%	10.5%
Religious (not Bibles)	9.75%	9.56%	9.56%
Cookbooks	9.19%	9.47%	9.69%
Romance	7.53%	7.21%	7.06%
History	5.35%	5.66%	5.8%
Biography	4.97%	5.11%	5.18%
Personal/Business Self-help	4.71%	5.12%	5.26%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	53.71%	58.19%	60.19%
Gen. Editorial	40.45%	43.49%	44.38%
Womens	36.61%	38.56%	39.23%
Service	32.52%	33.46%	33.67%
Fishing/Hunting	18.14%	16.88%	16%
Automotive	16.59%	15.15%	14.72%
Mens	15.52%	16.14%	16.5%
Parenthood	14.22%	13.56%	13.28%
Health	12.1%	13.15%	13.53%

Point Smoaks Lamar Modoc Olar Reidville Greer Norris North Augusta Folly Beach McColl Monard Rela Antreville North Hartsville Ridgeway Spartanburg Elloree Laurel Bergen Intercultural Institute Carlisle Sumter Furman Honea Path Andrews Wedgewood Brunson for Confectual Ministry OCopyright 2011, Intercultural Institute for Contextual Ministry Neeses Wade Hampton Cowpens, Elgin Parksville Bet

## Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	51.76%	52.58%	52.9%
Classified	38.47%	37.49%	36.86%
Editorial Page	30.02%	30.37%	30.64%
Sport	27.59%	29.18%	30.04%
Comics	25.06%	25.98%	26.43%
TV/Radio Listings	20%	21.98%	22.75%
Food/Cooking	19.76%	22.17%	23.17%
Movie Listings & Reviews	18.46%	20.64%	21.64%
Business/Finance	18.11%	21.31%	22.59%
Home/Gardening	16.58%	18.54%	19.42%
Fashion	12.6%	12.8%	13.07%
Science/Technology	12.02%	13.68%	14.35%
Travel	11.42%	14.12%	15.24%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	34.97%	31.48%	29.92%
CHR Contemp Hit Radio	15.67%	15.78%	16.15%
Adult Contemporary	14.34%	15.02%	15.13%
Urban Contemporary	11.02%	13.77%	14.6%
Classic Rock	9.28%	8.77%	8.49%
Oldies	8.95%	9.35%	9.5%
Rock	8.74%	9.54%	9.99%
Religious	6.95%	6.61%	6.58%
Alternative	6.42%	6.5%	6.53%
News/Talk	5.55%	6.84%	7.34%
Gospel	5.43%	5.09%	5.01%
Variety	4.1%	5.42%	5.79%
Soft Contemporary	3.83%	4.19%	4.5%
Classic Hits	3.47%	3.33%	3.46%
All Talk	2.59%	2.59%	2.65%
Hispanic	2.49%	2.29%	2.35%
Sports	1.87%	2.24%	2.41%
Public	1.82%	2.08%	2.28%

Olar Murrells-Intet North Hartsville Stateburg Iva Chesnee Lesslie Care Savannah Calhoun Falls Ge SiverStreet Springdale Society Hill Jamestown Aynor Clover Hampton Intercultural Institute Latta West Pelzer Wagener Gaffney Blythewood Woodford Little Riverview Govan Newport Oakl 53 Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### **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

ULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	61.6%	63.05%	63.17%
Satellite Dish	59.4%	56.44%	55.07%
Other Video-On-Demand	47.31%	45.54%	43.85%
Soapnet	46.72%	48.06%	48.49%
Adult Pay Per View TV	37.77%	36.41%	35.62%
Sci-Fi Channel	35.16%	36.35%	36.29%
Nickelodeon	32.07%	31.09%	30.46%
MSNBC	31.7%	32.86%	32.93%
Subscribe Digital Cable	27.93%	28.75%	28.94%
TV Info From Sunday TV	27.53%	28.01%	28.36%
Magazine			
TV Info From Newspapers	23.69%	25.05%	25.38%
TCM (Turner Classic	22.73%	23.48%	23.8%
Movies)			

