MissionSite top unreached locations

South Sumter Parksville Bennettsville Laurens Winnsboro Mills

Pine Ridge Smoaks CENSUS TRACT: 45021970700 Quinby Hartsville Multiplyatanburg Estill Gantt Ridge Spring REGION: Upstate Region Princeton Gilbert Isle of PASSOCIATION: Broad River Ridgela Williston Pageland Peak Burnettown Lyman Six MCOUNTY Cherokeeluffton In partnership with the: Travelers Rest Richbur SITESCAPE: Countryscape Oakland Intercultural Instituten Pinewood La PatDENSITYSPATTERN: Aamden levville Cha yor Co*ntextual Ministry*ncaster Mill Jonesville eorgetown Gaston Antreville Clinton Greenw esville **South Carolina**anch Hickory Grove Greenw **Baptist Convention** Newport Lur Georgetown Watts Mills ©Copyright 2011, Intercultural Institute for Contextual Ministrye Jackson Central Woodfield Johnsonville Utica Mone

MissionSite (TM) Table of Contents

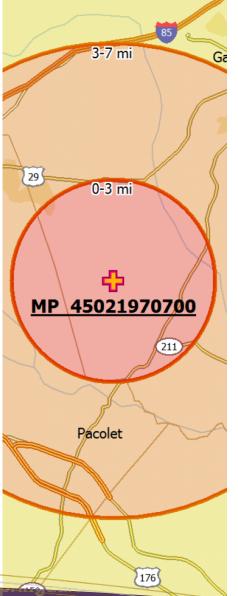
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers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

ose Creek Homeland Park Starr Wagener Salley Kline Mountville India Hook Oak Grove Spartanburg Settime Pelion Watts Mills Red Bank Hartsville Richburg Saluda Carlier Intercultural Institute Great Falls Estill Norris Newberry Bamberg Monarch Mill West Union Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary

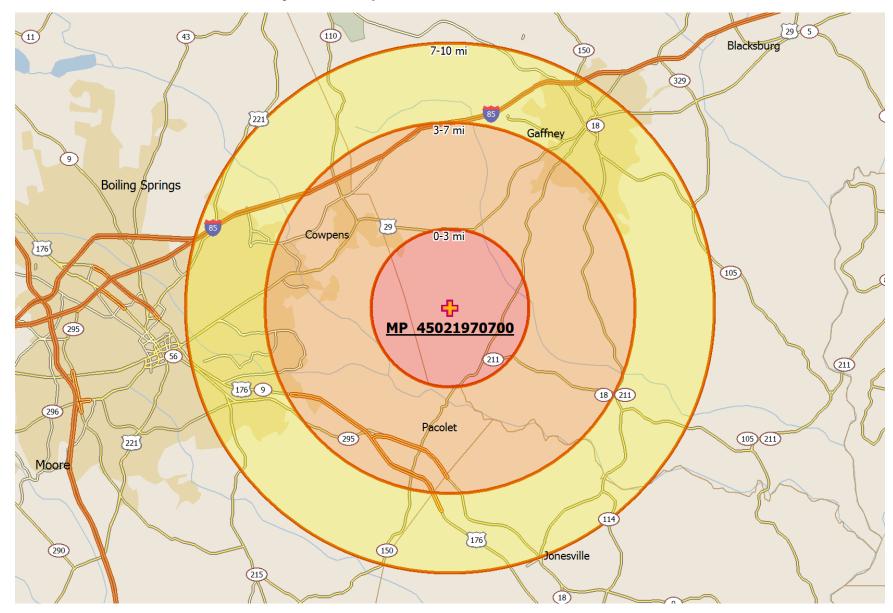
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	29340	Cherokee
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.3	Fringe Settlements
7	Sitescape Subgroup	1.31	Settlements adjacent to a medium town
8	Sitescape Density Pattern	А	2500-50000-50000



Ile Andrews Belvedere Mullins City View York Smoaks Gantt Lexington Landrum Mount Croghan S Cane Savannah Williston Parksville Charleston Cokesbury Gifford Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Compens Bradley Taylors Lugoff Eureka Mill Lyman City View Pacology Intercultural Institute Springs East Gaffney Johnsonville Greenwood Greer Denmark St. Stern Los Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	COD E	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 Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	76	Micropolitan high commuting: Secondary flow 30% to 50% to an Urban Area
7	ERS RUCA Commuting Value	5	Micropolitan high commuting: primary flow 30% or more to a large urban cluster
8	Percent Commuting to Metro	22	Percent commuting from non metro to metro areas

a wiiii Smyrna Tega Gay

Scotia Ridge Spring va Eishopville Sumter Timmonsville Luray Gaston South Congarce Piedmont Willington Newport Oswego Dalzell Orangeburg Williston Gray Courter Intercultural Institute In Norway Ravenel Aiken Vance Seneca Lane Liberty Bennettsville (or Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	27,404	51,655	114,552
2010 Households	10,519	20,770	42,939
2010 Group Quarters Population	218	1,716	4,596

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	7	23	35
Language Diversity National Index	6	12	26
Foreign Born Diversity National Index	35	51	54
Ancestry Diversity National Index	52	42	34
Racial Diversity National Index	20	33	55

Southern Shops Red Bank Greenwood Winnsboro Liberty Coward Alken Varnville Slater-Marietta Sce Le Clinton Lancaster Mill Bamberg Awendaw Ridgeway Camden Hamer Intercultural Institute Murray of Richland Goose Creek Elko Red Hill Richburg Central Pacol (Soutextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Compyright 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

Monetta Chester Laurens Myrtle Beach Socastee Lexington Red Hill Monarch Mill Hilton Head Island Summit Conway Rockville Swansea Cayce Latta Gayle Mill Millwoor Fairfax Parker Gantt McConnells Spartanburg Williams Pine Ridge Travelers Rest Clio Mur for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Shalling Woodford Cowpens Scotia Starr West Union

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 0-7 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	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,887	17.94%
Mainstay Communities	Established, Diverse Households	1,472	13.99%
Working Communities	Blue-collar, Working Families	3,297	31.34%
Country Communities	Rural, Agri. & Mining Families	2,348	22.32%
Aspiring Communities	Young Singles / Aspiring-Multihousing	889	8.45%
Urban Communities	High Density, Inner-city Neighborhoods	625	5.94%

in Pendleton <u>Cokesbury</u> New Ellenton Blacksburg Wade Hampton Antreville McColl Shiloh Rowesville Kingstree Greeleyville Gilbert Sharon Hickory Grove Laurel Bay Mau **Livenshburg Nichols Windsba** Beach Lodge Tega Cay Bonneau Eastover Springdale Summit Hemin *Jos Contextual Ministry* Ianahan Darlin Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Cottageville <u>Mount Groghan</u> Lexington Boiling Springs Ladson Gray Court Euroka Mill Glarks Hill Prin Atlantic Beach Arcadia Lakes Hampton Dentsville Ehrhardt Winnsberg Intercultural Institute Grove East Gaffney Travelers Rest Lynchburg Pelzer Troy Richburg Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-7 mile band that are in each category. The index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	0-7 MILE BAND	% INDEX
Unreached Households	13,422	6,827	50.87%
Unreached %	64.24%	64.9%	101.04
Religious But NOT Evangelical HH	3,589	1,714	47.77%
Religious But NOT Evangelical %	17.18%	16.3%	94.89
Spiritual But NOT Relig or Evang HH	1,810	1,029	56.84%
Spiritual But NOT Relig or Evang %	8.66%	9.78%	112.91
Not Evangelical, Not Interested HH	8,139	4,102	50.4%
Not Evangelical, Not Interested %	38.95%	38.99%	100.11



Norway Hilda Due West Five Forks Allendale Goose Creek Taylors Oswego Harleyville Tega Cay A Prosperity Rock Hill Murrells Inlet Lake City Salem Sellers Starter Intercultural Institute Welcome Swansea Eastover Holly Hill Sharon Bethune Donalds ©Copyright 2011, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of SCBC Churches	60	3	5%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	4,451	224	5.04%
Active Evangelical Percent	21.30%	22.21%	104.28
Inactive Evangelical Households	3,022	153	5.06%
Inactive Evangelical Percent	14.46%	15.12%	104.59
# 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	White Plains	0.76 mi	
2	Goucher	1.74 mi	
3	Hammett Grove	2.39 mi	
4	Browns Chapel	3.15 mi	
5	Thompson Chapel	3.29 mi	
6	Oakdale	3.44 mi	
7	High Point	3.82 mi	
8	Pacolet Mills	3.87 mi	
9	Blue Branch	4.14 mi	
10	Bethesda	4.61 mi	
11	Central	4.64 mi	
12	Clifton Second	4.65 mi	
13	Clifton First	4.67 mi	
14	Iglesia Hispana Betesta	4.68 mi	
15	Cowpens First	4.76 mi	

	CHURCHES	DIST.
16	Beaverdam	4.85 mi
17	Love Springs	5.15 mi
18	Pacolet First	5.23 mi
19	Friends of Faith	5.26 mi
20	Converse	5.66 mi
21	Pacolet Road	5.67 mi
22	Glendale	5.76 mi
23	New Vision Worship Center	5.94 mi
24	Corinth	6.01 mi
25	Tate Memorial	6.03 mi
26	Eastside	6.67 mi
27	Berry Memorial	6.77 mi
28	Carolina Community	6.86 mi
29	Park Hills	6.87 mi
30	Zion Hill	7.16 mi

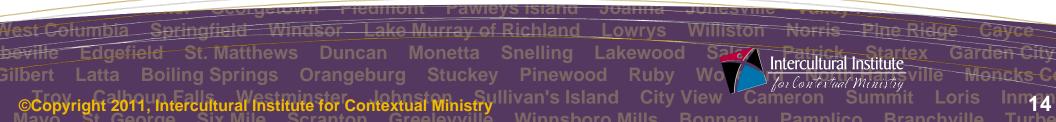
elevrille Conway Loris Slater-Marietta Jenkinsville Briarcliffe Acres Simpsonville Jefferson Mayo New Lake City Cowpens Laurens Clearwater Cottageville Forest Acres Lake City Cowpens Laurens Clearwater Cottageville Forest Acres Lake City Contextual Institute Donalds Northlake Oak Grove Lake View Belvedere Oakland Roet Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Spirituality Indicators

