# MissionSite top unreached locations

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CENSUS TRACT: 45021970301 Belvedere REGION: Upstate Region Chesterfield Jan ASSOCIATION: Broad River India Hook McColl De Fairfa COUNTY: Cherokee gin Yem SITESCAPE: Townscape South Sumter Gaston Jenkinsville Hickory CDENSITY PATTERN: I3ntreville Northlake Murrells Intercultural Institute Greenville Gayle Mill Waterloo Lynchburg Conway Kershaw Turbe for Contextual Ministry Mayo Briarcliffe Acr South Carolina Lockhart East Sum non Springfield Edisto Pageland Atlantic B Baptist Convention d Island Vance C@Copyright 2011 rinter cultural institute for Contextual Ministry and Willington Burton Awendaw McConnells Cameron

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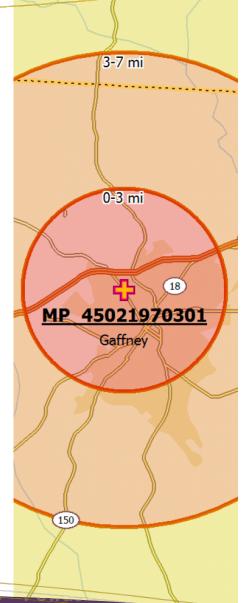
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#### Site Location Summary

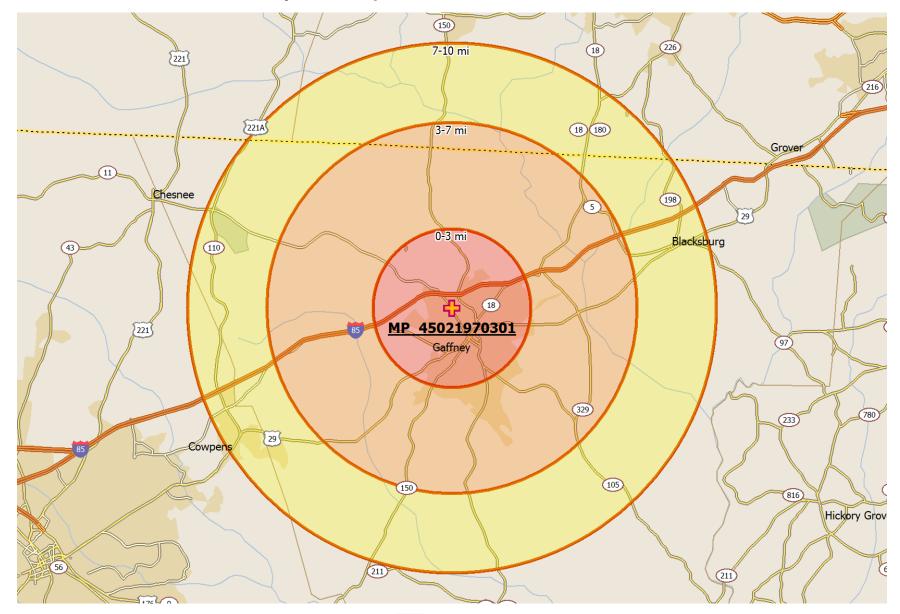
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	45A12	Broad River
3	County Location	45021	Cherokee
4	Zipcode	29341	Cherokee
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	13	50000-50000-50000



sle Berea Smyrna Lake Murray of Richland Beaufort Johnston Privateer Orangeburg Donalds Lake Wyth alley Sharon Oakland Clio Boiling Springs Abbeville Mount Carmel With Intercultural Institute ood Fort Lawn Brookdale Ridgeway Southern Shops Peak Bluffton State Tual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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



Burnettown Olanta Saluda Eureka Mill Lodge McConnells Pinewood Bucksport Millwood Elgin Professory Wilkinson Heights Watts Mills Mullins Clearwater Edgefield Or Intercultural Institute Judson Ellis Rock Hill Society Hill East Gaffney Hanahan Bonneau Neeses Lyman (or Contextual Ministry Invin Roebu Copyright 2011, Intercultural Institute for Contextual Ministry English Parker Lowndesville Quinby Donalds Central

### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	4	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale	31	Town: Fringe: Territory inside an urban cluster that is less than or equal to 10 miles
	Codes		from an urbanized area.
6	IICM RUCA Values Index	79	Micropolitan core commuting: No additional code
7	ERS RUCA Commuting	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999
	Value		(large urban cluster)
8	Percent Commuting to Metro	22	Percent commuting from non metro to metro areas



### 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	19,864	16,861	19,889
2010 Households	7,689	6,222	7,626
2010 Group Quarters Population	821	19	44

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	31	19	24
Language Diversity National Index	14	12	7
Foreign Born Diversity National Index	27	44	34
Ancestry Diversity National Index	19	21	54
Racial Diversity National Index	65	37	26

Fountain Inn Plum Branch Modoc North Charleston Loris Socastee Golden Grove Brookdale Gifford Ulmer Mount Carmel Rockville Taylors Lane Gaffney Walterboro Intercultural Institute Soury Bishopville Windsor Privateer McConnells Carlisle Woodford for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	1	True
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

Pawleys Island Starr Greenwood North Myrtle Beach Mount Pleasant Calhoun Falls Society Hill Syca Umer Cordova Parksville Reevesville Brookdale Gaston Springdale Mest Union Cokesbury Five Forks Santee Tega Cay Carlisle Eastover Whitmire Arcadia La Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	811	10.55%
Mainstay Communities	Established, Diverse Households	593	7.71%
Working Communities	Blue-collar, Working Families	1,534	19.95%
Country Communities	Rural, Agri. & Mining Families	336	4.37%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,644	21.38%
Urban Communities	High Density, Inner-city Neighborhoods	2,771	36.04%

Heath Springs <u>Govan Summerton Utica Lockhart</u> Shell Point Five Forks Blenheim Cilbert Cordova S The West Little Mountain Woodfield Slater-Marietta Orangeburg Eastover <u>Intercultural Institute</u> Parker Belton Scotia Springdale Laurel Bay Lexington Dunean Pawleys Isla *Intercultural Institute* aster Brunson Jos Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Comparison Cane Savannab Valley Falls, Charleston Buby

# 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.

Salem Lynchburg Grangeburg Greenwood Laurens Bluffton Eutawville Coronaca West Union Par inglieto Coward Reevesville Modoc Lowndesville Paxville Briarcliffe April Company Bennettsville Eigh Elgin Rock Hill Greer Mayo Willington Aiken Lancaster Mill Lake for Confertual 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	13,422	5,332	39.72%
Unreached %	64.24%	69.34%	107.95
Religious But NOT Evangelical HH	3,589	1,771	49.33%
Religious But NOT Evangelical %	17.18%	23.03%	134.07
Spiritual But NOT Relig or Evang HH	1,810	549	30.33%
Spiritual But NOT Relig or Evang %	8.66%	7.14%	82.42
Not Evangelical, Not Interested HH	8,139	3,108	38.19%
Not Evangelical, Not Interested %	38.95%	40.42%	103.78



Iva Ruby Compens Blythewood Irmo Loris Latta Cherryvale Belton North Charleston Ware Shoals Lyman Edgefield Myrtle Beach Hollywood Prosperity North Hartsville Intercultural Institute Seneca Ladson Georgetown Travelers Rest Lake City Wade Hampton For Confectual Ministry Compare S Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Paak Summerville New Ellepton Clip Silverstreet Bish

## **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	60	15	25%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	4,451	1,404	31.55%
Active Evangelical Percent	21.30%	18.26%	85.73
Inactive Evangelical Households	3,022	953	31.55%
Inactive Evangelical Percent	14.46%	12.40%	85.73
# New Churches Needed	0	0	0%

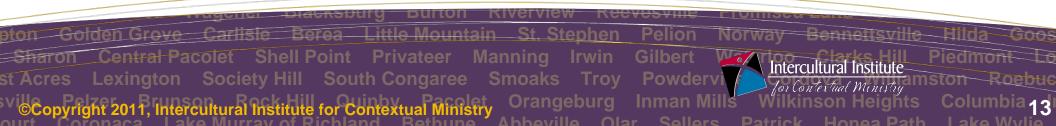




## Spirituality Indicators - 30 Closest SCBC Churches

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	Providence	0.42 mi
2	West End	0.75 mi
3	North Point Church	1.08 mi
4	Gaffney First	1.33 mi
5	New Beginnings Fellowship	1.38 mi
6	Cherokee Avenue	1.44 mi
7	Christian Heights	1.54 mi
8	Central	1.82 mi
9	Southside	1.86 mi
10	Rose Hill	1.87 mi
11	Kirby Memorial	1.89 mi
12	Temple	1.94 mi
13	East Gaffney	2.41 mi
14	Midway	2.68 mi
15	Bethany	2.69 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

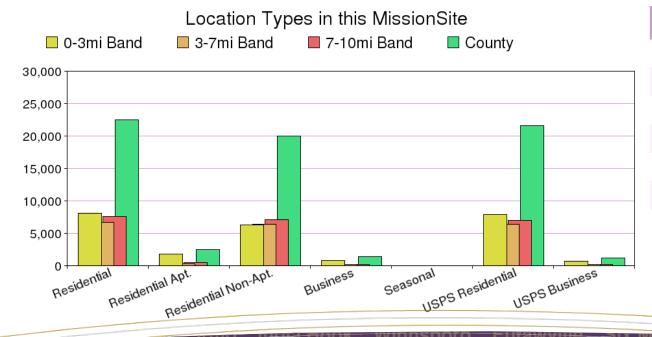
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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	44,506	19,414	43.62%
2000 Population	52,537	19,810	37.71%
2010 Population	54,995	19,864	36.12%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	16,456	7,272	44.19%
2000 Households	20,495	7,932	38.7%
2010 Households	20,895	7,689	36.8%

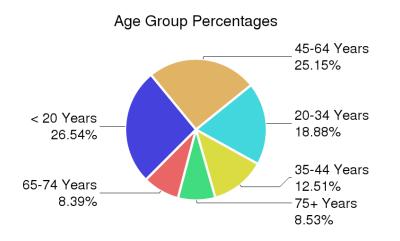


Location Type	0-3mi Band
Residential	8,060
Residential Apt.	1,791
Residential Non-Apt.	6,269
Business	836
Seasonal	0
USPS Residential	7,913
USPS Business	731

ton Elko Vance Jefferson Folly Beach Valley Falls Union Pinewood Great Falls Arcadia Lakes Ravene Lake City Irwin Livingston Five Forks Coronaca Joanna Cherryvale Intercultural Institute nton Dunean Winnsboro Mills Antreville St. Stephen Jackson Easley ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Fast Sumter Hemingway Rowesville Darlington Burton Tay

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.