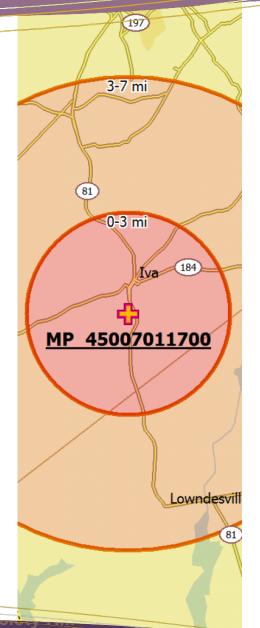
Lowndesville McColl Lake Secession Gayle Mill Sullivan's Island Springdale Hampton Lane Cherry His Connells Gaffney Lodge Livingston Mayesville Hemingway Red Barry Seabrook Island Cayce Sever Holly Hill Southern Shops Brunson Forest Acres Cope Startex Varnvi Gor Confertual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Provide Verse Startes Cope Startes Donalds Sycamore Manning South C54

#### **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.



Camden York Gifferd East Sumter Gloverville Jackson Hodges Greer Ware Shoals Kiewah Island West Pelzer North Welcome Antreville McCormick Lamar Mayesville Intercultural Institute Sayle Mill Wade Hampton Plum Branch Monarch Mill Ridgeland Lowndes Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	15.86%	16.89%	17.22%
Medium Users (4-6)	8.69%	8.88%	8.89%
Light Users (1-3)	20.07%	19.23%	19.15%
Quintiles (20%)			
Newspaper I (Heavy)	0.83%	1.14%	1.22%
Newspaper II	0.77%	1.15%	1.35%
Newspaper III	2.76%	2.37%	2.23%
Newspaper IV	0.31%	0.47%	0.54%
Newspaper V (Light)	1.48%	1.23%	1.12%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	18.08%	19.1%	19.39%
Magazines II	9.23%	9.08%	9.11%
Magazines III	9.92%	9.86%	9.79%
Magazines IV	10.73%	11.59%	11.93%
Magazines V (Light)	0.23%	0.39%	0.48%
Outdoor I (Heavy)	4.31%	5.11%	5.24%
Outdoor II	2.97%	2.87%	2.8%
Outdoor III	2.5%	3.08%	3.32%
Outdoor IV	22.21%	19.91%	18.98%
Outdoor V (Light)	24.76%	24.73%	24.64%
Yellow Pages I	16.49%	16.45%	16.56%
(Heavy)			
Yellow Pages II	4.36%	5.13%	5.56%
Yellow Pages III	5.09%	5.37%	5.22%
Yellow Pages IV	27.28%	25.58%	24.79%
Yellow Pages V (Light)	4.11%	3.64%	3.54%
Outdoor V (Light) Yellow Pages I (Heavy) Yellow Pages II Yellow Pages IV	24.76% 16.49% 4.36% 5.09% 27.28%	24.73% 16.45% 5.13% 5.37% 25.58%	24.64% 16.56% 5.56% 5.22% 24.79%

ca Kershaw Liberty Walterboro Murrells Inlet Watts Mills Allendale Taylors Monarch Mill Shell Point H Jeanna Windsor Hanahan Quinby Harleyville Varnville Santee Carliston Intercultural Institute or Hollywood Darlington Clover Lake Secession Gantt Kingstree White Contextual Ministry Corpyright 2011, Intercultural Institute for Contextual Ministry West Intercultural Institute for Contextual Ministry Corpyright 2011, Intercultural Institute for Contextual Ministry