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

Issues for Your Consideration

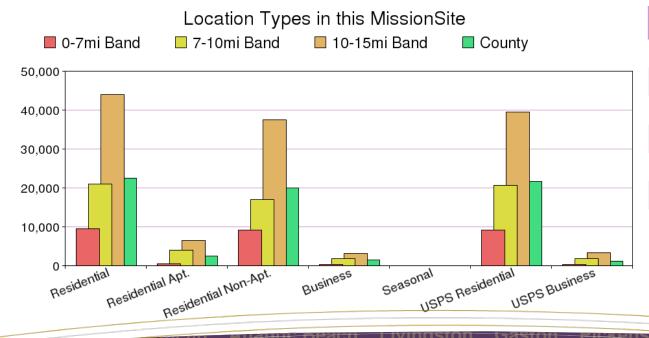
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-7 mile band. The percentage of the county population and number of households that appears in the 0-7 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	23,216	52.16%
2000 Population	52,537	25,718	48.95%
2010 Population	54,995	27,404	49.83%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	16,456	8,697	52.85%
2000 Households	20,495	10,067	49.12%
2010 Households	20,895	10,519	50.34%

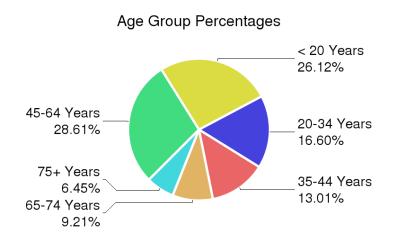


Location Type	0-7mi Band
Residential	9,574
Residential Apt.	436
Residential Non-Apt.	9,138
Business	296
Seasonal	0
USPS Residential	9,180
USPS Business	353

e Homeland Park Woodford Campobello Coronaca Peak Trenton Turbeville Bluffton Blackville Snelli Irvin Clinton Rockville Orangeburg Starr Cokesbury Springdale Ward Intercultural Institute ega Cay Lincolnville Hemingway Santee Troy Cameron Little Mountain for Contextual Ministry i Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.

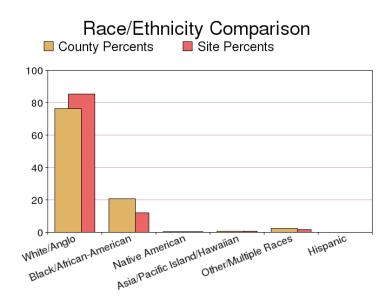


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.01%	5.2%	103.79
4-5 Years	2.61%	2.36%	90.42
6-8 Years	3.98%	3.82%	95.98
9-11 Years	4.05%	3.88%	95.8
12-13 Years	2.74%	2.89%	105.47
14-17 Years	5.5%	5.3%	96.36
18-19 Years	2.77%	2.67%	96.39
0-5 Years	7.62%	7.56%	99.21
6-12 Years	9.4%	9.16%	97.45
13-19 Years	9.63%	9.41%	97.72
< 20 Years	26.65%	26.13%	98.05
20-34 Years	18.86%	16.6%	88.02
35-44 Years	13.6%	13.01%	95.66
45-64 Years	26.69%	28.62%	107.23
65-74 Years	8.04%	9.21%	114.55
75+ Years	6.16%	6.45%	104.71
Median Age	38	40	103.47
Median Age (Male)	37	39	104.55
Median Age (Female)	40	41	102.72

Falls Dalzell Powderville Cloverville Jamestown Newport Waterloo Blenheim Summerton Santee Hampton Lake View Scranton Hardeeville Norris Marion Surfside Bergen Contextual Medgewood Rock Ivrtle Beach Walhalla Peak Oak Grove City View Windsor Whitmire Sin Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Bergent Biedmont Blackville Buttern Contextual Ministry Bergent Biedmont Blackville Buttern 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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	76.2%	85.42%	112.1
Black, African-American	20.57%	11.9%	57.84
Native American	0.21%	0.33%	155.7
Asian	0.54%	0.68%	124.17
Pacific Island, Hawaiian	0.03%	0%	14.33
Other/Multiple Races	2.46%	1.68%	68.28
Hispanic	0%	3.03%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	36,821	18,730	
Less than 9th Grade	7.47%	8.32%	89.85

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	36,821	18,730	
Less than 9th Grade	7.47%	8.32%	89.85
No High School Diploma	16.1%	13.87%	116.07
High School Graduate	43.08%	34.51%	124.84
Some College, no degree	15.5%	16.97%	91.33
Associate Degree	6.17%	7.71%	80
College Degree	7.82%	11.58%	67.54
Graduate/Prof. degree	3.86%	7.04%	54.76

ford Livingston St. Matthews Blacksburg Forestbrook Central Clemson Eutawville Summerton Welcom Chesnee Newport Kingstree Heath Springs Rembert Carlisle Mauldin Intercultural Institute tta Goose Creek Hampton Dillon Jamestown Hartsville Powderville Is for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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%	9.54%	75.13
\$10,000 to \$19,999	15.26%	14.68%	96.2
\$20,000 to \$29,999	15.71%	12.93%	82.31
\$30,000 to \$49,999	18.58%	18.21%	97.96
\$50,000 to \$59,999	9.01%	8.9%	98.79
\$60,000 to \$69,999	7.04%	8.29%	117.67
\$70,000 to \$79,999	5.69%	6.79%	119.28
\$80,000 to \$89,999	4.39%	4.85%	110.36
\$90,000 to \$99,999	2.68%	2.96%	110.51
\$100,000 to \$124,999	4.24%	5.86%	138.26
\$125,000 to \$149,999	1.65%	2.79%	168.7
\$150,000 to \$199,999	1.34%	2.98%	221.26
\$200,000 to \$249,999	0.2%	0.59%	300.38
\$250,000 or more	0.24%	0.61%	254.26
Median Household	35,569	45,972	129.25
Average Household	45,073	54,344	120.57
Per Capita Household	17,449	20,878	119.65
Family/Non-Family Household			
Income			
Median Family Income	48,615	58,340	120
Average Family Income	55,011	63,588	115.59
Median Non-Family Income	19,543	23,179	118.61
Average Non-Family Income	27,530	30,515	110.84

Ile Kline Belvedere Lake Murray of Richland Sullivan's Island Golden Grove Atlantic Beach Brunson St. Lewport Judson Jonesville Ridgeville Olanta Eastover Gantt Irmo Correction Intercultural Institute wman Lake Secession Rowesville Orangeburg Arcadia Lakes Red Bank Intercultural Institute Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2014, 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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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%	68.92%	107.96
Families with Children	30.39%	31.86%	104.83
Families without Children	33.45%	37.07%	110.82
Non-Family Households			
% Non-Family Households	36.16%	31.08%	85.94
Non-Families with Children	0.11	0.08	69.09
Non-Families without Children	36.05	31	85.99
Housing Units			Index
Total Housing Units	23,731	11,939	
Vacant percent	11.95%	11.9%	99.59
Owned percent	60.49%	68.28%	112.87%
Rented Percent	27.55%	19.83%	71.95
Households by Size			Index
Avg household size	2.59	2.58	99.61
Avg family hh size	3.44	3.26	94.77
Avg non-family hh size	1.09	1.10	100.92
Households By Count of Persons			Percent
One	7,000	2,994	42.77%
Two	4,799	3,019	62.91%
Three or Four	6,747	3,435	50.91%
Five+	2,349	1,072	45.64%

man St. George Ruby Buffalo Lake City Promised Land Eastover Atlantic Beach Lodge Chester Salen best Williston Ulmer Burton North Sellers Clover Chesnee Pendleton Intercultural Institute Ily Hill Jamestown Watts Mills East Sumter Hollywood Pelion Denmark for Contextual Ministry De Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry St. Stephen Olar Locknart Fort Lawn Springfield 19

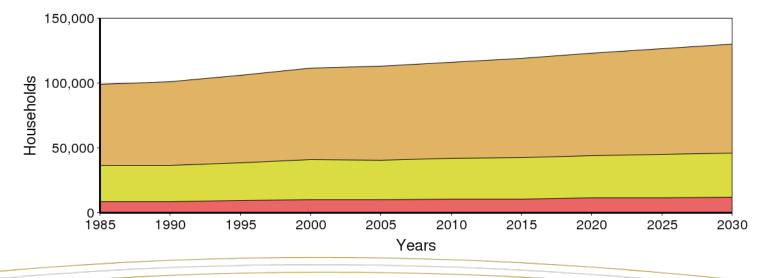
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile ring. The percentage of the county population and number of households that appears in the 0-7 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	23,216	52.16%
2000 Population	52,537	25,718	48.95%
2010 Population	54,995	27,404	49.83%
2015 Population	56,397	28,588	50.69%

Household Change from 1985 to 2030

📕 0-7mi Ring 👘 🔲 0-10mi Ring

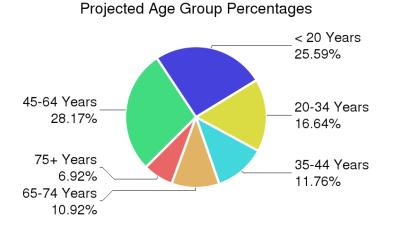
🔲 0-15mi Ring



Mauldin Hanahan Jefferson Chesterfield Campobello Wilkinson Heights Brookdale Sellers Calhoun Fall Coronaca McConnells Mount Croghan Goose Creek Lakewood Edis Intercultural Institute Anderson Cheraw Harleyville Carlisle McClellanville Six Mile Bluffto To Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of 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 0-7 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