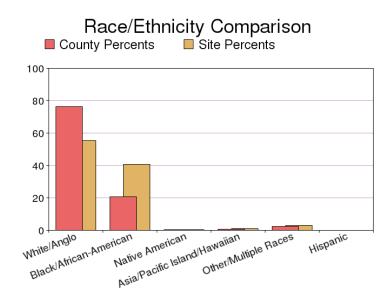


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.01%	4.96%	99
4-5 Years	2.61%	2.37%	90.8
6-8 Years	3.98%	3.83%	96.23
9-11 Years	4.05%	3.98%	98.27
12-13 Years	2.74%	2.74%	100
14-17 Years	5.5%	5.57%	101.27
18-19 Years	2.77%	3.09%	111.55
0-5 Years	7.62%	7.33%	96.19
6-12 Years	9.4%	9.14%	97.23
13-19 Years	9.63%	10.06%	104.47
< 20 Years	26.65%	26.53%	99.55
20-34 Years	18.86%	18.87%	100.05
35-44 Years	13.6%	12.51%	91.99
45-64 Years	26.69%	25.14%	94.19
65-74 Years	8.04%	8.39%	104.35
75+ Years	6.16%	8.53%	138.47
Median Age	38	39	100.83
Median Age (Male)	37	36	98.4
Median Age (Female)	40	42	104.99

Wilkinson Heights Garden City Iva Saxon Watts Mills Summit Lake Wylie Chapin Ware Shoals Livin Tatum Bishopville Lake Murray of Richland Cowpens Ladson Roebuck Intercultural Institute Norway Arial McClellanville City View Seabrook Island Bonneau Confertual Ministry Confertual Ministry Confertual 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	76.2%	55.38%	72.68
Black, African-American	20.57%	40.75%	198.13
Native American	0.21%	0.17%	81.15
Asian	0.54%	0.83%	151.86
Pacific Island, Hawaiian	0.03%	0.03%	98.88
Other/Multiple Races	2.46%	2.85%	116.11
Hispanic	0%	4.92%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	36,821	13,163	
Less than 9th Grade	7.47%	7.5%	99.68
No High School Diploma	16.1%	15.49%	103.93
High School Graduate	43.08%	42.82%	100.59

15.5%

6.17%

7.82%

3.86%

103.9

123.95

82.9

79.44

14.92%

4.98%

9.44%

4.85%

irens Lincolnville Red Bank Hilton Head Island Mayo Rembert Shell Point Norris Trenton Govan Tayle ston Carlisle Greer Bradley Luray Jamestown Cheraw Lake View Clier, Intercultural Institute fum Branch Cordova Springdale Princeton Ulmer Newberry Timmons (Source that Ministry Fy Powderville Copyright 2011, Intercultural Institute for Contextual Ministry Blackville Blenheim Pendieton Blacksburg Estill Lugo 17

Some College, no degree

Associate Degree

Graduate/Prof. degree

**College Degree** 

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	13.97%	17.49%	137.82
\$10,000 to \$19,999	15.26%	16.62%	108.94
\$20,000 to \$29,999	15.71%	16.14%	102.76
\$30,000 to \$49,999	18.58%	16.96%	91.26
\$50,000 to \$59,999	9.01%	7.88%	87.5
\$60,000 to \$69,999	7.04%	5.94%	84.37
\$70,000 to \$79,999	5.69%	4.97%	87.31
\$80,000 to \$89,999	4.39%	4.06%	92.36
\$90,000 to \$99,999	2.68%	2.21%	82.64
\$100,000 to \$124,999	4.24%	3.5%	82.6
\$125,000 to \$149,999	1.65%	2.18%	132.33
\$150,000 to \$199,999	1.34%	1.43%	106.38
\$200,000 to \$249,999	0.2%	0.27%	139.19
\$250,000 or more	0.24%	0.3%	125.01
Median Household	35,569	33,999	95.59
Average Household	45,073	44,088	97.81
Per Capita Household	17,449	17,242	98.81
Family/Non-Family Household			
Income			
Median Family Income	48,615	47,360	97.42
Average Family Income	55,011	53,065	96.46
Median Non-Family Income	19,543	18,885	96.63
Average Non-Family Income	27,530	27,938	101.48

Smyrna York Pinewood Privateer Landrum Donalds Moncks Corner Hartsville Clio Mount Carmel Shell Point Parker Olar Westminster Lake Wylie Sans Souci Ridgeward Intercultural Institute Brunson Troy Aiken Bradley Santee McColl Clearwater Dillon Sum for Contextual Ministry be Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	63.84%	58.49%	91.62
Families with Children	30.39%	29.15%	95.9
Families without Children	33.45%	29.34%	87.72
Non-Family Households			
% Non-Family Households	36.16%	41.51%	114.8
Non-Families with Children	0.11	0.08	70.89
Non-Families without Children	36.05	41.44	114.93
Housing Units			Index
Total Housing Units	23,731	8,793	
Vacant percent	11.95%	12.56%	105.06
Owned percent	60.49%	50.38%	83.28%
Rented Percent	27.55%	37.06%	134.51
Households by Size			Index
Avg household size	2.59	2.48	95.75
Avg family hh size	3.44	3.44	100
Avg non-family hh size	1.09	1.12	102.75
Households By Count of Persons			Percent
One	7,000	2,962	42.31%
Тwo	4,799	1,722	35.88%
Three or Four	6,747	2,182	32.34%
Five+	2,349	824	35.08%

Southern Shops Travelers Rest Bishopville Ladson Myrtle Beach Monetta Pelion Williston Arial Calhe Iside Beach East Gaffney Centerville Mount Croghan Taylors Dentsville Monetta Pelion Woodfield Waterloo City Ehrhardt Burton Gilbert Ridge Spring Gaffney Blacksburg Forestbrook Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

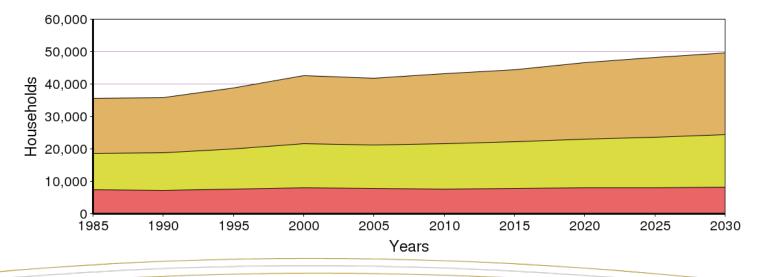
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	44,506	19,414	43.62%
2000 Population	52,537	19,810	37.71%
2010 Population	54,995	19,864	36.12%
2015 Population	56,397	20,259	35.92%

Household Change from 1985 to 2030

📕 0-3mi Ring 👘 🔲 0-7mi Ring

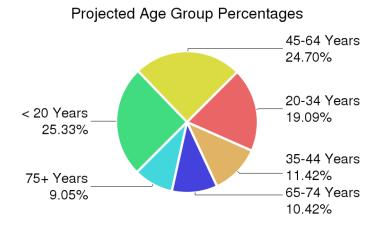
🔲 0-10mi Ring



Bradley Easley City View Gloverville Lynchburg Forestbrook Spartanburg Rock Hill Antreville Lake Golden Grove Ware Shoals Williams Dunean Gaston Neeses Heath Intercultural Institute Beaufort Reidville Bonneau Pinewood Greenville Clemson St. An <u>Intercultural Institute</u> River Heming Jos Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Antipic Contextual Ministry

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

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

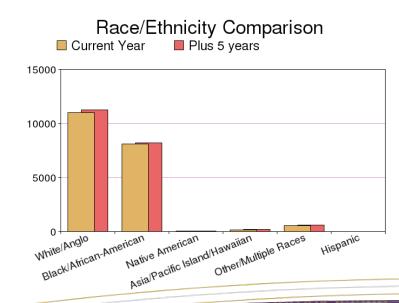


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.96%	5.05%	101.81
4-5 Years	2.37%	2.3%	97.05
6-8 Years	3.83%	3.54%	92.43
9-11 Years	3.98%	3.63%	91.21
12-13 Years	2.74%	2.52%	91.97
14-17 Years	5.57%	5.28%	94.79
18-19 Years	3.09%	3.01%	97.41
0-5 Years	7.33%	7.34%	100.14
6-12 Years	9.14%	8.43%	92.23
13-19 Years	10.06%	9.56%	95.03
< 20 Years	26.53%	25.33%	95.48
20-34 Years	18.87%	19.09%	101.17
35-44 Years	12.51%	11.42%	91.29
45-64 Years	25.14%	24.7%	98.25
65-74 Years	8.39%	10.42%	124.2
75+ Years	8.53%	9.05%	106.1
Median Age	38	41	106.7
Median Age (Male)	37	38	103.68
Median Age (Female)	40	43	108.95