## Potential Multimedia Usage

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

MEDIUM 0-3 3-7 7-10 MEDIUM 0-3
MILES MILES MILES MILES
Radio Drive Time Quntiles   TV Prime Time Quntiles (fifths /
(fifths / 20%) 20%)
Drive Time I & II (Heavy)         2.78%         2.96%         3.06%         Prime Time I & II (Heavy)         4.86%
Drive Time III (Medium)         0.94%         0.96%         0.89%         Prime Time III (Medium)         1.47%
Radio IV & V (Light)         3.38%         2.79%         2.64%         Prime Time IV & V (Light)         8.35%         8
Radio Media Quntiles (fifths / TV Early/Late Fringe Quntiles
20%) (fifths / 20%)
Radio I & II (Heavy)         8.54%         9.12%         9.32%         Fringe I & II (Heavy)         43.07%
Radio III (Medium)         3.77%         4.21%         4.32%         Fringe III (Medium)         59.97%
Radio IV & V (Light)         2.21%         2.95%         3.15%         Fringe IV (Light)         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%         59.63%
Cable TV Quntiles (fifths / TV All Day Quntiles (fifths /
20%) 20%)
Cable I & II (Heavy)         12.6%         12.06%         11.95%         All Day I & II (Heavy)         15.83%
Cable III (Medium)         6.22%         5.2%         4.86%         All Day III (Medium)         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%         30.17%
Cable IV & V (Light)         31.28%         33.01%         32.85%         All Day IV (Light)         10.32%



# 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]	9.01%	11.23%	11.7%
6:00am - 10:00am	6.27%	9.65%	10.64%
10:00am - 3:00pm	3.47%	4.82%	5%
3:00pm - 7:00pm	13.22%	13.34%	12.94%
7:00pm - Midnight	7.78%	10.09%	10.27%
Midnight - 6:00am	3%	4.16%	4.29%
Weekend Radio			
Listeners			
Dayparts [summary]	10.15%	12.65%	13.33%
6:00am - 10:00am	1.25%	2.59%	3.1%
10:00am-3:00pm	1.71%	2.82%	3.21%
3:00pm - 7:00pm	4.84%	5.74%	5.92%
7:00pm - Midnight	7.12%	8.17%	8.49%
Midnight - 6:00am	5.32%	8.44%	9.11%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	4.93%	5.79%	6.01%
Saturday: 8:00-11:00pm	6.6%	7.77%	8.11%
Sunday: 7:00-11:00pm	9.66%	9.71%	9.77%
9:00am-1:00pm	21.53%	24.22%	24.63%
9:00am-4:00pm	24.41%	27.83%	28.47%
4:00pm-7:00pm	22.82%	25.51%	26.27%
11:00pm-1:00am	36.44%	39.52%	40.11%
AVG Prime time	1.78%	2.5%	2.58%
Mon-Sun			

ebuck Scranton Luger Promised Land Spartanburg Lamar Ridge Spring Murphys Estates Chesterfield Springdale Sullivan's Island Garden City Greenville Barnwell Six Murphys Estates Chesterfield Monarch Mill Folly Beach St. Andrews Batesburg-Leesville Gifford Greenville Hickory Grove Ulmer 58 Copyright 2011, Intercultural Institute for Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10		TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday				1	Weekend	Weekend	Weekend
6-7am	10.9%	12.87%	13.33%		Sat: 7-10am	Sat: 7-10am 13.29%	Sat: 7-10am 13.29% 15%
7-9am	13.51%	16.87%	17.8%		Sat: 10am-1pm	Sat: 10am-1pm 5.74%	Sat: 10am-1pm 5.74% 7%
9am-12noon	15.89%	19.09%	19.86%		Sat: 1-4pm	Sat: 1-4pm 24.29%	Sat: 1-4pm 24.29% 24.25%
12noon-4pm	8.52%	8.74%	8.61%		Sat: 4-6pm	Sat: 4-6pm 4.82%	Sat: 4-6pm 4.82% 5.82%
4-6pm	38.73%	40.71%	41.62%		Sat: 6-7pm	Sat: 6-7pm 0.8%	Sat: 6-7pm 0.8% 1.35%
6-7pm	20.58%	20.39%	20.08%		Sat: 7-8pm	Sat: 7-8pm 0.49%	Sat: 7-8pm 0.49% 0.65%
7-7:30pm	0.96%	1.26%	1.23%		Sat: 8-11pm	Sat: 8-11pm 6.6%	Sat: 8-11pm 6.6% 7.77%
7:30-8pm	9.55%	10.63%	10.8%		Sat: 11pm-1am	Sat: 11pm-1am 3.72%	Sat: 11pm-1am 3.72% 4.38%
8-11pm	4.93%	5.79%	6.01%		Sat: 1am-7pm	Sat: 1am-7pm 20.45%	Sat: 1am-7pm 20.45% 21.66%
11pm-12am	31.7%	32.86%	32.93%		Sun: 7-10am	Sun: 7-10am 3.39%	Sun: 7-10am 3.39% 2.78%
11pm-1am	36.44%	39.52%	40.11%		Sun: 10am-1pm	Sun: 10am-1pm 7.8%	Sun: 10am-1pm 7.8% 7.3%
1-6am	19.82%	23.78%	24.66%		Sun: 1-4pm	Sun: 1-4pm 6.64%	Sun: 1-4pm 6.64% 6.65%
					Sun: 4-7pm	Sun: 4-7pm 12.26%	Sun: 4-7pm 12.26% 12.5%
					Sun: 7-11pm	Sun: 7-11pm 9.66%	Sun: 7-11pm 9.66% 9.71%
					Sun: 11pm-1am	Sun: 11pm-1am 2.56%	Sun: 11pm-1am 2.56% 3.93%
					 Sun: 1-7am	Sun: 1-7am 18.99%	Sun: 1-7am 18.99% 20.12%