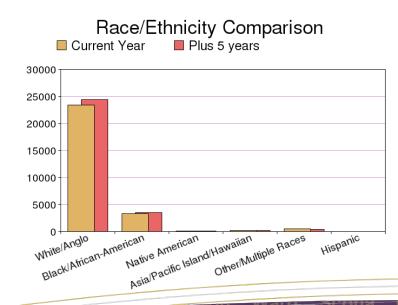


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.2%	5.42%	104.23
4-5 Years	2.36%	2.37%	100.42
6-8 Years	3.82%	3.68%	96.34
9-11 Years	3.88%	3.74%	96.39
12-13 Years	2.89%	2.76%	95.5
14-17 Years	5.3%	5.09%	96.04
18-19 Years	2.67%	2.54%	95.13
0-5 Years	7.56%	7.79%	103.04
6-12 Years	9.16%	8.78%	95.85
13-19 Years	9.41%	9.03%	95.96
< 20 Years	26.13%	25.6%	97.97
20-34 Years	16.6%	16.64%	100.24
35-44 Years	13.01%	11.76%	90.39
45-64 Years	28.62%	28.18%	98.46
65-74 Years	9.21%	10.92%	118.57
75+ Years	6.45%	6.92%	107.29
Median Age	38	41	106.2
Median Age (Male)	37	40	107.39
Median Age (Female)	40	42	104.99

Id Sans Souci North Augusta Smyrna Lake View Cope Cameron Oak Grove Holly Hill Bennettsville S The North Myrtle Beach Bluffton Sumter Wellford Whitmire Mayesville <u>Intercultural Institute</u> Saston Joanna Judson Duncan Irwin Kiawah Island Williamston Sene for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Constant Contextual Ministry Constant Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Minist

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 0-7 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	85.42%	85.19%	99.73
Black, African-American	11.9%	12.36%	103.89
Native American	0.33%	0.36%	109.7
Asian	0.68%	0.76%	111.92
Pacific Island, Hawaiian	0%	0%	95.86
Other/Multiple Races	1.68%	1.34%	79.6
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	18,730	19,647	
Less than 9th Grade	8.32%	6.84%	82.24
No High School Diploma	13.87%	12.13%	87.48
High School Graduate	34.51%	35.78%	103.7
Some College, no degree	16.97%	16.89%	99.53
Associate Degree	7.71%	8.79%	113.95
College Degree	11.58%	11.98%	103.46
Graduate/Prof. degree	7.04%	7.58%	107.69

odruff Lincolnville Hemingway Iva Hardeeville Duncan Clemson Stateburg North Winnsboro Bishopy and Groghan Williston Golden Grove Greenville Gantt Vance Simpsonver Intercultural Institute Springs Hurre beville Pelzer Isle of Palms Kline Conway Starr Ridgeway Utica Eas (artevital Ministry) Correctual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 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 0-7 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 0-7 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	9.54%	8.93%	93.6
\$10,000 to \$19,999	14.68%	14.9%	101.49
\$20,000 to \$29,999	12.93%	12.2%	94.33
\$30,000 to \$49,999	18.21%	16.69%	91.69
\$50,000 to \$59,999	8.9%	8.5%	95.47
\$60,000 to \$69,999	8.29%	8.44%	101.8
\$70,000 to \$79,999	6.79%	7.22%	100.37
\$80,000 to \$89,999	4.85%	5.21%	103.13
\$90,000 to \$99,999	2.96%	3.15%	106.53
\$100,000 to \$249,999	5.86%	6.47%	110.44
\$125,000 to \$149,999	2.79%	3.13%	112.4
\$150,000 to \$199,999	2.98%	3.51%	118.1
\$200,000 to \$249,999	0.59%	0.76%	128.44
\$250,000 or more	0.61%	0.65%	107.52
Median Household	45,972	48,612	105.74
Average Household	54,344	56,988	104.87
Per Capita Household	20,878	21,349	102.26
Family/Non-Family Household			
Income			
Median Family Income	58,340	62,126	106.49
Average Family Income	63,588	68,051	107.02
Median Non-Family Income	23,179	24,178	104.31
Average Non-Family Income	30,515	32,061	105.07

oanna Abbeville Pendleton Charleston Sellers Bowman Jackson Princeton Atlantic Beach Dalzeli Ne South Congaree Reidville Elloree Wilkinson Heights Cane Savannah Red Intercultural Institute McConnells Seabrook Island Gifford Carlisle Society Hill Donalds Society Hill Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 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 0-7 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 0-7 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	68.92%	66.98%	97.18
Families with Children	31.86	30.07	94.38
Families without Children	37.07	35.66	96.22
Non-Family Households			
% Non-Family Households	31.08%	33.02%	106.25
Non-Families with Children	0.08	0.03	106.25
Non-Families without	31	32.99	106.42
Children			
Housing Units			
Total Housing Units	11,939	12,158	101.83%
Vacant percent	11.9%	11.99%	100.76
Owned percent	68.28%	68.05%	99.66
Rented Percent	19.83%	19.96%	100.69
Households by Size			
Avg household size	2.58	2.65	102.71%
Avg family hh size	3.26	3.43	105.21%
Avg non-family hh size	1.10	1.07	97.27%
Households By Count of			
Persons			
One	2,994	3,289	109.85%
Two	3,019	2,615	86.62%
Three or Four	3,435	3,522	102.53%
Five+	1,072	1,274	118.84%

Patrick Walhalla Florence Greeleyville Orangeburg Holly Hill Newberry Stater-Marietta Cope Belton Beach Hemingway Ninety Six Socastee Mount Croghan Five Forks Edit Reach Hilton Head Island Bu Plum Branch Bethune Murphys Estates McColl Norris Walterboro Societual Ministry anocopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Plum Branch Bethune Murphys Estates McColl Norris Walterboro Societual Ministry anocopyright 2011, Intercultural Institute for Contextual Ministry Plum Branch Bethune Murphys Estates McColl Norris Walterboro Societual Ministry Plum Branch Bethune Murphys Estates McColl Norris Walterboro Societual Ministry Plum Branch Bethune Murphys Bethune Ministry Plum Branch Bethune Murphys Estates McColl Norris Walterboro Societual Ministry Plum Branch Bethune Murphys Bethune Murphys Bethune Bethune Bethune Bethune Ministry Plum Branch Bethune Murphys Bethune Beth

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:	0-7	7-10	10-15
	MILES	MILES	MILES
Foreign Born Pop	622	1,414	3,339
Northern Europe	48	110	122
Western Europe	80	127	192
Southern Europe	60	64	95
Eastern Europe	94	134	84
Other Europe	0	4	1
Eastern Asia	0	46	174
So. Central Asia	51	44	233
SE Asia	14	408	640
Western Asia	5	2	32
Other Asia	0	0	3

Horee Swansea Little Hountain New Ellenton Batesburg-Leesville Springdale Smyrna Cordova Fort Mill Harleston Utica Ehrhardt Oswego Society Hill Wedgewood Bishopville Contextual Institute rth Hemingway Parker Barnwell Irwin Blackville Garden City Brookda for Contextual Ministry Cordova Fort Mill Copyright 2011, Intercultural Institute for Contextual Ministry Battick Belton St Matthews Slater-Marietta Floin Travelers Rest Hanaban Edisto Beach Pinewood

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	0-7 MILES	7-10 MILES	10-15 MILES	SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only	23,107	46,859	87,675	Other Indo-Euro	7	2	20
Spanish	463	1,174	3,197	Asian/PI languages	0	0	0
Other Indo-Euro	525	624	1,229	Chinese	0	68	74
language				Japanese	0	15	64
French (incl. Patois,	87	221	398	Korean	0	0	44
Cajun)				Mon-Khmer,	0	0	124
French Creole	0	0	0	Cambodian			
Italian	6	29	65	Miao, Hmong	29	65	422
Portuguese	18	33	0	Thai	0	0	0
German	154	151	309	Laotian	0	311	64
Yiddish	0	0	0	Vietnamese	7	22	95
Other West Germanic	15	21	12	Other Asian	0	0	15
A Scandinavian	0	14	13	Tagalog	0	23	82
Language				Other Pacific Is	0	53	11
Greek	71	56	120	Other languages	31	38	86
Russian	86	11	42	Navajo	0	0	0
Polish	0	2	7	Other Native N.	24	0	7
Serbo-Croatian	0	0	5	American			
Other Slavic Language	6	28	28	Hungarian	0	0	12
Armenian	0	0	0	Arabic	7	0	50
Persian	0	10	11	Hebrew	0	14	7
Gujarathi	53	14	77	African languages	0	18	10
Hindi	22	4	67	Other unspecified	0	6	0
Urdu	0	0	33				

Copyright 2011, Intercultural Institute for Contextual Ministry Mulberry Bamberg Mulberry Mulberry Bamberg Mulberry Bamberg Mulberry Bamberg Mulberry Mulberry Bamberg Mulberry Mulbe

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	0-7	7-10	10-15	ANCESTRY	0-7	7-1
	MILES	MILES	MILES		MILES	MIL
eporting ancestry	17,545	38,254	73,560	Irish	1,489	2,5
rab	22	32	81	Italian	194	505
rmenian	32	4	1	Lithuanian	2	18
strian	26	43	30	Norwegian	65	87
tish	103	166	191	Polish	76	152
nadian	19	30	114	Portuguese	24	48
oatian	11	28	14	Romanian	0	9
ech	6	25	22	Russian	80	11(
echoslovak	0	6	20	Scandinavian	0	0
nish	30	44	76	Scotch-Irish	678	1,5
ch	202	320	616	Scottish	359	82
glish	2,092	3,688	5,345	Slovak	17	20
ropean	213	448	526	Subsaharan African	65	34
nish	2	3	3	Swedish	55	12
nch (not Basque)	205	343	835	Swiss	36	68
nch Canadian	43	108	209	Ukrainian	9	22
rman	1,285	2,351	4,250	US/American	5,376	10,
eek	116	130	137	Welsh	88	122
ngarian	8	34	101	West Indian	0	5
nian	0	10	13	Yugoslavian	0	12
				Other	4,518	13,