Edgefield Sycamore Edisto Beach Roebuck Parker Lake View Gantt Greenwood Lyman Cordova De Lynchburg Woodford Jamestown McCormick Wade Hampton Wellford Intercultural Institute Slater-Marietta Winnsboro Willington Vance Gifford Gaffney Hanahan ©Copyright 2011, Intercultural Institute for Contextual Ministry Cope Meggett Duncan Sene21

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	55.38%	55.47%	100.17
Black, African-American	40.75%	40.39%	99.12
Native American	0.17%	0.21%	121.12
Asian	0.83%	0.85%	102.83
Pacific Island, Hawaiian	0.03%	0.02%	78.44
Other/Multiple Races	2.85%	3.07%	107.39
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	13,163	13,593	
Less than 9th Grade	7.5%	5.58%	74.47
No High School Diploma	15.49%	13.79%	89
High School Graduate	42.82%	45.52%	106.3
Some College, no degree	14.92%	15.57%	104.33
Associate Degree	4.98%	5.64%	113.25
College Degree	9.44%	9.4%	99.64
Graduate/Prof. degree	4.85%	4.5%	92.74

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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	17.49%	17.34%	99.13
\$10,000 to \$19,999	16.62%	16.41%	98.71
\$20,000 to \$29,999	16.14%	15.99%	99.04
\$30,000 to \$49,999	16.96%	14.92%	88
\$50,000 to \$59,999	7.88%	7.48%	94.84
\$60,000 to \$69,999	5.94%	6.31%	106.2
\$70,000 to \$79,999	4.97%	5.53%	100.05
\$80,000 to \$89,999	4.06%	4.49%	107.07
\$90,000 to \$99,999	2.21%	2.39%	108.07
\$100,000 to \$249,999	3.5%	4.17%	119.07
\$125,000 to \$149,999	2.18%	2.39%	109.36
\$150,000 to \$199,999	1.43%	1.73%	120.58
\$200,000 to \$249,999	0.27%	0.28%	102.93
\$250,000 or more	0.3%	0.22%	72.62
Median Household	33,999	35,675	104.93
Average Household	44,088	45,294	102.74
Per Capita Household	17,242	17,692	102.61
Family/Non-Family Household			
Income			
Median Family Income	47,360	51,734	109.24
Average Family Income	53,065	56,091	105.7
Median Non-Family Income	18,885	20,459	108.33
Average Non-Family Income	27,938	28,682	102.66

Noodfield Chesnee Hemingway Lowrys Honea Path Wellford New Ellenton Lockhart Johnsonville River Stephen North Estill Hampton Chapin Mount Pleasant Quinby Pomaries Intercultural Institute isto Aiken Stateburg Scotia Duncan Modoc Mount Carmel Brookdale Voi Confetual Ministry O'Copyright 2011, Intercultural Institute for Contextual Ministry Hickory Grove Hardeeville Carden City Belvedere Luray Salem Murphys Estates Clover Turbeville Sta

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	58.49%	55.26%	94.49
Families with Children	29.15	26.48	90.84
Families without Children	29.34	26.63	90.76
Non-Family Households			
% Non-Family Households	41.51%	44.74%	107.76
Non-Families with Children	0.08	0.03	107.76
Non-Families without	41.44	44.71	107.9
Children			
Housing Units			
Total Housing Units	8,793	8,950	101.79%
Vacant percent	12.56%	12.57%	100.11
Owned percent	50.38%	50.45%	100.13
Rented Percent	37.06%	36.98%	99.78
Households by Size			
Avg household size	2.48	2.48	100%
Avg family hh size	3.44	3.62	105.23%
Avg non-family hh size	1.12	1.09	97.32%
Households By Count of			
Persons			
One	2,962	3,294	111.21%
Two	1,722	1,450	84.2%
Three or Four	2,182	2,164	99.18%
Five+	824	918	111.41%

Horee Port Royal Lancaster Mill Harleyville Williamston Modoc Peak North Myrtle Beach Buffalo Camp Lexington Lake Murray of Richland Forest Acres Privateer Timmons Intercultural Institute beville Garden City Stateburg Promised Land Pawleys Island Watts Mills for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry For Land Pawleys Island Martin Pendieton Greenville Norris Central Official Pendieton Greenville Norris Central Ministry For Pendieton Greenville Ladson Martin Pendieton Greenville Ladson Martin Contextual Ministry For Contextual Ministry For Pendieton Greenville Ladson Martin Contextual Ministry For Pendieton Greenville Ladson Martin Pendieton Contextual Ministry For Pendieton Greenville Ladson Martin Pendieton Contextual Ministry For Pendieton Cont

# **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	5
	MILES	MILES	MILES		MILES	
Foreign Born Pop	363	145	149	Eastern Africa	0	
Northern Europe	6	27	15	Middle Africa	0	
Western Europe	6	0	17	Northern Africa	0	
Southern Europe	18	10	9	Southern Africa	0	
Eastern Europe	40	16	6	Western Africa	0	
Other Europe	4	1	0	Other Africa	0	
Eastern Asia	0	0	1	Oceania	0	
So. Central Asia	29	5	0	Caribbean	0	
SE Asia	73	14	9	Central Amer.	176	
Western Asia	0	1	0	South America	3	
Other Asia	0	0	0	North America	8	
				Born at sea	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	19,407	11,472	17,304	Other Indo-Euro	0	0	
Spanish	545	191	214	Asian/PI languages	0	0	0
Other Indo-Euro	149	122	103	Chinese	7	0	5
language	145	122	105	Japanese	0	0	1
French (incl. Patois,	61	56	55	Korean	0	0	5
Cajun)	01	50	55	Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian	0	0	0
Italian	8	12	16	Miao, Hmong	0	29	0
Portuguese	0	0	1	Thai	0	0	0
German	27	21	30	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	3
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	0	0	0		0	0	0
	0	0	0	Tagalog Other Pacific Is			
Language Greek	11	2	0		53	0 24	0
		3	0	Other languages	8		0
Russian	6	21	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	24	0
Serbo-Croatian	0	0	0	American	0	0	0
Other Slavic Language	8	3	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	13	4	0	Hebrew	0	0	0
Gujarathi	9	0	0	African languages	8	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

Kershaw Conway Moncks Corner Cokesbury Eutawville Loris Vance Pageland Chester Pine Ridge Centerville Plum Branch Blenheim Elgin Port Royal McColl Little River Chinese Tatum Clio Kine kewood Hanahan Winnsboro Mills City View Lodge Harleyville Simpsor for Contextual Ministry for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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# **Ancestry Summary**

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	15,506	9,036	12,680	Irish	Irish 876	Irish 876 547
Arab	0	8	15	Italian	Italian 110	Italian 110 98
Armenian	4	2	10	Lithuanian	Lithuanian 3	Lithuanian 3 1
Austrian	12	7	3	Norwegian	Norwegian 3	Norwegian 3 13
British	32	14	25	Polish	Polish 35	Polish 35 26
Canadian	5	6	17	Portuguese	Portuguese 0	Portuguese 0 6
Croatian	4	2	3	Romanian	Romanian 0	Romanian 0 0
Czech	0	0	2	Russian	Russian 29	Russian 29 9
Czechoslovak	0	0	0	Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	13	3	0	Scotch-Irish	Scotch-Irish 405	Scotch-Irish 405 223
Dutch	159	82	147	Scottish	Scottish 141	Scottish 141 62
English	810	531	953	Slovak	Slovak 14	Slovak 14 6
European	195	78	117	Subsaharan African	Subsaharan African 59	Subsaharan African 59 71
Finnish	3	1	15	Swedish	Swedish 16	Swedish 16 11
French (not Basque)	74	43	94	Swiss	Swiss 0	Swiss 0 0
French Canadian	33	24	42	Ukrainian	Ukrainian 12	Ukrainian 12 4
German	648	466	1,021	US/American	US/American 5,126	US/American 5,126 3,591
Greek	5	6	22	Welsh	Welsh 23	Welsh 23 8
Hungarian	17	4	6	West Indian	West Indian 0	West Indian 0 0
Iranian	14	3	1	Yugoslavian	Yugoslavian 11	Yugoslavian 11 3
				Other	Other 6,614	Other 6,614 3,076

Servedere Oak Grove Olanta N

Dunean Centerville Sharon Troy Manning Eutawville Pinewood Waterioo Umer Cowpens Hones Secastee Ninety Six Burton City View Aynor Travelers Rest Reidville <u>Intercultural Institute</u> Pine Ridge Jenkinsville Five Forks Lynchburg Greenville Chesnee Bland Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## 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?

