MissionSite top unreached locations

CHARLESTON, SC CHARLESTON, SC CHARLESTON, SC CRSUS TRACT: 45019000100 REGION: Low Country Region ASOCIATION: Charleston COUNTY: Charleston Districtural Institute To Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

MissionSite (TM) Table of Contents

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



Site Location Summary

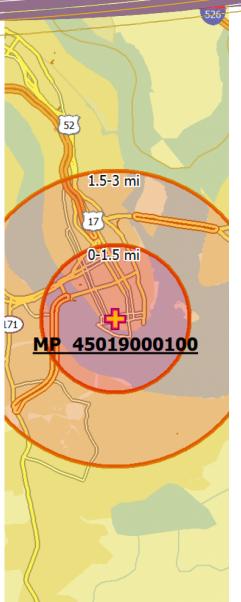
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	4503	Low Country Region
2	Association	45A41	Charleston
3	County Location	45019	Charleston
4	Zipcode	29401	Charleston
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
8	Sitescape Density Pattern	K	100000-250000-100000

Jamestown

Powderville

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Intercultural Institute

for Contextual Ministry

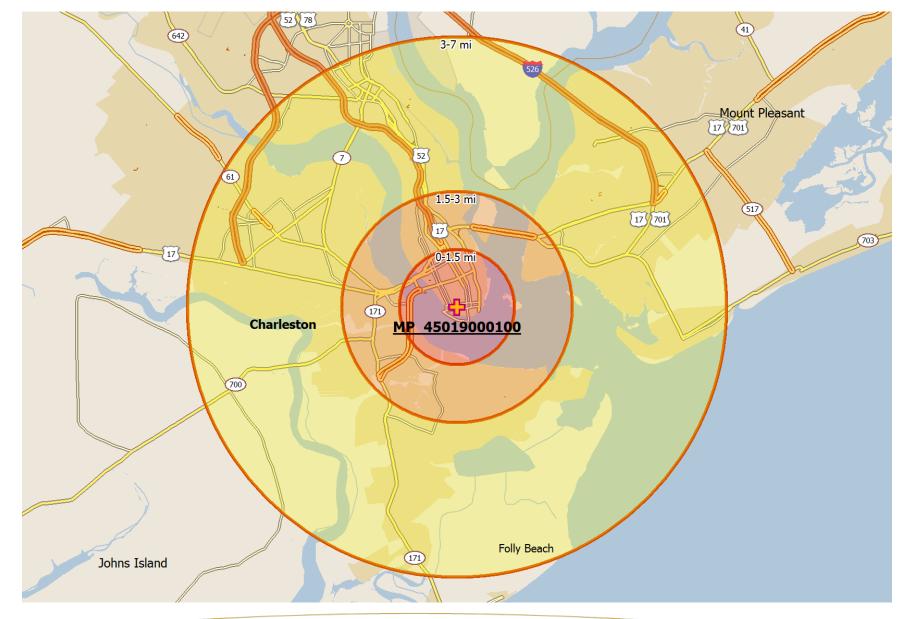
Charleston

Path

Folly Bead

3

Site Location Summary - Map of the Site Location



III's Mauldin Hilda Greeleyville McConnells Elko East Sumter Wade Hampton Batesburg-Leesville Cotto iberty Swansea Brookdale Coward Sellers Edgefield Kershaw Pelzer Intercultural Institute Springdale Plum Branch Arcadia Lakes Walterboro Heath Springs (ontextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Cockhart Ware Shoals Homeland Park

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric	12	City: Midsize: Territory inside an urbanized area and inside a principal city with population
	Locale Codes		less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

caster Eutawville Harleyville Smoaks Lake City Holly Hill Latta Pine Ridge Williamston Boiling Springs Rembert Starr Pamplico Greenwood Brunson Gayle Mill McClellar Betweetere Aynor Gifford Utica Olanta Timmonsville Ridge Spring Laurel Bay Ware Shoals Turn Intercultural Institute 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	20,170	32,040	128,642
2010 Households	8,712	13,236	52,528
2010 Group Quarters Population	2,858	2,357	5,634

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	50	49	43
Language Diversity National Index	31	29	36
Foreign Born Diversity National Index	85	99	57
Ancestry Diversity National Index	39	48	30
Racial Diversity National Index	60	55	63