Honea Path Monetta Cayce Dalzell Varnville Troy Atlantic Beach Chester Saxon Forest Acres Trest tateburg Hodges Bowman Johnston Hampton Darlington Newport Set Intercultural Institute Allendale St. Stephe Furman Greer Northlake Allendale Gloverville Edisto Beach Edisto Joi Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Fealms Wade Hampton Rock Hill Santee Hickory Grove Cokesbury Burton Murphys Estates Clip Tega

ume

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

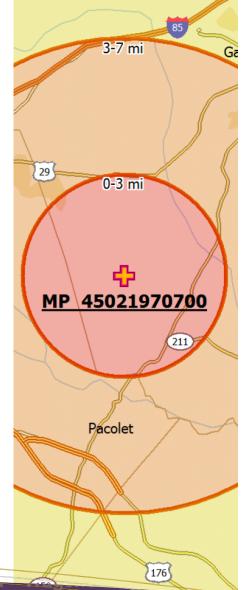
Issues for Your Consideration - continued

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

ay Cayce Tatum South Sumter Shiloh Manning Denmark Monetta Calhoun Falls Multins Barnwell B Smyrna City View Quinby McBee Branchville Gaston Olanta Lakever Intercultural Institute Intercultural Institute of Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



Columbia Myrtle Beach St. George Judson North Lake Murray of Richland Norris Easley Andrews a Sufficient Stater-Marietta Sufficient even Oaks Monarch Mill Oak Grove Landrum Newport Garden City Pierre Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	10,519	100%	6,828	100%
AFFLUENT SUBURBIA	705	6.7%	488	7.15%
America's Wealthiest	15	0.14%	12	0.18%
Dream Weavers	62	0.59%	44	0.64%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	130	1.24%	87	1.27%
Small Town Success	498	4.73%	345	5.05%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,182	11.24%	795	11.64%
Status Conscious Consumers	49	0.47%	34	0.5%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,126	10.7%	756	11.07%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	7	0.07%	5	0.07%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	1,157	11%	748	10.95%
Successful Urban Sprawl	81	0.77%	0	0%
2nd City Homebodies	309	2.94%	57	0.83%
Prime Middle America	0	0%	201	2.94%
Urban Optimists	757	7.2%	0	0%
Family Convenience	10	0.1%	483	7.07%
Mid-Market Enterprise	0	0%	7	0.1%



The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	10,519	100%	6,828	100%
BLUE COLLAR BACKBONE	111	1.06%	72	1.05%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	54	0.51%	33	0.48%
Lower Income Essentials	57	0.54%	39	0.57%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	315	2.99%	218	3.19%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	91	0.87%	59	0.86%
Professional Urbanites	163	1.55%	118	1.73%
Urban Advancement	57	0.54%	38	0.56%
Amer. Great Outdoors	4	0.04%	3	0.04%
Mature America	0	0%	0	0%
METRO FRINGE	3,186	30.29%	2,186	32.02%
Steadfast Conservative	2,848	27.07%	1,952	28.59%
Moderate Conventionalists	45	0.43%	30	0.44%
Southern Blues	0	0%	0	0%
Urban Grit	1	0.01%	1	0.01%
Grass-Roots Living	292	2.78%	203	2.97%

Swansea Lakewood Alken Allendale Pinewood Beaufort Pamplico Mountville Alkinson Heights Cam Henneim Richburg Smoaks Myrtle Beach Hanahan Ridgeland Bish Intercultural Institute Windsor Blackville Mayesville North Augusta Whitmire Homeland Paris Judson Stevrual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	10,519	100%	6,828	100%
REMOTE AMERICA	1,315	12.5%	777	11.38%
Hardy Rural Fam.	53	0.5%	32	0.47%
Rural Southern Living	1,029	9.78%	603	8.83%
Coal & Crops	233	2.22%	142	2.08%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	889	8.45%	658	9.64%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	887	8.43%	657	9.62%
Stable Careers	2	0.02%	1	0.01%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	1,033	9.82%	459	6.72%
Aspiring Hispania	51	0.48%	0	0%
Industrious Country Living	0	0%	35	0.51%
America's Farmland	101	0.96%	0	0%
Comfy Country Living	0	0%	62	0.91%
Small Town Connections	881	8.38%	0	0%
Hinterland Fam.	0	0%	362	5.3%
Small Town Connections	881	8.38%	0	0%

Rock Hill Gantt Furbeville Lockhart Rowesville Mulberry McClellanville Oakland Waterloo Smyrna arville Bamberg Dillon Springdale Liberty Monetta Cane Savannah Intercultural Institute furrells Inlet Mount Croghan Abbeville East Sumter Clarks Hill Fort Lawn for Confectual Ministry Copyright 2011, Intercultural Institute for Confectual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	10,519	100%	6,828	100%
STRUGGLING SOCIETIES	344	3.27%	231	3.38%
Rugged Southern Style	26	0.25%	15	0.22%
Latino Nuevo	1	0.01%	1	0.01%
Struggling city Centers	317	3.01%	215	3.15%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	281	2.67%	196	2.87%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	247	2.35%	173	2.53%
Urban Diversity	0	0%	0	0%
New Generation Activists	34	0.32%	23	0.34%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

th Oswego Mount Pleasant Timmonsville Arcadia Lakes Prosperity Estill Parker Lamar Cherryvale Person Springs Bonneau Trenton St. Stephen Ware Shoals Shell Point Welling Intercultural Institute Monarch Mill Chesterfield Buffalo Oak Grove Saxon South Sumter For Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

Identifying Focus Groups in this Location

Within the 0-7 mile, 7-10 mile and 10-15 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?

eton Reidville <u>Smoaks Travelers Rest North Hartsville</u> <u>St. Andrews</u> Ward Lyman Shell Point Bonneau The Duncan Mount Croghan West Pelzer Jonesville Marion Wilkinson Herring <u>Intercultural Institute</u> nwood Ware Shoals Olar Yemassee Gilbert Batesburg-Leesville Neeses *For Contextual Ministry* ter <u>Gaffney</u> E Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Batesburg Pacolet Bucksport Union Reevesville Sullivan's Island

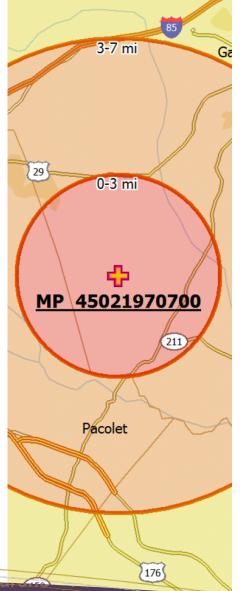
Potential Cultural Bridges

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).



Amplico Laurel Bay Florence Chesnee Georgetown Stateburg Belton Livingston Five Forks West Column Fort Lawn Rembert Blenheim Little Mountain Allendale Heath Springer Intercultural Institute Wagener Saluda Eastover Dillon Willington Hemingway Liberty Slove for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
PC-HH Own	78%	75%	75%	Internet Use: News/ Weather	28%	26%	26%
Use Comp. for Internet/E-mail	60%	56%	55%	Internet Use: Banking	27%	25%	25%
Internet Use: E-Mail	49%	48%	47%	Use Comp. for News/Info./Data	21%	21%	20%
Use Comp. for Comp. Games	41%	38%	38%	Service			
Use Comp. for Word	38%	36%	35%	PC-Network-HH Has One	20%	19%	18%
Processing				Use Comp. for Accounting	14%	13%	13%
Use Comp. for Shopping	35%	33%	32%	Use Comp. for Personal Financial	13%	13%	13%
Use Comp. for Education	32%	31%	31%	Mngmnt			
Use Comp. for Digital Camera	32%	30%	29%	Use Comp. for Filing/DB Mngmnt	12%	12%	12%
Photo Editing				Internet Use: Shopping: Gathered	12%	12%	12%
Use Comp. for Banking	31%	29%	29%	Info. for Shopping			
HH Owns DVD Player	28%	28%	27%	Internet Use: Shopping: Made A	12%	11%	11%
				Purchase			
				Internet Use: Research/ Education	n 11%	11%	11%

nneau Briarcliffe Acres Fort Mill Plum Branch Tega Cay Harleyville Govan Duncan Smyrna Monarch Mi Silverstreet Blacksburg McClellanville Pomaria Springdale North August Intercultural Institute wood Honea Path Peak St. Stephen Hartsville Cross Hill Stuckey Mari Jo: Confextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	BRIDGES		0-7
	MILES	MILES	MILES			MILES
Listening To Music	68%	67%	67%	Any Ailment		68%
Dining Out (Not Fast	58%	56%	54%	Gen./Fam. Practi	tioner	tioner 42%
Food)				Dentist		27%
Reading Books	52%	53%	52%	Backache		23%
Card Games	42%	41%	41%	Eye Dr.		21%
Gardening	37%	33%	32%	None Of These		20%
Go To A Beach/Lake	36%	34%	34%	Hypertension/High E	Blood	Blood 19%
Cooking for Fun	35%	35%	35%	Pressure		
Board Games	34%	32%	32%	High Cholesterol		18%
Visit Zoo	20%	18%	18%	Any Arthritis		16%
Photography	19%	18%	18%	Overweight (30 Poun	ds Or	ds Or 15%
				More)		

Lowrys Lake Murray of Richland Sans Souci Anderson Jenkinsville Buffalo Heath Springs Prosperity Theory South Congaree Winnsboro Mills Harleyville Sharon Coward India Anderson Intercultural Institute If Donalds Woodfield Reidville Florence Willington Edisto Beach Milly For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Salem Woodford Sumter Lake City 38