Lichols Eastover Seabrook Island Scranton Plum Branch Saxon Mount Carmel Myrtle Beach York Furning Contentiation of the seabrook Island Scranton Plum Branch Saxon Mount Carmel Myrtle Beach York Furning Contentiation of the seabrook Island Scranton Plum Branch Saxon Mount Carmel Myrtle Beach York Furning Contentiation of the seabrook Island Scranton Plum Branch Saxon Mount Carmel Myrtle Beach York Furning Contentiation of the seabrook Island Scranton Plum Branch Saxon Mount Carmel Myrtle Beach York Furning Contentiation of the seabrook Island Scranton Plum Branch Saxon Mount Carmel Myrtle Beach York Furning Contentiation of the seabrook Island Scranton Plum Branch Saxon Mount Carmel Myrtle Beach York Furning Contentiation of the seabrook Island Scranton Plum Branch Saxon Mount Carmel Mount Carmel Myrtle Beach York Furning Contentiation of the seabrook Island Scranton Plum Branch Saxon Mount Carmel Mount Carmel Myrtle Beach York Furning Contentiation of the seabrook Island Scranton Plum Branch Saxon Mount Carmel Mount Carmel Myrtle Beach Mount Croghan Branch Branch Beach Scranton Furning Contentiation of the seabrook Island Mount Saxon Murrell Scranton Murrell 28 Contentiation of the seabrook Island Ministry Plum Branch Scranton Springdale Contentiation Stateburg Stateburg

# Using the Demographic Indicators

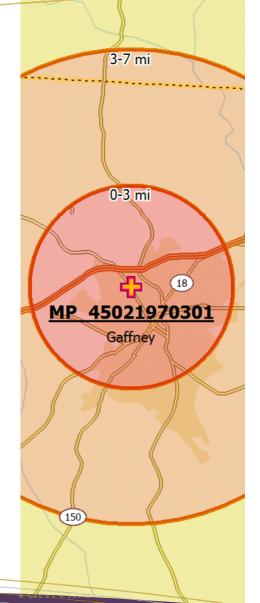
#### Issues for Your Consideration - continued

- 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.



Carlisle Surfside Beach Cherryvale Paxville Lyman Awendaw East Gaffney Newport Latta South Surf Edisto Beach Ridge Spring Chapin Plum Branch Sellers Wade Hampton Intercultural Institute by Gloverville Williston Georgetown Parksville Hickory Grove Red Ban for Contextual Ministry Contextual Ministry Contextual Ministry 30 Copyright 2011, Intercultural Institute for Contextual Ministry 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	7,689	100%	5,340	100%
AFFLUENT SUBURBIA	127	1.65%	89	1.67%
America's Wealthiest	0	0%	0	0%
Dream Weavers	12	0.16%	9	0.17%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	115	1.5%	80	1.5%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	684	8.9%	460	8.61%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	677	8.8%	455	8.52%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	7	0.09%	5	0.09%
SM TWN SUCCESS	281	3.65%	190	3.56%
Successful Urban Sprawl	66	0.86%	5	0.09%
2nd City Homebodies	32	0.42%	47	0.88%
Prime Middle America	0	0%	21	0.39%
Urban Optimists	183	2.38%	0	0%
Family Convenience	0	0%	117	2.19%
Mid-Market Enterprise	0	0%	0	0%

McColl Norway Lane Jefferson Fort Lawn McConnells Lancaster Mill Pamplico Ward Fort Mill Generative Judson Fountain Inn Little Mountain Andrews Jamestown Jenking Intercultural Institute Arial Sume inewood Springdale Loris Whitmire Lake Wylie Hilda Conway Ridge in Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Cokesbury, Williams, Promised Land, Welcome Pelio

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	7,689	100%	5,340	100%
BLUE COLLAR BACKBONE	112	1.46%	74	1.39%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	26	0.34%	16	0.3%
Lower Income Essentials	43	0.56%	29	0.54%
Small Town Endeavors	43	0.56%	29	0.54%
AMER. DIVERSITY	312	4.06%	215	4.03%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	139	1.81%	89	1.67%
Professional Urbanites	156	2.03%	113	2.12%
Urban Advancement	10	0.13%	7	0.13%
Amer. Great Outdoors	0	0%	0	0%
Mature America	7	0.09%	6	0.11%
METRO FRINGE	1,422	18.49%	983	18.41%
Steadfast Conservative	623	8.1%	427	8%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	799	10.39%	556	10.41%



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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	7,689	100%	5,340	100%
REMOTE AMERICA	135	1.76%	81	1.52%
Hardy Rural Fam.	19	0.25%	12	0.22%
Rural Southern Living	88	1.14%	52	0.97%
Coal & Crops	28	0.36%	17	0.32%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,644	21.38%	1,217	22.79%
Young Cosmopolitans	4	0.05%	3	0.06%
Minority Metro Communities	1,616	21.02%	1,197	22.42%
Stable Careers	24	0.31%	17	0.32%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	201	2.61%	103	1.93%
Aspiring Hispania	4	0.05%	0	0%
Industrious Country Living	0	0%	3	0.06%
America's Farmland	42	0.55%	0	0%
Comfy Country Living	58	0.75%	26	0.49%
Small Town Connections	97	1.26%	34	0.64%
Hinterland Fam.	0	0%	40	0.75%

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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.

7,689			
-	100%	5,340	100%
1,733	22.54%	1,176	22.02%
0	0%	0	0%
0	0%	0	0%
1,716	22.32%	1,163	21.78%
0	0%	0	0%
17	0.22%	13	0.24%
1,038	13.5%	752	14.08%
0	0%	0	0%
0	0%	0	0%
431	5.61%	301	5.64%
0	0%	0	0%
130	1.69%	88	1.65%
477	6.2%	363	6.8%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
	1,733 0 0 1,716 0 17 1,038 0 0 431 0 431 0 130 431 0 130 477 0 0	1,73322.54%00%00%1,71622.32%00%170.22%1,03813.5%00%00%4315.61%00%1301.69%4776.2%00%00%00%00%00%00%00%00%00%00%00%00%00%00%00%00%00%	1,73322.54%1,17600%000%01,71622.32%1,16300%0170.22%131,03813.5%75200%000%01315.61%3011301.69%884776.2%36300%000%000%000%000%000%000%000%000%000%000%000%000%000%000%000%0

Irmo Elgin Bonneau Stateburg Olanta Ridgeville Oswego Winnsboro Mills Starr Elke Saluda B Hyrna Scotia Mountville Lake Wylie Inman Campobello Varnville Mur Intercultural Institute Laurens Piedmont Jenkinsville Camden Modoc Livingston Kingston Kingston St. Stephen Forest Acres 34 ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Prosperity Brunson Luray Dentsville Startey Salley Newberry King

# 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?

Vichols Lugoti Lane Winnsboro Awendaw Blenheim Smyrna Clemson Cheraw Ganti Scranton Cowp Hellywood Powderville Shell Point Dunean Turbeville Charleston Senera Parksville Shelling Ulmer Great Falls Calhoun Falls Edisto Boiling Springs Whitmire Parker Move for Contextual Ministry Recopyright 2011, Intercultural Institute for Contextual Ministry Recopyright 2011, Intercultural Institute for Contextual Ministry

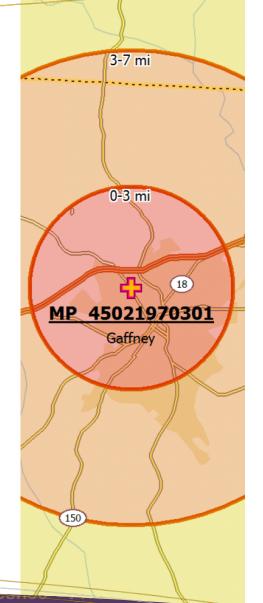
#### **Potential Cultural Bridges**

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).



Lancaster Mill Slater-Marietta Stuckey Orangeburg Summerton Jefferson Silverstreet Wellford Spritt Hesbury Blackville St. Stephen York Garden City Blythewood Eutawy Intercultural Institute Fountain Inn Paxville Murrells Inlet Murphys Estates Pelion Atlantic For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	70%	74%	75%
Use Comp. for Internet/E-mail	47%	53%	54%
Internet Use: E-Mail	42%	45%	46%
Use Comp. for Comp. Games	35%	37%	38%
Use Comp. for Education	30%	31%	31%
Use Comp. for Word Processing	28%	32%	33%
HH Owns DVD Player	26%	27%	27%
Use Comp. for Shopping	26%	30%	32%
Use Comp. for Digital Camera	24%	27%	28%
Photo Editing			
Internet Use: News/ Weather	23%	24%	25%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Use Comp. for Banking	22%	26%	28%
Internet Use: Banking	20%	24%	25%
Use Comp. for News/Info./Data	16%	18%	18%
Service			
PC-Network-HH Has One	16%	17%	18%
Use Comp. for Filing/DB Mngmnt	11%	11%	11%
Use Comp. for Personal Financial	10%	11%	11%
Mngmnt			
Internet Use: Research/ Education	10%	10%	10%
Use Comp. for Accounting	10%	12%	13%
HH Owns Video/Webcam	10%	10%	10%
Internet Use: Shopping: Gathered	10%	11%	10%
Info. for Shopping			

mingway Ridgeland North Myrtle Beach Tega Cay Sumter Riverview West Columbia Conway Blacksburg Branch Powderville Jenkinsville Bradley Due West Clio Charleston Intercultural Institute Williams North Coronaca Red Bank Piedmont Harleyville Georgetown Ja Copyright 2011, Intercultural Institute for Contextual Ministry Ja Copyright 2011, Intercultural Institute for Contextual Ministry Martin Bank Piedmont Harleyville Georgetown Ja Copyright 2011, Intercultural Institute for Contextual Ministry Martin Bank Piedmont Harleyville Georgetown Ja Copyright 2011, Intercultural Institute for Contextual Ministry Martin Bank Piedmont Harleyville Georgetown Ja Copyright 2011, Intercultural Institute for Contextual Ministry Martin Bank Piedmont Harleyville Source Source Waterloop