Springdale Smyrna North Sans Souci Goose Creek Woodford Gaston Startex City View Newberry P Riawah Island Meggett Antreville Wellford Sharon Millwood Pine Rick Beiling Springs Ulmer Ches South Sumter East Gaffney Westminster St. Stephen Folly Beach For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Blenheim South Congaree Vance Golden Grove Ligo

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	1	True
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

nd Ridge Spring Riverview Cowpens Springdale Ulmer Woodford Wade Hampton Moncks Corner McG Prosperity Scotia Bennettsville Fort Lawn Turbeville Rock Hill Arial Intercultural Institute Acres Perry Heath Springs Westminster Florence Quinby Salem Patri for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-1.5 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	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	3,124	35.86%
Mainstay Communities	Established, Diverse Households	623	7.15%
Working Communities	Blue-collar, Working Families	5	0.06%
Country Communities	Rural, Agri. & Mining Families	50	0.57%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,476	16.94%
Urban Communities	High Density, Inner-city Neighborhoods	3,434	39.42%

Iffney Boiling Springs Whitmire St. Matthews Bowman Elgin Parksville Cayce Mayo Lake Murray of Ric deeville Turbeville Johnsonville Millwood Dalzell Lockhart Coronaca Hill Sellers Bennettsville Society Hill Clover Mayesville Ridgeland You for Contextual Ministry Kershaw R 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.

-Marietta Southern Sheps Ware Shoals Chester Summerville Kershaw Woodfield North Hartsville McCon Stuckey Cross Hill Clover Allendale Fort Lawn Smoaks Varnville Hartsville <u>Intercultural Institute</u> Sperity Pacolet Seabrook Island Boiling Springs Ravenel Sellers West Jos Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Laurel Bay Pendleton Bucksport Laurens Blacksbgr

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 0-1.5 mile band that are in each category. The index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	0-1.5 MILE BAND	% INDEX
Unreached Households	103,419	6,696	6.47%
Unreached %	71.17%	76.86%	108
Religious But NOT Evangelical HH	32,153	2,079	6.47%
Religious But NOT Evangelical %	22.13%	23.87%	107.88
Spiritual But NOT Relig or Evang HH	13,253	1,046	7.89%
Spiritual But NOT Relig or Evang %	9.12%	12.01%	131.66
Not Evangelical, Not Interested HH	58,732	3,595	6.12%
Not Evangelical, Not Interested %	40.42%	41.27%	102.11





Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of SCBC Churches	55	4	7.27%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	17,077	2,353	13.78%
Active Evangelical Percent	11.75%	10.72%	91.24
Inactive Evangelical Households	24,826	3,421	13.78%
Inactive Evangelical Percent	17.08%	15.59%	91.24
# New Churches Needed	18	7	39.49%



ion Wellford Bonneau Edisto Beach Folly Beach Lake City Watts Mills Pageland Patrick Woodruff Re Petion Plum Branch Olar Summerton Vance Honea Path Smoaks Intercultural Institute Inman Mills Windsor Varnville Ridgeville Kershaw Great Falls Jeffers (onfectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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	Southside	0.33 mi
2	Charleston First	0.49 mi
3	Citadel Square	0.84 mi
4	Central	0.95 mi
5	New Beginnings Community	3.16 mi
6	James Island	3.19 mi
7	Ashley River	3.23 mi
8	Fort Johnson	3.29 mi
9	Mt Pleasant First	4.34 mi
10	Northbridge	4.43 mi
11	Pinecrest	4.55 mi
12	St Andrews Parish First	4.87 mi
13	Palmetto Community	5.07 mi
14	Sullivans Island	5.38 mi
15	Charleston	6.06 mi

	CHURCHES	DIST.
16	Iglesia Evangelica-La Luz del Mundo	6.14 mi
17	Harbor Light	6.52 mi
18	East Cooper	7.01 mi
19	North Charleston First	7.30 mi
20	Pierpont	7.31 mi
21	Wando Woods	7.58 mi
22	Cooper River	7.67 mi
23	Holmes Avenue	7.72 mi
24	Folly Beach	8.02 mi
25	Carolina Bay Church	8.09 mi
26	Friendship	8.30 mi
27	Pittman Street	8.33 mi
28	Johns Island First	8.68 mi
29	Rutledge	8.69 mi
30	Unity	8.72 mi