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Concert	26.82%	27.33%	26.64%
Live Theater	18.64%	20.03%	19.17%
Live Theater Most Often	15.33%	16.23%	15.46%
Rock/Pop Concerts Most	14.68%	14.69%	14.3%
Often			
Comedy Club	8.26%	8.75%	9.19%
Dance Performance	7.51%	8.81%	8.71%
Movies: Comedy	39.22%	39.63%	39.84%
Movies: Action/Adventure	37.59%	38%	38.44%
Movies: Fam.	19.55%	20.28%	20.57%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Movies: Drama	19.44%	21.28%	21.03%
Movies: Romantic Comedy	19.21%	20.02%	19.93%
Movies: Mystery	16.2%	17.6%	17.82%
MLB Baseball Reg.	6.94%	6.63%	6.55%
Season			
College Football Reg.	6.21%	6.14%	5.77%
Season			
NFL Football Reg. Season	6.09%	6%	5.83%
College Basketball Reg.	4.18%	4.13%	3.9%
Season			
NBA Basketball Reg.	3%	3.29%	3.28%
Season			
Auto Racing Events	2.92%	2.59%	2.68%

nea Path Oakland Pinewood Edgefield Lexington Hilton Head Island Wade Hampton Greeleyville Great Factor by Sharon Gilbert Slater-Marietta Scranton Paxville Beaufort Hollywood Intercultural Institute idville Simpsonville McCormick York Irmo India Hook Arial Chesterfie Factor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Builton Startex Elorence Bisbonville McCorne

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15		BRIDGES	BRIDGES 0-7	BRIDGES 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	39.22%	39.56%	38.65%		Baseball	Baseball 11.16%	Baseball 11.16% 10.79%
Swimming	34.12%	31.46%	31.08%		Target Shooting	Target Shooting 10.3%	Target Shooting 10.3% 8.44%
Bowling	22.51%	21.33%	21.5%		Football	Football 10.05%	Football 10.05% 10.3%
Freshwater Fishing	21.61%	17.88%	18.16%		Backpacking/Hiking	Backpacking/Hiking 9.76%	Backpacking/Hiking 9.76% 8.96%
Billiards/Pool	19.05%	18.04%	18.35%		Aerobics	Aerobics 9.15%	Aerobics 9.15% 10.14%
Camping Trips	18.1%	14.37%	14.37%		Volleyball	Volleyball 8.97%	Volleyball 8.97% 8.6%
Basketball	15.15%	15.49%	15.89%		Saltwater Fishing	Saltwater Fishing 8.32%	Saltwater Fishing 8.32% 7.43%
Weight Training	15.04%	15.02%	14.96%		Power Boating	Power Boating 7.92%	Power Boating 7.92% 7.49%
Jogging/Running	13.62%	14.59%	14.65%		Softball	Softball 7.49%	Softball 7.49% 7.31%
Golf	13.07%	12.84%	12.29%		Canoeing/Kayaking	Canoeing/Kayaking 6.76%	Canoeing/Kayaking 6.76% 6.22%
Using Cardio Machine	12.79%	12.76%	12.51%		Tennis	Tennis 6.67%	Tennis 6.67% 6.81%
Mountain/Road Biking	12.26%	11.65%	11.32%		Soccer	Soccer 6.52%	Soccer 6.52% 6.6%
Hunting	11.88%	9.17%	9.43%		Horseback Riding	Horseback Riding 6.47%	Horseback Riding 6.47% 5.36%
Stationary Cycling	11.45%	11.62%	11.12%		Motorcycling	Motorcycling 6.46%	Motorcycling 6.46% 5.58%

Smyrna Society Hill Landrum Campobello Lowrys Briarcliffe Acres Honea Path Antreville Allendale adges Andrews Bennettsville St. Stephen Williston Conway Anderson <u>Intercultural Institute</u> Intercultural Institute of 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 - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Yoga	6.19%	6.6%	6.43%
Archery	5.12%	4.23%	4.39%
Roller Skating	4.93%	5.13%	5.23%
Fly Fishing	4.91%	4.44%	4.5%
Ice Skating	4.49%	4.93%	4.93%
Jet Skiing	4.29%	4.26%	4.21%
Water Skiing	4.24%	4%	3.92%
Snorkeling	4.21%	4.38%	4.47%
Downhill & X-Country	4.04%	4.09%	4.07%
Skiing			
Racquetball	3.78%	3.74%	3.81%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Snowmobiling	3.39%	3.29%	3.37%
Hockey	3.28%	3.39%	3.36%
Rock Climbing	3.19%	3.17%	3.22%
Auto Racing	3.18%	3.11%	3.2%
Skateboarding	3.09%	3.15%	3.29%
Martial Arts	2.99%	2.97%	3.08%
Snowboarding	2.93%	3.01%	3.13%
Sailing	2.75%	2.97%	2.86%
Rowing	2.51%	2.48%	2.49%
Surfing & Windsurfing	2.2%	2.32%	2.45%

Landrum Charleston Lincolnville Summerton St. Stephen Irmo Fairrax Bishopville Bradley North Lake City Lyman Chesnee Moncks Corner Buffalo Harleyville Seven Contextual Institute zer Smoaks Pamplico Elgin Livingston Mount Croghan Eureka Mill Store Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

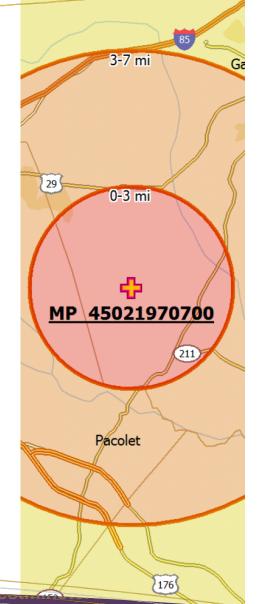
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



orestbrook North Arcadia Lakes Olar Shiloh Lane Utica Jackson Abbeville Punean Oak Grove Wike Ware Shoals Sellers North Myrtle Beach Coronaca Port Royal Beau Intercultural Institute Brunson Goose Creek Peak Loris Jonesville Simpsonville New El Jon Confertual Ministry Confertual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

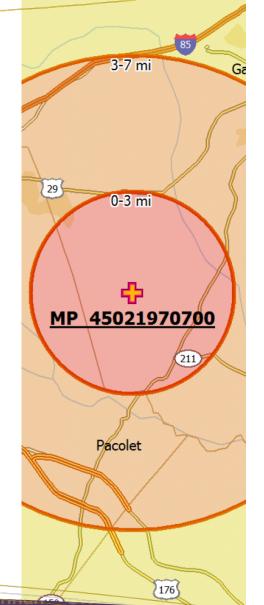
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



ille Dalzell West Union North Myrtle Beach Joanna Pawleys Island Modoc Simpsonville Clearwater McG Fountain Inn Lowrys Smyrna North Augusta Neeses North Sumter Intercultural Institute Trel Bay Forestbrook Lancaster Oakland Millwood Olar Pinewood Irwin Confectual Ministry Confectual Ministry alem Five Forks Union Rowesville Bowman Utica 43 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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES	BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Important Continue Learning	50%	51%	51%	Like to Stand Out In A Crowd	21%	21%	22%
New Things				Marijuana Should Be Legalized		20%	20%
Find It Difficult To Say No To My Kids	40%	38%	38%	Rarely Sit Down to a Meal Together At Home	18%	17%	17%
Woman's Place Is In The Home	36%	34%	34%	Like To Pursue	17%	17%	17%
Speak My Mind Even If It	35%	36%	37%	Challenge/Novelty/Change			
Upsets People				I Am A Workaholic	16%	18%	19%
Like Control Over People And Resources	34%	35%	35%	Only Work Current Job for The Money	14%	14%	14%
Like To Do Unconventional Things	31%	30%	29%	We Should Strive for Equality for All	12%	14%	14%
Prefer To Have Few Possessions As Possible	31%	32%	31%	Happy With My Standard Of Living	11%	12%	12%
Don't Judge People/Way They Live Life	27%	29%	29%	On Whole People Get What They Deserve	10%	10%	10%
Money Is Best Measure Of Success	26%	25%	25%	Indulge My Kids With The Little Extras	9%	9%	9%
lf Won Lottery Would Never Work Again	25%	27%	26%	Little I Can Do To Change My Life	8%	8%	8%
Too Much Sponsorship In Arts/Sports	24%	25%	26%	Very Happy With My Life As It Is	6%	7%	8%
Friends More Important Than My Fam.	23%	23%	23%				

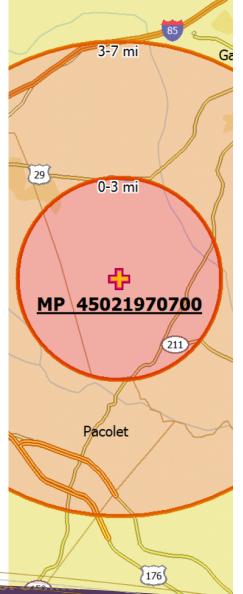
and Elloree Oswego Lake View Lane Iva North Biennenn Krawan Island Ok Man Joanna Di Amore Promised Land Millwood Coronaca Lake City Lancaster Oakland <u>Intercultural Institute</u> on Spartanburg Ulmer Lincolnville Smyrna Myrtle Beach Bishopville Joi Contextual Ministry Corestiant Ministry Coward Copyright 2011, Intercultural Institute for Contextual Ministry

 ΛI

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.



Norway Woodford McBee Pomaria Taylors Troy Gilbert Timmonsville Hardeeville Liberty Orangebur Lake Murray of Richland Promised Land Lyman Summerville Sycamore Intercultural Institute st Walhalla Bonneau Murrells Inlet Moncks Corner McConnells Lane for Confectual Ministry for Confectual Ministry Lamar Pendleton Lowndesville Riverview Jefferson 45 Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 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.