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	66%	67%	67%
Reading Books	51%	51%	50%
Dining Out (Not Fast Food)	49%	52%	53%
Card Games	39%	41%	41%
Cooking for Fun	34%	35%	35%
Go To A Beach/Lake	29%	32%	33%
Board Games	29%	32%	33%
Gardening	28%	32%	33%
Visit Museum	17%	17%	17%
Going To	16%	17%	17%
Bars/Nightclubs/Dancing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	68%	68%	68%
Gen./Fam. Practitioner	36%	39%	39%
Backache	23%	23%	23%
Dentist	23%	24%	24%
Hypertension/High Blood	21%	20%	19%
Pressure			
Eye Dr.	20%	20%	20%
None Of These	19%	19%	20%
High Cholesterol	18%	18%	17%
Any Arthritis	16%	16%	16%
Acid Reflux Disease (GERD)	15%	15%	14%



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	25.34%	25.3%	24.96%
Live Theater	17.81%	17.44%	16.55%
Live Theater Most Often	14.12%	14%	13.32%
Rock/Pop Concerts Most	13.9%	13.78%	13.53%
Often			
Dance Performance	9.78%	8.16%	7.31%
Comedy Club	9.07%	8.36%	7.95%
Movies: Comedy	40.96%	40.07%	39.33%
Movies: Action/Adventure	39.63%	38.43%	37.71%
Movies: Drama	23.43%	21.07%	20.1%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	22.9%	21.2%	20.3%
Movies: Romantic Comedy	20.54%	19.69%	19%
Movies: Mystery	19.57%	17.73%	17.02%
College Football Reg.	5.03%	5.52%	5.49%
Season			
NFL Football Reg. Season	4.61%	5.17%	5.1%
MLB Baseball Reg. Season	4.52%	5.57%	5.72%
College Basketball Reg.	3.69%	3.85%	3.77%
Season			
NBA Basketball Reg.	3.01%	2.97%	2.74%
Season			
Auto Racing Events	1.85%	2.39%	2.53%



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

0-3 3-7 7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
MILES MILES MILES		MILES	MILES MILES
e 36.8% 37.29% 36.8%	Baseball	Baseball 10.06%	Baseball 10.06% 10.61%
25.98% 30.04% 31.58%	Mountain/Road Biking	Mountain/Road Biking 9.22%	Mountain/Road Biking 9.22% 10.6%
19.91% 21.23% 21.79%	Volleyball	Volleyball 8.22%	Volleyball 8.22% 8.66%
16.65% 16.21% 15.94%	Backpacking/Hiking	Backpacking/Hiking 7.19%	Backpacking/Hiking 7.19% 8.44%
16.59% 18.05% 18.77%	Hunting	Hunting 7.01%	Hunting 7.01% 10.28%
14.76% 13.85% 13.19%	Softball	Softball 6.66%	Softball 6.66% 7.03%
14.73% 18.92% 21.28%	Saltwater Fishing	Saltwater Fishing 6.6%	Saltwater Fishing 6.6% 7.59%
13.07% 14% 14.03%	Yoga	Yoga 6.43%	Yoga 6.43% 6.09%
10.86% 10.82% 10.99%	Target Shooting	Target Shooting 6.37%	Target Shooting 6.37% 8.51%
ne 10.68% 11.34% 11.23%	Soccer	Soccer 6.12%	Soccer 6.12% 6.24%
10.49% 14.54% 16.36%	Tennis	Tennis 6.06%	Tennis 6.06% 6.29%
10.38% 9.56% 8.98%	Power Boating	Power Boating 5.91%	Power Boating 5.91% 6.7%
10.29% 10.48% 10.31%	Ice Skating	Ice Skating 5.33%	Ice Skating 5.33% 4.82%
10.16% 11.44% 11.45%	Roller Skating	Roller Skating 5.07%	Roller Skating5.07%4.93%

ton Heath Springs Welcome Lake City Allendale Ruby Ward Jonesville McClellanville Atlantic Beach kens Monetta Clio Lyman Six Mile Oakland Ridge Spring Reevesville Intercultural Institute on Chester ke Wylie Judson Oswego Lowndesville Cayce Aiken Central Pacolet for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to 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
Canoeing/Kayaking	4.86%	5.66%	5.8%
Motorcycling	4.4%	5.45%	5.88%
Horseback Riding	4.38%	5.64%	6.25%
Fly Fishing	4.12%	4.58%	4.85%
Snorkeling	4%	4.17%	4.04%
Jet Skiing	3.85%	4.06%	3.99%
Auto Racing	3.57%	3.29%	3.09%
Racquetball	3.48%	3.54%	3.56%
Skateboarding	3.46%	3.37%	3.26%
Downhill & X-Country	3.36%	3.63%	3.53%
Skiing			

0-3	3-7	7-10
MILES	MILES	MILES
3.29%	3.22%	3.11%
3.28%	3.74%	3.83%
3.13%	3.03%	2.89%
3.09%	4.41%	5%
3.03%	2.93%	2.76%
2.97%	3.21%	3.21%
2.58%	2.87%	2.9%
2.56%	2.6%	2.52%
2.35%	2.27%	2.13%
2.02%	2.21%	2.23%
	MILES   3.29%   3.28%   3.13%   3.09%   3.03%   2.97%   2.58%   2.56%   2.35%	MILESMILES3.29%3.22%3.28%3.74%3.13%3.03%3.09%4.41%3.03%2.93%2.97%3.21%2.58%2.87%2.56%2.6%2.35%2.27%



#### 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.

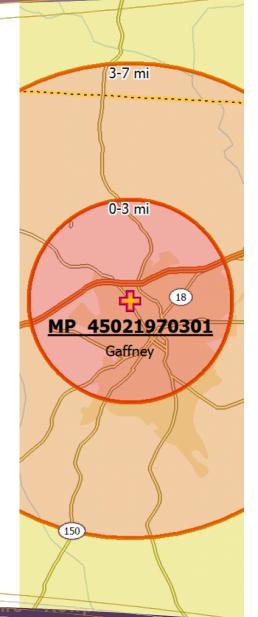
#### **BIBLICAL BARRIERS**

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.



camore Burnettown Centerville Conway Ridgeland Liberty McClellanville Laurei Bay Carlisle Allendale ester Forestbrook Clemson Dillon Judson Lynchburg Westminster Sur Intercultural Institute oyal Reevesville Elko Cokesbury Brookdale Travelers Rest Lodge Ola for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

#### CULTURAL BARRIERS OF UNDERSTANDING

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

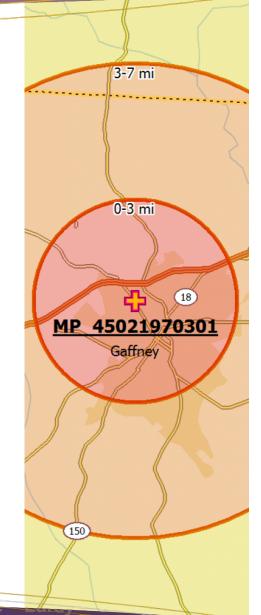
CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

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

#### **Unreached People Group**

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



Mulberry Coronaca Dentsville Little Mountain Santee Lexington Canden Carlisle Springdale Blythews Eutawville Modoc Taylors Lake City Clemson Saluda City View Wood Intercultural Institute antic Beach Peak Loris Brookdale Society Hill Bethune Hodges Flore for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

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

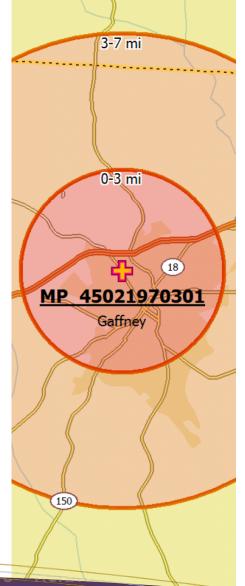
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning	54%	52%	51%	I Am A Workaholic	23%	20%	19%
New Things			/ -	Friends More Important Than	21%	21%	21%
Speak My Mind Even If It Upsets	40%	37%	36%	My Fam.			
People				Marijuana Should Be Legalized	21%	20%	19%
Like Control Over People And Resources	38%	36%	36%	Rarely Sit Down to a Meal Together At Home	18%	18%	18%
Find It Difficult To Say No To My Kids	37%	39%	40%	Like To Pursue Challenge/Novelty/Change	17%	17%	17%
Noman's Place Is In The Home	34%	35%	35%	We Should Strive for Equality	17%	15%	14%
Don't Judge People/Way They	32%	30%	29%	for All			
Live Life				Only Work Current Job for The	15%	14%	14%
Too Much Sponsorship In	29%	27%	26%	Money			
Arts/Sports				Happy With My Standard Of	13%	12%	11%
Prefer To Have Few	29%	28%	28%	Living			
Possessions As Possible		/		On Whole People Get What	11%	10%	10%
Like To Do Unconventional	29%	30%	31%	They Deserve	100/	00/	
Things		<b>a</b> 404	<b>• •</b> • • • •	Very Happy With My Life As It Is	10%	8%	7%
lf Won Lottery Would Never Work Again	25%	24%	24%	Little I Can Do To Change My Life	9%	9%	8%
Money Is Best Measure Of Success	24%	25%	25%	I Am A Perfectionist	9%	7%	6%
Like to Stand Out In A Crowd	24%	23%	22%				

Abbeville East Sumter Mountville Pageland Estill Bennettsville Millwood Chesnee Gray Court Simps Irwin Ehrhardt Pendleton West Pelzer Williston Socastee Sumter Intercultural Institute Malterboro Central Pacolet Dillon Northlake Bradley Parksville Cokesburg Contextual Ministry Contextual Institute for Contextual Ministry Copyright 2011, Intercultural Institute 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.