 Oaks
 Lake Secession
 Eutawville
 Invin
 Duncan
 Varnville
 Ridgeland
 Honea
 Path
 Johnsonville
 Luray
 Sa

 Scotia
 Mountville
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# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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

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

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

#### Issues for Your Consideration

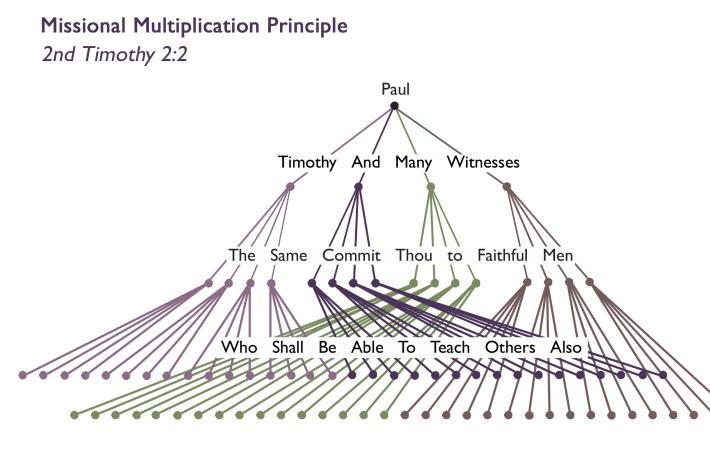
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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



## **Biblical Missional Multiplication**

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

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



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## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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



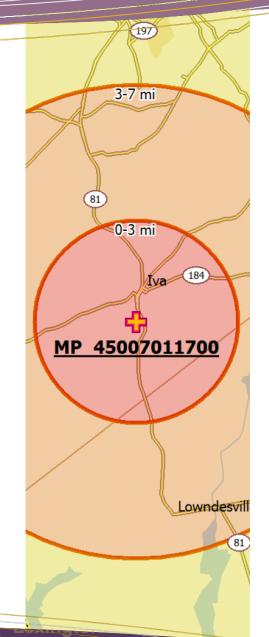


#### Your MissionSite and the Missional Suite

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

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

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



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## Notes and Sources

- 1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
- 2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.
- 3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS
- 4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.
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- 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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Iva First	PO Box 475 Iva, SC 29655	0.99 mi	0	
2	Union	703 Barnes Station Rd Iva, SC 29655	2.42 mi	0	
3	Good Hope	221 Good Hope Church Rd Iva, SC 29655	3.31 mi	0	
4	Rocky River	3266 Lake Secession Rd Iva, SC 29655	3.61 mi	0	
5	Poplar Spring	8030 Highway 187 South Iva, SC 29655	4.99 mi	0	
6	Truth Tabernacle	PO Box 317 Starr, SC 29684	5.14 mi	0	
7	Carswell	4301 Flat Rock Rd Iva, SC 29655	5.25 mi	0	
8	Lowndesville	PO Box 70 Lowndesville, SC 29659	5.56 mi	0	
9	Starr	PO Box 137 Starr, SC 29684	6.08 mi	0	
10	Midway	1218 Hwy 284 Abbeville, SC 29620	6.68 mi	0	
11	Unity	105 Unity Church Rd Starr, SC 29684	7.35 mi	0	
12	First Creek	9511 Abbeville Hwy Iva, SC 29655	7.35 mi	0	
13	Asaville	2843 Highway 201 Due West, SC 29639	7.40 mi	0	
14	Middleton Road	1705 Middleton Rd Anderson, SC 29624	8.99 mi	0	
15	Flat Rock	908 Flat Rock Rd Anderson, SC 29624	9.31 mi	0	