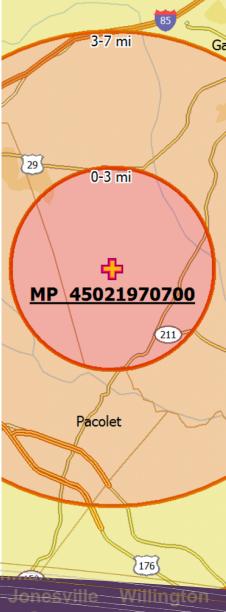
THEMES	0-7	7-10	10-15	THEMES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	63%	61%	60%	Worried About Pollution Caused By Cars	18%	18%	18%
You Should Seize Opportunities In Life	56%	57%	57%	Looking for New Ideas To Improve Home	17%	18%	18%
Like To Understand About	37%	38%	37%	Is An Important Part Of Who I Am	16%	15%	15%
Nature				Real Men Don't Cry	16%	16%	16%
Prefer Work Part Of Team Than Alone	34%	35%	35%	Enjoy Spending Time With My Fam.	14%	13%	13%
mportant Feel Respected By My Peers	32%	33%	33%	Try Not To Worry About The Future	13%	15%	15%
Prefer To Have Few Possessions As Possible	31%	32%	31%	Provide My Kids With The Little Extras	12%	14%	15%
mportant To Juggle Various Fasks	30%	31%	32%	Children Should Be Allowed To Express Themselves	6%	6%	6%
Good At Fixing Things	26%	28%	28%	Feel Very Alone In The World	5%	6%	6%
Have Keen Sense Of Adventure	26%	27%	26%	Like Spending Most Time With	5%	5%	5%
People Have To Take Me As	22%	23%	23%	Fam.			
They Find Me				Would Like To Set Up Own	4%	4%	4%
Like To Just Enjoy Life	21%	21%	21%	Business			
Consider Myself Interested In The Arts	18%	20%	20%	Decor Particular Interest To Me	3%	4%	4%

Orangepurg weicome 3

Fature
Mount Croghan
Little River
Gloverville
McConnells
Powderville
Fairex
Mayo
Sultivan's Island
<th

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.



Acunt Carmel Pelion Norway Bonneau North Myrtle Beach Elgin West Columbia Jonesville Willington Contextual Acute Contextual Ministry Contextual Mi

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Fast Food/Drive-In	87.14%	85.99%	86.3%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.6%	81.29%	80.65%
Houses-Visit Any			
McDonald's	57.57%	56.25%	56.63%
Burger King	38.77%	38.18%	38.59%
Subway	31.95%	30.83%	31.01%
Wendy's	31.44%	31.23%	31.12%
Applebee's	30.96%	29.34%	28.88%
Kentucky Fried Chicken (KFC)	30.27%	31.16%	31.55%
Taco Bell	29.33%	27.85%	28.3%
Arby's	24.12%	22.67%	22.82%
Pizza Hut	24.1%	23.68%	23.79%
Olive Garden	20.54%	20.23%	19.72%

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Dairy Queen	19.41%	18.32%	18.21%
Cracker Barrel	17.43%	15.56%	15.28%
Red Lobster	17.01%	17.73%	17.63%
Sonic	16.32%	14.66%	14.91%
Outback Steakhouse	14.3%	14.43%	14.17%
Chick-Fil-A	14.25%	14.11%	14.18%
Domino's Pizza	13.85%	14.64%	14.87%
Hardee's	13.08%	12%	12.1%
IHOP (International House Of	12.9%	14.02%	14.04%
Pancakes)			
Golden Corral	12.83%	12.88%	13.16%
Chili's Grill and Bar	12.04%	12.4%	12.39%
Ruby Tuesday	11.68%	11.63%	11.84%

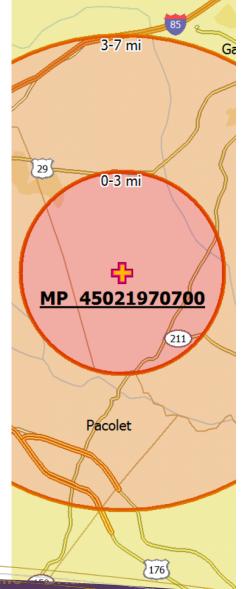


Potential Shared Projects

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!



Reevesville Tatum Landrum North Cordova Sans Souci Mayesville Campobello Perry Bethune Little Coll ISTe of Palms Gayle Mill Belvedere Hollywood St. Matthews Private Chercultural Institute Lexington Cottageville Lake View Iva Belton Snelling Summerville Love Confertual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Conversion Coronaca Kingst 49

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Voted in fed/state/local election	46.98%	46.23%	44.91%
Recycled products	33.26%	32.42%	30.94%
Worked as volunteer (non political)	16.67%	16%	15.51%
Engaged in fund raising	11.51%	11.36%	11.05%
Religious club member	7.75%	7.84%	7.85%
Wrote to elected offcl about publ bus	5.78%	5.59%	5.48%

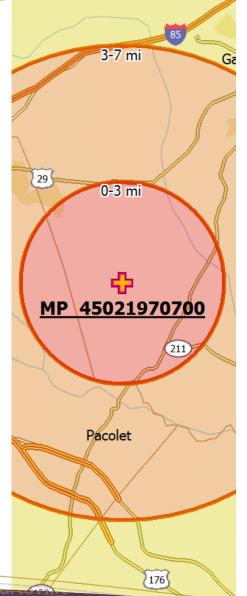
0-7	7-10	10-15
MILES	MILES	MILES
5.54%	5.45%	5.31%
5.41%	5.29%	5.09%
5.37%	5.21%	5.07%
5.33%	5.69%	5.67%
4.87%	5.03%	4.95%
4.83%	4.71%	4.53%
	MILES 5.54% 5.41% 5.37% 5.33% 4.87%	MILES MILES 5.54% 5.45% 5.37% 5.29% 5.33% 5.69% 4.87% 5.03%

Red Bank Burton Rock Hill Peak Lynchburg Livingston Brunson Socastee Clearwater Liberty Lake ampton Clio Taylors Harleyville Iva Gayle Mill Lancaster St. Stephen Intercultural Institute Modoc Charleston Smyrna Lodge Fort Mill Irwin Norris Woodfie for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Belton Folly Beach Cheraw 50

Communication Media Content

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

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



Honea Path Eutawyllie Hardeeville North Charleston Luray Chesterned Denmark West Union Watts Hulling Clarks Hill Port Royal Chapin Hanahan Ninety Six Holly Hill Intercultural Institute Fordova Clover Summerton Pacolet Woodruff McClellanville Promised for Contextual Ministry Cordova Clover Summerton Pacolet Woodruff McClellanville Promised for Contextual Ministry Cordova Clover Summerton Pacolet Woodruff McClellanville Promised for Contextual Ministry Cordova Clover Summerton Pacolet Woodruff McClellanville Promised for Contextual Ministry Cordova Clover Summerton Pacolet Woodruff McClellanville Promised for Contextual Ministry Cordova Clover Summerton Pacolet Woodruff McClellanville Promised for Contextual Ministry Cordova Clover Summerton Pacolet Woodruff McClellanville Promised for Contextual Ministry Cordova Clover Summerton Pacolet Woodruff McClellanville Promised for Contextual Ministry Cordova Clover Summerton Pacolet Woodruff McClellanville Promised for Contextual Ministry Cordova Clover Summerton Pacolet Woodruff McClellanville Promised for Contextual Ministry Contextual Ministry Summer Contextual Ministry

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Novel	15.64%	15.85%	15.38%
Children's Books	13%	13.1%	13.06%
Mystery	11.5%	11.07%	10.8%
Cookbooks	10.43%	10.08%	9.88%
Religious (not Bibles)	9.36%	9.38%	9.44%
Romance	7.03%	6.89%	7%
History	6.58%	6.56%	6.31%
Personal/Business	6.37%	6.56%	6.42%
Self-help			
Biography	6.07%	6.37%	6.16%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	66.27%	67.15%	66.1%
Gen. Editorial	46%	48.67%	48.01%
Womens	40.69%	42.78%	42.75%
Service	35.35%	34.04%	33.66%
Mens	17.76%	18.47%	18.25%
Business/Finance	16.2%	18.49%	17.78%
Sports	14.24%	14.84%	14.39%
Automotive	14.22%	12.98%	12.82%
Fishing/Hunting	14.14%	12.02%	12.16%

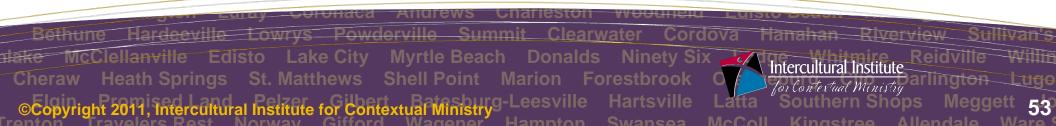
Beaufort Edisto Beach Oak Grove Mount Pleasant Belton Ruby Salem Six Mile Slater Marietta Clio She Formeau Gilbert Parksville Pomaria Burton Woodruff Greeleyville Ver Intercultural Institute Nety Six Goose Creek Lesslie Denmark Cheraw Smyrna Summerton L Joi Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Gen. News	55.2%	53.64%	52.81%
Classified	35.03%	33.2%	33.71%
Sport	32.15%	31.69%	31.01%
Editorial Page	31.31%	29.62%	28.96%
Comics	27.57%	26.33%	26.06%
Business/Finance	27.26%	27.55%	26.51%
Food/Cooking	25%	24.6%	24.09%
Movie Listings & Reviews	24.52%	24.79%	24.24%
TV/Radio Listings	23.99%	23.6%	23.19%
Home/Gardening	21.68%	20.89%	20.3%
Travel	18.38%	18.69%	17.88%
Science/Technology	16.86%	16.77%	16.12%
Fashion	14.14%	14.92%	14.77%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Country	25.19%	19.46%	19.81%
CHR Contemp Hit Radio	17.02%	17.26%	17.33%
Adult Contemporary	16.91%	15.64%	15.25%
Urban Contemporary	14.33%	21.35%	22.22%
Rock	12.01%	10.46%	10.27%
Oldies	10.91%	10.61%	10.45%
News/Talk	10.76%	10.35%	9.81%
Classic Rock	9.65%	8.41%	8.16%
Alternative	8.44%	8.07%	7.71%
Variety	7.11%	8.26%	8.24%
Religious	6.59%	6.29%	6.21%
Soft Contemporary	5.97%	5.84%	5.83%
Jazz	4.73%	6.92%	6.75%
All News	4.63%	5.81%	5.48%
Classic Hits	4.06%	3.36%	3.35%
Gospel	3.99%	4.77%	5.02%
All Talk	3.57%	4.06%	3.7%
Sports	3.49%	3.61%	3.44%