Boiling Springs Rovesville Bonneau Whitmire Manning Arial Hollywood Johnsonville Isle of Palms and Johnsonville Hilton Head Island Edisto Beach Seabrook Island Lake Contextual Institute Promises Provide Promises Provide Promises Promises Promises Provide Provide Promises Provide Promises Provide Promises Provide Provi

## **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	тн	IEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	58%	57%	56%		ke To Just Enjoy Life ovide My Kids With The Little	20% 19%	20% 16%	20% 15%
Important To Respect Customs And Beliefs	57%	60%	61%		tras orried About Pollution Caused	17%	17%	17%
Like To Understand About	39%	37%	37%	Ву	/ Cars			
Nature				Re	eal Men Don't Cry	17%	16%	16%
Prefer Work Part Of Team Than Alone	37%	36%	35%	•	y Not To Worry About The Iture	16%	14%	14%
Important Feel Respected By My	34%	33%	33%	ls	An Important Part Of Who I Am	14%	15%	16%
Peers					njoy Spending Time With My	14%	14%	14%
Important To Juggle Various	34%	32%	31%		im.			
Tasks				Ch	nildren Should Be Allowed To	7%	6%	6%
Good At Fixing Things	31%	28%	27%	Ex	press Themselves			
Prefer To Have Few	29%	28%	28%		el Very Alone In The World	6%	6%	5%
Possessions As Possible					ke Spending Most Time With	6%	5%	5%
Have Keen Sense Of Adventure	27%	26%	26%	Fa	ım.			
Consider Myself Interested In	23%	20%	19%	Wo	ould Like To Set Up Own	4%	4%	4%
The Arts					usiness			
People Have To Take Me As	22%	22%	22%	De	ecor Particular Interest To Me	4%	4%	3%
They Find Me								
Looking for New Ideas To Improve Home	20%	19%	18%					

Shiloh City-View Yemassee Mountville Bonneau Stuckey McColl Williston Presperity India Hook Ridgeway Simpsonville Lamar Snelling Georgetown Cope Northlake Welcome Due West Reevest Manning New Ellenton Elloree Summit Lake Wylie Clemson Briarcliffe 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.

Anderson Boiling Springs Liberty Atlantic Beach McCormick Sycamore Turbeville Eureka Mill Fort Mile Hill Gloverville Silverstreet Williston Cherryvale Gilbert Scotia Black Intercultural Institute a Path Meggett Rockville Socastee Olanta West Union Holly Hill Fore for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

3-7 mi

0-3 mi

MP 45021970301 Gaffney

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(18)

### **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10	PLACE		0-3	0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fast Food/Drive-In	86.76%	87.3%	87.44%	Dairy Queen		18.81%	18.81% 19.13%
Restaurant-Visit Any				Olive Garden		18.41%	18.41% 19.09%
Fam. Restaurants/Steak	77.6%	80.49%	81.42%	Domino's Pizza		17%	17% 15.42%
Houses-Visit Any				Sonic		15.6%	15.6% 16.39%
McDonald's	56.1%	57.02%	57.4%	IHOP (International House Of		15.37%	15.37% 13.89%
Burger King	38.76%	39.09%	39.44%	Pancakes)			
Kentucky Fried Chicken (KFC)	35.78%	33.83%	33.17%	Golden Corral		15.08%	15.08% 14.37%
Wendy's	32.27%	31.96%	31.79%	Popeyes		14.75%	14.75% 11.2%
Subway	31.31%	31.68%	31.63%	Cracker Barrel		14.21%	14.21% 15.84%
Taco Bell	26.98%	28.31%	29%	Outback Steakhouse	1	4.12%	4.12% 13.82%
Applebee's	26.68%	28.51%	29.18%	Chick-Fil-A	13.	74%	74% 14.13%
Pizza Hut	26.49%	25.57%	25.33%	Hardee's	13.4	14%	44% 13.76%
Arby's	22.63%	23.49%	23.74%	TGI Friday's	12.9	4%	4% 11.65%
Red Lobster	19.61%	18.1%	17.31%				

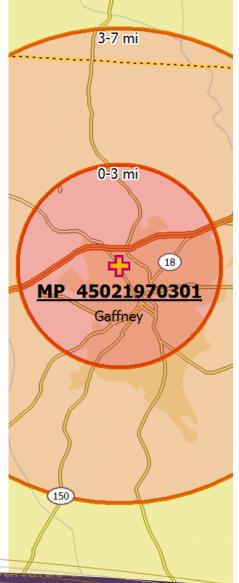


#### **Potential Shared Projects**

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!



ko Seven Oaks Shell Point Springdale Nichols Tega Cay Murphys Estates Stateburg Beaufort Silvers Laurens Bluffton Iva North Central Smoaks Duncan Rock Hill Intercultural Institute Irwin Aynor Hilda Wagener Cowpens Furman Antreville Bowman for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### **Potential Shared Projects**

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	41.54%	43.2%	43.11%
Recycled products	25.94%	28.57%	28.78%
Worked as volunteer (non political)	13.66%	14.83%	14.81%
Engaged in fund raising	10.41%	10.86%	10.82%
Religious club member	7.98%	7.93%	7.78%
Church Board	6.31%	5.95%	5.73%

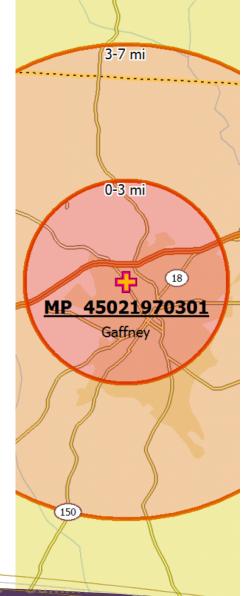
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or newspaper	5.01%	5.09%	4.96%
Took active part in local civic issue	4.75%	4.63%	4.46%
Union member	4.57%	4.83%	4.85%
Wrote to elected offcl about publ bus	4.48%	4.98%	4.99%
Charitable Organization	4.42%	4.85%	4.94%
Fraternal order member	4.02%	4.11%	4.07%

Testown Newport McColl Modoc Southern Shops Iva Fountain Inn Socastee Laurel Bay Irmo Moncks of Winnsboro Salley Dillon West Union Burnettown Lake Murray of Provide Intercultural Institute hester Kline Nichols Myrtle Beach North Augusta India Hook Wagener For Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

#### **Communication Media Content**

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

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



Shiloh Lowndesville Oswego Hartsville Fort Mill Lyman Lane Edisto Timmensville Peak North Hartsville Vade Hampton Belvedere Pacolet Sumter Six Mile Gaston Kiawab Intercultural Institute Port Royal Duncan Eureka Mill Orangeburg Clover Bennettsville Why Intercultural Institute Nountville Confor Confectual Ministry Recommendation Lincolnville Jenkinsville Briarcliffe Acres Richburg 51

## **Potential Print Media Content:**

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	13.48%	14.16%	13.99%
Children's Books	12.85%	12.96%	12.81%
Religious (not Bibles)	9.44%	9.52%	9.54%
Mystery	9.34%	10.21%	10.48%
Cookbooks	8.77%	9.42%	9.58%
Romance	6.75%	7.05%	7.17%
Personal/Business	6.06%	6.11%	5.89%
Self-help			
Biography	5.56%	5.59%	5.42%
History	5.26%	5.73%	5.83%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	64.35%	64.07%	63.19%
Gen. Editorial	51.36%	48.24%	46.66%
Womens	45.24%	42.9%	41.54%
Service	31.4%	33.04%	33.45%
Mens	19.09%	18.09%	17.5%
<b>Business/Finance</b>	18.99%	17.19%	15.8%
Music	18.03%	14.86%	13.56%
Parenthood	15.02%	14.29%	13.9%
Health	14.24%	13.83%	13.72%

Brookdale Lake City Ladson Chester South Sumter Quinby Pelion Central Blacksburg Laurens arris Allendale Heath Springs Olar Union Summit Golden Grove Forest Cres Ockland Wade Hampton Arial Stuckey Lodge Blythewood Kershaw Wellford Slater-Mariett Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	49.46%	51.77%	52.36%
Classified	32.78%	34.22%	35.18%
Sport	29.15%	30.21%	30.48%
Editorial Page	25.73%	28.23%	29.13%
Comics	24.27%	25.57%	26.06%
Business/Finance	23.94%	24.64%	24.2%
Food/Cooking	22.83%	23.34%	23.37%
Movie Listings & Reviews	22.72%	23.02%	22.79%
TV/Radio Listings	22.28%	22.8%	22.92%
Home/Gardening	18.28%	19.5%	19.71%
Travel	16.17%	16.69%	16.41%
Fashion	15.28%	14.51%	14.03%
Science/Technology	14.53%	15.02%	14.76%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Urban Contemporary	33.51%	24.37%	20.61%
CHR Contemp Hit Radio	16.94%	16.73%	16.53%
Country	14.36%	20.69%	24%
Adult Contemporary	12.55%	14.31%	14.82%
Jazz	9.62%	7.15%	5.88%
Oldies	9.5%	9.88%	9.86%
Variety	9.1%	7.88%	7.09%
News/Talk	7.5%	8.51%	8.33%
Rock	7.36%	9.31%	9.91%
Gospel	7.34%	5.93%	5.52%
Classic Rock	5.93%	7.6%	8.07%
Alternative	5.76%	6.68%	6.75%
All News	5.57%	4.78%	4.22%
Religious	5.57%	6.14%	6.3%
Soft Contemporary	5%	5.42%	5.36%
All Talk	2.99%	3.07%	2.94%
Sports	2.98%	3.07%	2.92%
Hispanic	2.75%	2.55%	2.38%