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## APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Shiloh	4405 Highway 187 S Starr, SC 29684	10.79 mi	0	
17	Mountain Creek	3407 Highway 29 S Anderson, SC 29626	10.89 mi	0	
18	Anderson Community	820 Airline Road Anderson, SC 29624	10.97 mi	0	
19	Southside	206 Hill St Anderson, SC 29624	11.26 mi	0	
20	Broadway Lake	PO Box 2901 Anderson, SC 29622	11.83 mi	0	
21	Mt Bethel	2603 Highway 185 Belton, SC 29627	11.93 mi	0	
22	Long Branch	2101 Highway 413 Anderson, SC 29621	12.04 mi	0	
23	Varennes Heights	411 Visage Dr Anderson, SC 29626	12.06 mi	0	
24	Homeland Park	3010 Abbeville Hwy Anderson, SC 29624	12.41 mi	0	
25	Midway Community	3000 Midway Road Anderson, SC 29621	12.45 mi	0	
26	Little River	1427 Murdock Rd Honea Path, SC 29654	12.67 mi	0	
27	Bethany	1636 Bethany Church Rd Belton, SC 29627	13.00 mi	0	
28	Orrville	2620 South Main Street Anderson, SC 29624	13.06 mi	0	
29	Providence	PO Box 108 Anderson, SC 29622	13.81 mi	0	
30	Keowee	4640 Keowee Rd Honea Path, SC 29654	13.82 mi	0	

Bishopville Great Falls Folly Beach Lake Wylie City View Clover Cross Hill Scotia Cowpens Chester Mount Carner hourg Pageland Summit Charleston Clearwater Buffalo Luray Picken for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## APPENDIX: SCBC Churches by Distance - Continued

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Pleasant View	PO Box 13063 Anderson, SC 29624	13.85 mi	0	
32	River Street	708 E River St Anderson, SC 29624	14.26 mi	0	
33	Forest Hill	909 Plantation Rd Anderson, SC 29621	14.29 mi	0	
34	Riverside	504 S Gossett St Anderson, SC 29624	14.31 mi	0	
35	Northside	205 Marion Street Calhoun Falls, SC 29628	14.39 mi	0	
36	Neals Creek	3204 Amity Road Ext Anderson, SC 29621	14.47 mi	0	
37	Calhoun Falls First	400 Burton Drive Calhoun Falls, SC 29628	14.49 mi	0	
38	West Whitner	2403 W Whitner St Anderson, SC 29624	14.49 mi	0	
39	Central	708 W Whitner St Anderson, SC 29624	14.56 mi	0	
40	Anderson First	307 South Manning Street Anderson, SC 29622	14.57 mi	0	
41	Garner Memorial	902 Glenn St Anderson, SC 29625	15.04 mi	0	
42	Electric City Fellowship	821 North Main Street Suite 8 Anderson, SC 29621	15.07 mi	0	
43	Calvary	PO Box 31 Anderson, SC 29622	15.07 mi	0	
44	New Hope	PO Box 325 Due West, SC 29639	15.18 mi	0	
45	Bethel	301 Rogers Street Anderson, SC 29625	15.25 mi	0	

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#### CONTACT US:

cwatke@iicm.net
803-279-5828
www.iicm.net
www.apept.org
www.missionalcoach.org
www.missionalcontext.org
www.missionalcorps.org
www.missionalcyclopedia.org
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