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 -- 0-7 miles, 7-10 miles, 10-15 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 0-7 7-10 10-15
MILES MILES MILES
Fox News Channel 63.9% 62.96% 62.15%
Satellite Dish 56.3% 53.12% 53.05%
Soapnet 50.28% 50.62% 50.16%
Other Video-On-Demand 43.16% 43.98% 44.59%
Sci-Fi Channel 36.71% 35.86% 35.55%
Adult Pay Per View TV 35.57% 34.08% 33.73%
MSNBC 33.85% 33.26% 32.86%
Subscribe Digital Cable 30.05% 30.8% 31.09%
Nickelodeon 29.86% 27.82% 27.85%
TV Info From Sunday TV 29.14% 28.77% 28.29%
Magazine
Comedy Central 27.46% 29.24% 27.7%
Adult Swim 26.31% 24.04% 23.76%

Oswego Arcadia Lakes Six Mile Parker Great Falls Barnwell Centerville Bonneau Quinby Branchvill Hickory Grove Princeton Denmark Pelzer Gaffney Lake Murray of Rich Hitercultural Institute omaria Ward Springdale Brunson Sellers North Joanna Coronaca For Confectual Ministry Coropyright 2011, Intercultural Institute for Contextual Ministry Coropyright 2011, Intercultural Institute for Contextual Ministry Coropyright 2011, Intercultural Institute for Contextual Ministry

ESPN2

21.37%

20.62%

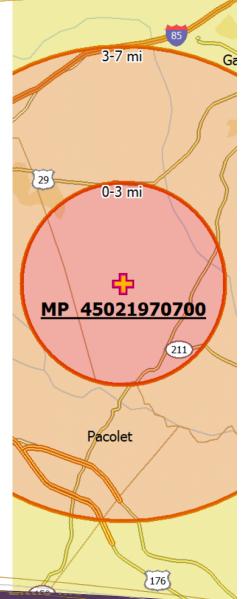
21.7%

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.



North Augusta Ehrhardt Blenheim Bethune Troy Monarch Mill Brookdale Lockhart India Hook Wind Plum Branch Elgin Starr Hickory Grove Santee Atlantic Beach Chester Intercultural Institute Six Mile Andrews Coward Hollywood Lake Wylie McCormick Eutaw Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Slater-Marietta Gaston Branchville Welcome Neese

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	18.87%	18.66%	18.17%
Medium Users (4-6)	10.07%	9.91%	9.72%
Light Users (1-3)	20.14%	19.85%	19.76%
Quintiles (20%)			
Newspaper I (Heavy)	1.25%	1.18%	1.2%
Newspaper II	1.51%	1.53%	1.51%
Newspaper III	2.17%	2.14%	2.17%
Newspaper IV	0.6%	0.5%	0.55%
Newspaper V (Light)	1.08%	1.08%	1.06%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	19.32%	19.53%	19.92%
Magazines II	8.89%	9.01%	9.28%
Magazines III	9.61%	9.63%	9.93%
Magazines IV	11.71%	11.98%	12.16%
Magazines V (Light)	0.52%	0.68%	0.72%
Outdoor I (Heavy)	6.07%	7.01%	7.11%
Outdoor II	2.74%	3.47%	3.43%
Outdoor III	3.47%	3.98%	4.07%
Outdoor IV	17.25%	16.89%	17.11%
Outdoor V (Light)	25.18%	25.08%	24.84%
Yellow Pages I	15.87%	15.52%	15.72%
(Heavy)			
Yellow Pages II	5.82%	6.66%	6.62%
Yellow Pages III	5.45%	6.7%	6.91%
Yellow Pages IV	22.9%	22.86%	23.32%
Yellow Pages V	3.53%	3.86%	4.05%
(Light)			

o Inman Privateer Lake Wylie Brunson Pinewood Walhalla Edisto Irwin Greenwood Chester Eureka Pendleton Socastee Boiling Springs Hilda Florence India Hook Crossed Intercultural Institute Intercultural Institute for Society States Santee Little River Copyright 2011, Intercultural Institute for Contextual Ministry Cheraw Ehrhardt Iva East Sumter Folly Beach Centr Jon Contextual Ministry Cheraw Ehrhardt Iva East Sumter Folly Beach Centr Jon Contextual Ministry Cheraw Ehrhardt Iva East Sumter Folly Beach Centr Jon Contextual Ministry Cheraw Ehrhardt Iva East Sumter Folly Beach Centr Jon Contextual Ministry

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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.

MILESMILESMILESRadio Drive Time Quntiles (fifths / 20%)	TV Prime Time Quntiles (fift / 20%) Prime Time I & II (Heavy)	•
ifths / 20%) rive Time I & II (Heavy) 3.08% 2.96% 3% rive Time III (Medium) 0.73% 0.77% 0.83%	/ 20%)	/ 20%)
Drive Time III (Medium) 0.73% 0.77% 0.83%	Prime Time I & II (Heavy)	
		Prime Time I & II (Heavy) 3.88%
Padia IV 8 V (Light) 2 520/ 2 620/ 2 620/	Prime Time III (Medium)	Prime Time III (Medium) 1.89%
	Prime Time IV & V (Light)	Prime Time IV & V (Light) 8.27%
Radio Media Quntiles (fifths /	TV Early/Late Fringe Quntile	TV Early/Late Fringe Quntiles
20%)	(fifths / 20%)	(fifths / 20%)
Radio I & II (Heavy) 9.07% 9.62% 9.92%	Fringe I & II (Heavy)	Fringe I & II (Heavy) 40.44%
Radio III (Medium) 4.76% 4.39% 4.49%	Fringe III (Medium)	Fringe III (Medium) 55.16%
Radio IV & V (Light) 3.23% 3.47% 3.58%	Fringe IV (Light)	Fringe IV (Light) 57.31%
Cable TV Quntiles (fifths /	TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /
20%)	20%)	20%)
Cable I & II (Heavy) 12.91% 12.75% 12.69%	All Day I & II (Heavy)	All Day I & II (Heavy) 13.29%
	All Day III (Medium)	All Day III (Medium) 25.05%
Cable III (Medium) 4.69% 4.84% 4.98%		



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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.74%	11.61%	11.55%
6:00am - 10:00am	13.45%	15.31%	14.69%
10:00am - 3:00pm	5.82%	8.46%	8.97%
3:00pm - 7:00pm	13.11%	14.17%	14.72%
7:00pm - Midnight	11.82%	12.39%	12.14%
Midnight - 6:00am	4.87%	6.42%	6.4%
Weekend Radio			
Listeners			
Dayparts [summary]	14.14%	14.18%	14.66%
6:00am - 10:00am	3.64%	3.71%	3.61%
10:00am-3:00pm	4.27%	5.25%	5.05%
3:00pm - 7:00pm	6.51%	7.18%	7.62%
7:00pm - Midnight	8.98%	9.39%	9.54%
Midnight - 6:00am	9.9%	11.86%	11.82%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.84%	7.39%	7.28%
Saturday:	8.22%	8.15%	8.09%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.98%	9.58%	9.54%
9:00am-1:00pm	24.87%	24.36%	24.57%
9:00am-4:00pm	28.59%	28.17%	28.37%
4:00pm-7:00pm	28.28%	29.68%	28.99%
11:00pm-1:00am	41.47%	41.72%	41.2%
AVG Prime time	2.9%	3.78%	3.83%
Mon-Sun			

nk Whitmire Watts Mills Cope Troy Inman Powderville Williams Dentsville Ruby Wade Hampton Hol Secrety Hill Livingston Eureka Mill Hodges Oak Grove Spartanburg Clinit Intercultural Institute Blenheim Lincolnville Easley Berea Edisto Coronaca Beaufort Port for Contextual Ministry OCopyright 2011, Intercultural Institute for Contextual Ministry OCopyright 2011, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15		TV VIEWERS	TV VIEWERS 0-7	TV VIEWERS 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	15.3%	15.98%	15.91%		Sat: 7-10am	Sat: 7-10am 17.89%	Sat: 7-10am 17.89% 17.98%
7-9am	20.62%	21.7%	21.37%		Sat: 10am-1pm	Sat: 10am-1pm 7.91%	Sat: 10am-1pm 7.91% 8.3%
9am-12noon	20.56%	19.53%	19.68%		Sat: 1-4pm	Sat: 1-4pm 25.28%	Sat: 1-4pm 25.28% 24.88%
12noon-4pm	8.04%	8.64%	8.69%		Sat: 4-6pm	Sat: 4-6pm 6.74%	Sat: 4-6pm 6.74% 7%
4-6pm	46.25%	47.48%	46.57%		Sat: 6-7pm	Sat: 6-7pm 2.01%	Sat: 6-7pm 2.01% 1.96%
6-7pm	19.53%	18.65%	18.45%		Sat: 7-8pm	Sat: 7-8pm 0.88%	Sat: 7-8pm 0.88% 0.93%
7-7:30pm	1.32%	1.5%	1.43%		Sat: 8-11pm	Sat: 8-11pm 8.22%	Sat: 8-11pm 8.22% 8.15%
7:30-8pm	11.01%	10.99%	11.12%		Sat: 11pm-1am	Sat: 11pm-1am 4.9%	Sat: 11pm-1am 4.9% 5.51%
8-11pm	7.84%	7.39%	7.28%		Sat: 1am-7pm	Sat: 1am-7pm 23.87%	Sat: 1am-7pm 23.87% 23.76%
11pm-12am	33.85%	33.26%	32.86%		Sun: 7-10am	Sun: 7-10am 2.4%	Sun: 7-10am 2.4% 2.3%
11pm-1am	41.47%	41.72%	41.2%		Sun: 10am-1pm	Sun: 10am-1pm 7.31%	Sun: 10am-1pm 7.31% 6.43%
1-6am	28.27%	30.8%	29.73%		Sun: 1-4pm	Sun: 1-4pm 6.55%	Sun: 1-4pm 6.55% 5.92%
					Sun: 4-7pm	Sun: 4-7pm 13.86%	Sun: 4-7pm 13.86% 12.91%
					Sun: 7-11pm	Sun: 7-11pm 9.98%	Sun: 7-11pm 9.98% 9.58%
					Sun: 11pm-1am	Sun: 11pm-1am 4.82%	Sun: 11pm-1am 4.82% 4.77%
					Sun: 1-7am	Sun: 1-7am 21.92%	Sun: 1-7am 21.92% 20.85%

an Mills Dalzell <u>Chesnee Reovesville Gifford Central Pacolet</u> Edgefield Bonneau Patrick Chapin Oran Linean Paxville Edisto Mayesville Utica Plum Branch Briarcliffe Acres <u>Intercultural Institute</u> Goose Creek Lancaster Westminster Cope Tega Cay Manning Lugo *Intercultural Institute for Contextual Ministry* Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for 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