Acres Liberty Ulmer Jefferson Chesterfield Elloree Greenville Wellford Plum Branch Parksville West Samberg Bradley Trenton Jamestown Richburg Cameron Greeleyville Intercultural Institute ews Travelers Rest Summerton McConnells Little River Ridgeville Edis for Contextual Ministry Rocopyright 2011, Intercultural Institute for Contextual Ministry Allendale 53

#### **Potential Multimedia Content:**

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

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	59.55%	61.59%	62.04%
Satellite Dish	51.62%	53.84%	54.41%
Soapnet	50.68%	50.33%	49.88%
Other Video-On-Demand	50.19%	46.85%	45.27%
Sci-Fi Channel	34.34%	35.41%	35.55%
Subscribe Digital Cable	33.22%	31.68%	30.69%
Adult Pay Per View TV	32.78%	34.26%	34.46%
MSNBC	32.35%	33.05%	33.08%
TV Info From Sunday TV	27.29%	28.23%	28.53%
Magazine			
TV Info From Newspapers	25.47%	25.89%	25.88%
Comedy Central	25.28%	24.95%	24.04%
Nickelodeon	25.2%	27.9%	28.94%

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
TCM (Turner Classic	24.01%	24.14%	24.06%
Movies)			
Nick At Nite	23.92%	24.68%	24.81%
TV Info From Monthly Cable	23.87%	23.94%	23.88%
Guide			
Hallmark Channel	22.76%	23.63%	23.57%
BET (Black Entertainment	22.71%	22.54%	22.07%
TV)			
USA Network	22.14%	22.63%	22.43%
TV Info From Other	21.35%	20.58%	20.22%
Lifetime	21.07%	20.91%	20.45%
The Golf Channel	20.66%	20.95%	20.42%
ABC Fam.	20.26%	19.97%	19.26%
ESPN2	20.08%	19.6%	19.04%
Adult Swim	19.51%	22.68%	23.71%

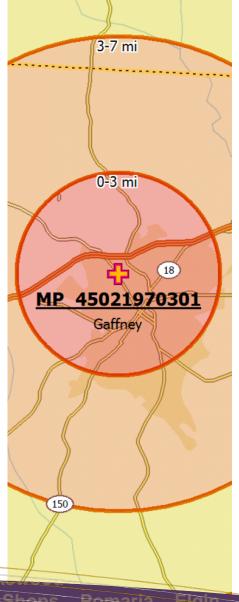
mbert Lane Liberty South Sumter Plum Branch Homeland Park Columbia Ehrhardt City View Norris S Tod Watts Mills Summerville Yemassee Allendale Surfside Beach Cane South Intercultural Institute onville Meggett Hanahan Sans Souci Great Falls Aynor Welcome Hick For Confectual Ministry Mayo Harde Copyright 2011, Intercultural Institute for Contextual Ministry East Sumter Brookdale Mulberry Mount Pleasant Ric State Contextual Ministry Dillon

#### **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.



rt Cane Savannah Chesnee Scotia Kline Parksville Clio Eureka Mill Southern Shops Pomaria Elgin A Aynor South Sumter Pageland Rowesville Parker Hardeeville Mayesv Intercultural Institute Boiling Springs Sycamore Mayo Lancaster Mill Simpsonville Ravenel Contextual Ministry Coronaca Summerville For Contextual Ministry Coronaca Summerville 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+)	16.07%	17.09%	17.17%
Medium Users (4-6)	8.68%	9.24%	9.21%
Light Users (1-3)	18.38%	19.19%	19.33%
Quintiles (20%)			
Newspaper I (Heavy)	1.03%	1.14%	1.18%
Newspaper II	1.46%	1.42%	1.44%
Newspaper III	2%	2.15%	2.23%
Newspaper IV	0.5%	0.56%	0.6%
Newspaper V (Light)	1.11%	1.17%	1.22%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	20.22%	20%	20.16%
Magazines II	9.28%	9.32%	9.45%
Magazines III	9.88%	9.92%	10.06%
Magazines IV	12.84%	12.4%	12.46%
Magazines V (Light)	0.9%	0.73%	0.63%
Outdoor I (Heavy)	8.34%	6.95%	6.25%
Outdoor II	4.63%	3.74%	3.36%
Outdoor III	4.99%	4.16%	3.89%
Outdoor IV	18.16%	18%	18.13%
Outdoor V (Light)	25.17%	24.96%	24.78%
Yellow Pages I	15.99%	15.95%	16.17%
(Heavy)			
Yellow Pages II	7.67%	6.68%	6.33%
Yellow Pages III	9.74%	7.58%	6.65%
Yellow Pages IV	25.03%	24.38%	24.32%
Yellow Pages V (Light)	5.11%	4.28%	4%
Yellow Pages V (Light)	5.11%	4.28%	4%

Central Pacolet Hickory Grove Cayce Promised Land Lake Murray of Richland Neeses Beaufort Woodruff unda Surfside Beach Homeland Park Dunean Laurens Clover Buffalo <u>Mechellany Intercultural Institute</u> Riverview South Congaree Startex Taylors Sumter Woodfield Walterboo *Confectual Ministry* Bugcopyright 2011, Intercultural Institute for Contextual Ministry Conversion Date Startey Pandleton Intercultural Contextual Ministry Conversion Date Startey Pandleton Intercultural Ministry Date Shoals 56

## 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.

EDIUM 0-3 3-7 7-10 MEDIUM
MILES MILES MILES
dio Drive Time Quntiles TV Prime Time Qunt
rhs / 20%) 20%)
ve Time I & II (Heavy) 2.62% 2.82% 2.97% Prime Time I & II (Heavy
ve Time III (Medium) 0.81% 0.8% 0.81% Prime Time III (Medium)
dio IV & V (Light) 2.57% 2.57% 2.62% Prime Time IV & V (Light)
dio Media Quntiles (fifths / TV Early/Late Fringe Qun
%) (fifths / 20%)
dio I & II (Heavy) 10.96% 10.25% 10.12% Fringe I & II (Heavy)
dio III (Medium) 3.81% 4.26% 4.48% Fringe III (Medium)
dio IV & V (Light) 3.72% 3.44% 3.33% Fringe IV (Light)
ble TV Quntiles (fifths / TV All Day Quntiles (fifths /
%) 20%)
ble I & II (Heavy) 11.63% 12.2% 12.13% All Day I & II (Heavy)
ble III (Medium) 6.13% 5.58% 5.39% All Day III (Medium)
ble IV & V (Light) 40.17% 36.33% 34.62% All Day IV (Light)



# 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]	10.72%	11.13%	11.2%
6:00am - 10:00am	14.94%	13.53%	12.51%
10:00am - 3:00pm	12.18%	9%	7.53%
3:00pm - 7:00pm	16.28%	15%	14.38%
7:00pm - Midnight	12.5%	11.66%	11%
Midnight - 6:00am	8.12%	6.38%	5.49%
Weekend Radio			
Listeners			
Dayparts [summary]	14.59%	14.57%	14.43%
6:00am - 10:00am	3.14%	3.23%	3.25%
10:00am-3:00pm	5.02%	4.4%	3.95%
3:00pm - 7:00pm	8.51%	7.54%	7.04%
7:00pm - Midnight	9.9%	9.61%	9.45%
Midnight - 6:00am	13.9%	11.83%	10.81%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6%	6.59%	6.54%
Saturday: 8:00-11:00pm	7.88%	8.08%	8.22%
Sunday: 7:00-11:00pm	8.74%	9.43%	9.68%
9:00am-1:00pm	23.92%	24.68%	24.81%
9:00am-4:00pm	27.55%	28.39%	28.57%
4:00pm-7:00pm	28.97%	28.46%	27.76%
11:00pm-1:00am	42.18%	41.68%	41.18%
AVG Prime time Mon-Sun	5.44%	4.14%	3.55%

ociety Hill East Gaffney Cowpens Saluda Jefferson Great Falls Gaston Springdale Peak Seabrook Islan Georgetown Seven Oaks North Augusta Gifford Eureka Mill Willington Intercultural Institute th Hartsville Lake Secession Greenwood Cayce Wellford Oswego Sour Forest Acres McBee Coward 58 Stephen Pine Ridge Lake Wylie North Ministry

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10		<b>TV VIEWERS</b>	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	15.99%	15.29%	14.76%		Sat: 7-10am	Sat: 7-10am 16.84%	Sat: 7-10am 16.84% 16.98%
7-9am	20.08%	19.6%	19.04%		Sat: 10am-1pm	Sat: 10am-1pm 8.56%	Sat: 10am-1pm 8.56% 8.3%
9am-12noon	18.1%	19.5%	19.88%		Sat: 1-4pm	Sat: 1-4pm 24.71%	Sat: 1-4pm 24.71% 25.02%
12noon-4pm	9.45%	8.89%	8.69%		Sat: 4-6pm	Sat: 4-6pm 7.88%	Sat: 4-6pm 7.88% 7.26%
4-6pm	45.31%	45.29%	44.35%		Sat: 6-7pm	Sat: 6-7pm 1.6%	Sat: 6-7pm 1.6% 1.72%
6-7pm	16.56%	18.36%	19.04%		Sat: 7-8pm	Sat: 7-8pm 0.93%	Sat: 7-8pm 0.93% 0.83%
7-7:30pm	1.49%	1.35%	1.24%		Sat: 8-11pm	Sat: 8-11pm 7.88%	Sat: 8-11pm 7.88% 8.08%
7:30-8pm	11.66%	11.31%	11.06%		Sat: 11pm-1am	Sat: 11pm-1am 5.88%	Sat: 11pm-1am 5.88% 5.31%
8-11pm	6%	6.59%	6.54%		Sat: 1am-7pm	Sat: 1am-7pm 22.14%	Sat: 1am-7pm 22.14% 22.63%
11pm-12am	32.35%	33.05%	33.08%		Sun: 7-10am	Sun: 7-10am 2.14%	Sun: 7-10am 2.14% 2.36%
11pm-1am	42.18%	41.68%	41.18%		Sun: 10am-1pm	Sun: 10am-1pm 5.18%	Sun: 10am-1pm 5.18% 6.35%
1-6am	29.75%	28.12%	26.65%		Sun: 1-4pm	Sun: 1-4pm 4.49%	Sun: 1-4pm 4.49% 5.62%
					Sun: 4-7pm	Sun: 4-7pm 11.41%	Sun: 4-7pm 11.41% 12.71%
					Sun: 7-11pm	Sun: 7-11pm 8.74%	Sun: 7-11pm 8.74% 9.43%
					Sun: 11pm-1am	Sun: 11pm-1am 4.95%	Sun: 11pm-1am 4.95% 4.9%
					Sun: 1-7am	Sun: 1-7am 19.05%	Sun: 1-7am 19.05% 20.59%

Elforee Ridge Spring Union Blackville Roebuck Stateburg Lancaster Mill Gayle Mill North Myrtle Be Ravenel Greeleyville Sumter Wade Hampton Orangeburg Bradley Intercultural Institute Unfside Beach Hardeeville Anderson Brookdale Greenwood Winnsboro for Confectual Ministry Chesnee Gaste Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry North Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



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

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

#### Issues for Your Consideration

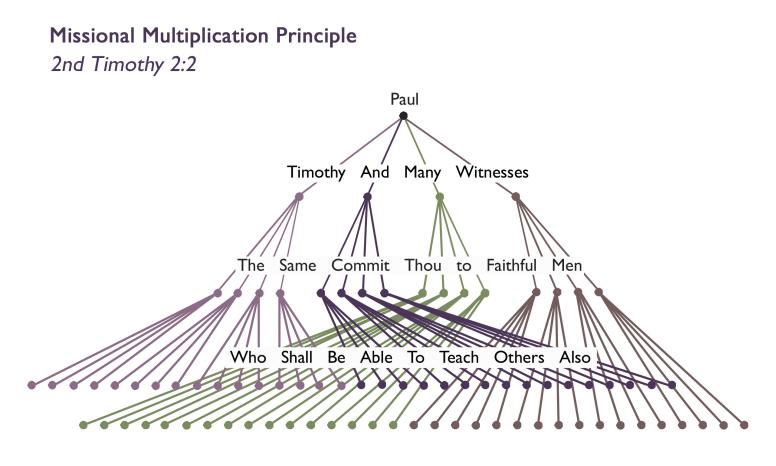
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Lake Murray of Richland Rockville Elgin Richburg Donalds Arcadia Lakes Hilda Garden City Greenville te Hill Allendale Myrtle Beach Lancaster Mill Cameron Pageland Central Steph Palms, North Hartsville Bamberg Northlake Ware Shoals Laurens Burnettown Varnville Coron for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Biblical Missional Multiplication**

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

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



wood Liberty <u>Saluda Trenton Troy Scotia Honea Path</u> Pageland Cherryvale Carlisle Eureka Mill Kiaw Cathoun Falls Due West Landrum Pawleys Island Laurens Lugoff Aria <u>Intercultural Institute</u> oris Privateer Sellers Oswego Manning Paxville Lowrys Wade Hampt <u>Intercultural Institute</u> Swansea Cel <sup>3</sup>Copyright 2011, Intercultural Institute for Contextual Ministry

## **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.



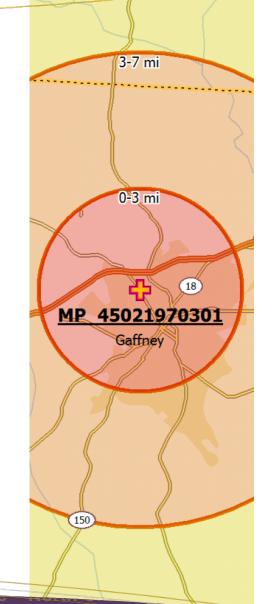


#### Your MissionSite and the Missional Suite

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



Atts Mills Summerville Greeleyville McConnells Privateer Lake View North Myrtle Beach Oakland Welfer Cottageville Kingstree Laurel Bay Meggett Loris Summerton Pamplice Intercultural Institute emingway Clearwater Rembert Sycamore Centerville Salem Inman Mill of Contextual Ministry a Copyright 2011, Intercultural Institute for Contextual Ministry

### 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
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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	<b>IICM CGR</b>
1	Providence	822 Providence Rd Gaffney, SC 29341	0.42 mi	0	
2	West End	400 Overbrook Dr Gaffney, SC 29341	0.75 mi	0	
3	North Point Church	PO Box 1334 Gaffney, SC 29342	1.08 mi	0	
4	Gaffney First	200 N Limestone St Gaffney, SC 29340	1.33 mi	0	
5	New Beginnings Fellowship	PO Box 1418 Gaffney, SC -2934	1.38 mi	0	
6	Cherokee Avenue	805 Cherokee Avenue Gaffney, SC 29340	1.44 mi	0	
7	Christian Heights	605 6th St Gaffney, SC 29340	1.54 mi	0	
8	Central	PO Box 8005 Gaffney, SC 29340	1.82 mi	0	
9	Southside	204 W Oneal St Gaffney, SC 29340	1.86 mi	0	
10	Rose Hill	PO Box 1197 Gaffney, SC 29342	1.87 mi	0	
11	Kirby Memorial	512 Chandler Dr Gaffney, SC 29340	1.89 mi	0	
12	Temple	1508 Cherokee Ave Gaffney, SC 29340	1.94 mi	0	
13	East Gaffney	2308 Cherokee Ave Gaffney, SC 29340	2.41 mi	0	
14	Midway	153 Midway Rd Gaffney, SC 29341	2.68 mi	0	
15	Bethany	PO Box 698 Gaffney, SC 29342	2.69 mi	0	

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	<b>IICM CGR</b>
16	Calvary	2929 Cherokee Ave Gaffney, SC 29340	3.09 mi	0	
17	Park Hills	1100 Leadmine Road Gaffney, SC 29340	3.14 mi	0	
18	Grassy Pond	254 Grassy Pond Rd Gaffney, SC 29341	3.42 mi	0	
19	Pacolet Road	1104 Pacolet Hwy Gaffney, SC 29340	3.67 mi	0	
20	New Heights	1367 Pleasant School Road Gaffney, SC 29341	3.93 mi	0	
21	Carolina Community	100 Whipple Lane Taylors, SC 29687	3.93 mi	0	
22	Little Memorial	427 Victory Trail Rd Gaffney, SC 29340	4.06 mi	0	
23	Berry Memorial	2760 Union Hwy Gaffney, SC 29340	4.20 mi	0	
24	Faith	246 Ford Rd Gaffney, SC 29340	4.22 mi	0	
25	Beaverdam	167 Beaver Dam Rd Gaffney, SC 29341	4.37 mi	0	
26	Fairview	505 Fairview Road Gaffney, SC 29341	4.39 mi	0	
27	Draytonville	179 Draytonville Church Rd Gaffney, SC 29340	4.63 mi	0	
28	Bethel Memorial	1314 Ellis Ferry Rd Gaffney, SC 29341	5.36 mi	0	
29	Blue Branch	PO Box 1574 Gaffney, SC 29342	5.39 mi	0	
30	Corinth	190 Corinth Rd Gaffney, SC 29340	5.74 mi	0	

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## APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	<b>IICM CGR</b>
31	Macedonia	216 Macedonia Rd	5.76 mi	0	
-		Gaffney, SC 29341		-	
32	High Point	174 Pooles Road	5.95 mi	0	
		Gaffney, SC -2934			
33	Cherokee Creek	502 Buck Shoals Rd	6.25 mi	0	
• •		Gaffney, SC 29341		-	
34	Pleasant Hill	503 Cherokee Falls Rd	6.55 mi	0	
05	Duffele	Blacksburg, SC 29702	0.00 mi	0	
35	Buffalo	Box 76 Blacksburg, SC 29702	6.69 mi	0	
36	Crestview	153 Daniel Morgan School Rd	6.95 mi	0	
50	Clestnew	Gaffney, SC 29341	0.35 m	0	
37	Love Springs	262 Skull Shoals Road	6.99 mi	0	
•	ge	Gaffney, SC 29340		•	
38	Mt Ararat	108 Rolling Mill Rd	7.14 mi	0	
		Gaffney, SC 29340			
39	Cherokee Falls	109 School Street	7.27 mi	0	
		Blacksburg, SC 29702			
40	Broad River	419 W Cherokee St	8.07 mi	0	
		Blacksburg, SC 29702	o ( = ·	<u> </u>	
41	Rock Springs	1184 Rock Springs Rd	8.17 mi	0	
42	Oakdale	Blacksburg, SC 29702 231 Oak Dale Rd	8.19 mi	0	
42	Oakuale	Cowpens, SC 29330	0.1911	0	
43	New Song Community	1518 York Highway	8.26 mi	0	
10	New Cong Commany	Blacksburg, SC 29702	0.20 111	U	
44	Blacksburg First	PO Box 654	8.41 mi	0	
	3	Blacksburg, SC 29702			
45	Goucher	415 Goucher Creek Rd	8.54 mi	0	
		Gaffney, SC 29340			

Tatum Fort Mill Buffalo Winnsboro Kiawah Island Greeleyville Picker Soria Fureka Mill Low Ridgeville Murrells Inlet Inman Coronaca Johnsonville Bluffton A for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Charleston Hampton 68



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