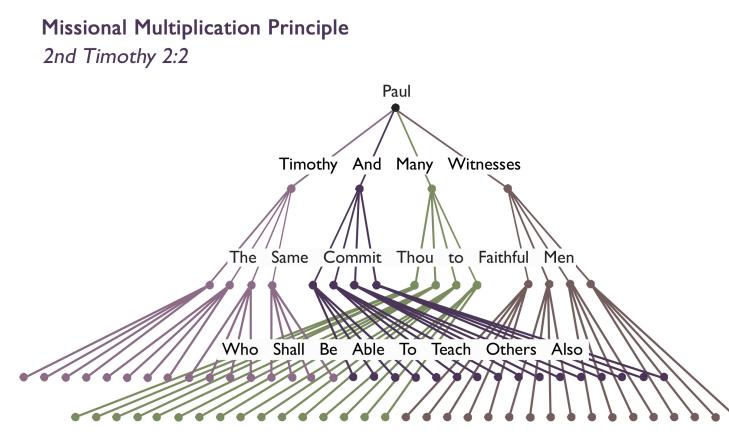
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Lincolnylle West Columbia Charleston Dillon Heath Springs Arial Ladson Springdale Walterboro Statemick Tatum Varnville Williamston Chester Port Royal McConnells Intercultural Institute Sans Souci Surfside Beach Awendaw Clio Central Pacolet Dentsvil Intercultural Institute Bethune Jeft Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Biblical Missional Multiplication

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

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



Savannah Socastee Clio Chesterfield Starr Greer Elgin Bethune St. Andrews Lexington Mount Please He Modoc Cope Tatum Eastover Buffalo Woodruff Carlisle Heath Spire Intercultural Institute Aiken Lincolnville Forest Acres Burton Turbeville Edgefield Irmo Have Contextual Ministry 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.



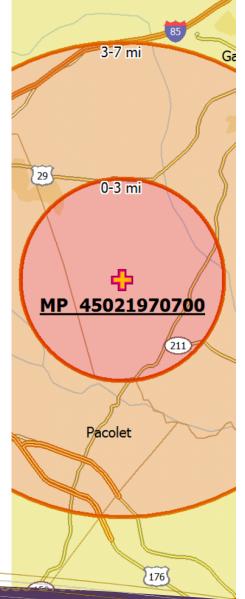


Your MissionSite and the Missional Suite

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



Clemson Joanna Estill Laurens Sullivan's Island Coronaca Hollywood Honea Path Bradley Privateer Bennettsville Lake View Timmonsville Woodruff Govan New Ellenton <u>Intercultural Institute</u> Pendleton Lyman Anderson Orangeburg Luray Hickory Grove Little *Intercultural Institute* Confectual Ministry West Clinto Copyright 2011, Intercultural Institute for Contextual Ministry Between Parts Santee Travelers Rest Westminster Fasley

Notes and Sources

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



APPENDIX: SCBC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	White Plains	206 Soap Stone Rd Gaffney, SC 29340	0.76 mi	0	
2	Goucher	415 Goucher Creek Rd Gaffney, SC 29340	1.74 mi	0	
3	Hammett Grove	PO Box 190 Pacolet, SC 29372	2.39 mi	0	
4	Browns Chapel	PO Box 396 Pacolet Mills, SC 29373	3.15 mi	0	
5	Thompson Chapel	PO Box 886 Cowpens, SC 29330	3.29 mi	0	
6	Oakdale	231 Oak Dale Rd Cowpens, SC 29330	3.44 mi	0	
7	High Point	174 Pooles Road Gaffney, SC -2934	3.82 mi	0	
8	Pacolet Mills	PO Box 660 Pacolet Mills, SC 29372	3.87 mi	0	
9	Blue Branch	PO Box 1574 Gaffney, SC 29342	4.14 mi	0	
10	Bethesda	799 Bethesda Rd Spartanburg, SC 29302	4.61 mi	0	
11	Central	PO Box 310 Cowpens, SC 29330	4.64 mi	0	
12	Clifton Second	5045 Clifton Glendale Rd Spartanburg, SC 29307	4.65 mi	0	
13	Clifton First	PO Box 135 Clifton, SC 29324	4.67 mi	0	
14	Iglesia Hispana Betesta	166 North Oakland St. Cowpens, SC 29330	4.68 mi	0	
15	Cowpens First	PO Box H Cowpens, SC 29330	4.76 mi	0	

Taylors Woodford Travelers Rest Gloverville Govan Liberty Salem Whitmire Ridgeway Irwin Bishe Gray Court Plum Branch Bonneau Fountain Inn Dillon McColl Hanahar Intercultural Institute Jamestown Burnettown Mountville Roebuck Hilton Head Island Home Governant Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Beaverdam	167 Beaver Dam Rd Gaffney, SC 29341	4.85 mi	0	
17	Love Springs	262 Skull Shoals Road Gaffney, SC 29340	5.15 mi	0	
18	Pacolet First	310 W Main St Pacolet, SC 29372	5.23 mi	0	
19	Friends of Faith	PO Box 216 Pacolet, SC 29372	5.26 mi	0	
20	Converse	PO Box 159 Converse, SC 29329	5.66 mi	0	
21	Pacolet Road	1104 Pacolet Hwy Gaffney, SC 29340	5.67 mi	0	
22	Glendale	PO Box 268 Glendale, SC 29346	5.76 mi	0	
23	New Vision Worship Center	4970 South Main Street Cowpens, SC 29330	5.94 mi	0	
24	Corinth	190 Corinth Rd Gaffney, SC 29340	6.01 mi	0	
25	Tate Memorial	PO Box 88 Pacolet, SC 29372	6.03 mi	0	
26	Eastside	1850 Fernwood Glendale Rd Spartanburg, SC 29307	6.67 mi	0	
27	Berry Memorial	2760 Union Hwy Gaffney, SC 29340	6.77 mi	0	
28	Carolina Community	100 Whipple Lane Taylors, SC 29687	6.86 mi	0	
29	Park Hills	1100 Leadmine Road Gaffney, SC 29340	6.87 mi	0	
30	Zion Hill	2817 E Main Street Ext Spartanburg, SC 29307	7.16 mi	0	

tia Windsor Turbeville Great Falls Hardeeville Fort Mill Sycamore St. Andrews Pelion Gloverville Lex Hanahan Berea Dillon Greenville Briarcliffe Acres Antreville Gayle Intercultural Institute apin Quinby Donalds Greenwood Slater-Marietta Stateburg Kingstree Voice Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry Confectual Ministry

APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Midway	153 Midway Rd Gaffney, SC 29341	7.21 mi	0	
32	Macedonia	216 Macedonia Rd Gaffney, SC 29341	7.23 mi	0	
33	Croft	4190 E Croft Cir Spartanburg, SC 29302	7.34 mi	0	
34	Southside	204 W Oneal St Gaffney, SC 29340	7.54 mi	0	
35	Mt Olive	250 Mount Olive Rd Cowpens, SC 29330	7.76 mi	0	
36	Crossroads	130 Conway Black Rd Spartanburg, SC 29307	7.85 mi	0	
37	Bethany	PO Box 698 Gaffney, SC 29342	8.17 mi	0	
38	Ben Avon	2437 Wallace Ave Spartanburg, SC 29302	8.24 mi	0	
39	Central	PO Box 8005 Gaffney, SC 29340	8.40 mi	0	
40	North Point Church	PO Box 1334 Gaffney, SC 29342	8.44 mi	0	
41	New Beginnings Fellowship	PO Box 1418 Gaffney, SC -2934	8.48 mi	0	
42	West End	400 Overbrook Dr Gaffney, SC 29341	8.49 mi	0	
43	Gaffney First	200 N Limestone St Gaffney, SC 29340	8.53 mi	0	
44	Rehoboth	110 Rehoboth Road Gaffney, SC 29340	8.55 mi	0	
45	Fernwood	200 Fernwood Dr Spartanburg, SC 29307	8.75 mi	0	

n Honea Path Wedgewood Princeton Greeleyville Lesslie Estill Privateer Ridgeville Ninety Six Denne Ware Shoals Eastover Cayce Silverstreet Jefferson Columbia St. Intercultural Institute Pickens Myrtle Beach Fort Mill Kershaw Ridgeway Homeland Park for Confectual Ministry Copyright 2017, Intercultural Institute for Contextual Ministry Copyright 2017, Intercultural Institute for Contextual Ministry



6 Wateroak Court North Augusta, SC 29841 In Partnership with:

South Carolina Baptist Convention

An evangelical mission agency supported by individuals, foundations, churches, denominations, mission agencies & para-church ministries. For more information about the mission and vision of IICM please visit www.iicm.net.

CONTACT US:

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