Using the Spirituality Indicators

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

Issues for Your Consideration

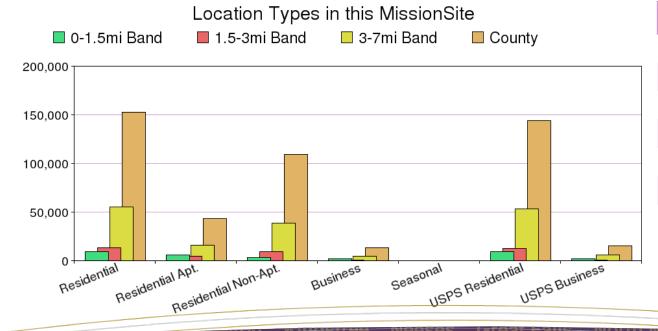
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	295,056	21,336	7.23%
2000 Population	309,969	20,329	6.56%
2010 Population	360,658	20,170	5.59%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	107,074	8,349	7.8%
2000 Households	123,326	8,824	7.16%
2010 Households	145,322	8,712	5.99%

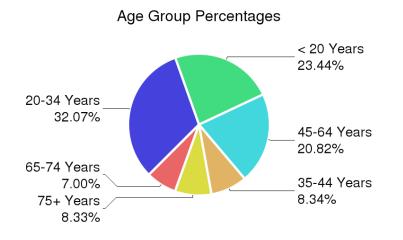


Location Type	0-1.5mi Band
Residential	9,150
Residential Apt.	5,778
Residential Non-Apt.	3,372
Business	1,739
Seasonal	0
USPS Residential	9,038
USPS Business	1,882

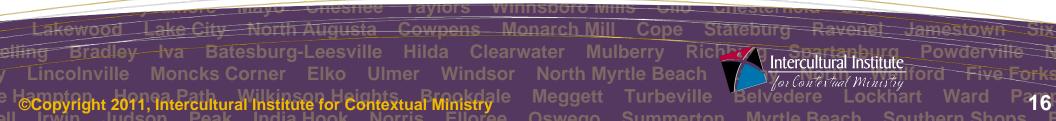
Lugeff Cayce Folly Beach Fort Lawn Woodfield Atlantic Beach Port Royal Kline Brunson Perry Murr McConnells North Cordova Lancaster Mill Summit Holly Hill Black Intercultural Institute Laurens Blythewood Cope Reidville Princeton Spartanburg Willingt for Contextual Ministry Copyright 2011, Intercultural 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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

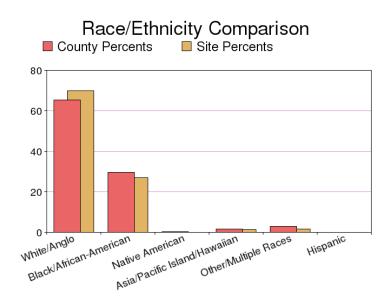


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.75%	3.31%	57.57
4-5 Years	2.6%	1.51%	58.08
6-8 Years	3.76%	2.22%	59.04
9-11 Years	3.42%	2.15%	62.87
12-13 Years	2.13%	1.35%	63.38
14-17 Years	4.52%	6.33%	140.04
18-19 Years	2.27%	6.57%	289.43
0-5 Years	8.35%	4.82%	57.72
6-12 Years	8.25%	5.04%	61.09
13-19 Years	7.85%	13.57%	172.87
< 20 Years	24.45%	23.43%	95.83
20-34 Years	24.54%	32.06%	130.64
35-44 Years	12.76%	8.34%	65.36
45-64 Years	24.5%	20.81%	84.94
65-74 Years	7.47%	7%	93.71
75+ Years	6.28%	8.33%	132.64
Median Age	36	38	107.05
Median Age (Male)	34	38	111.26
Median Age (Female)	37	39	105.36



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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	65.45%	70%	106.95
Black, African-American	29.6%	26.86%	90.75
Native American	0.38%	0.13%	34.83
Asian	1.55%	1.32%	85.12
Pacific Island, Hawaiian	0.09%	0.07%	74.06
Other/Multiple Races	2.92%	1.62%	55.45
Hispanic	0%	2.51%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	246,744	12,199	
Less than 9th Grade	3.64%	3.78%	96.25
No High School Diploma	7.6%	5.97%	127.4
High School Graduate	25.62%	18.53%	138.24
Some College, no degree	17.98%	12.91%	139.23
Associate Degree	7.53%	5.12%	147.27

23.83%

13.8%

74.17

63.99

32.13%

21.56%

Clover Berea <u>Blackville</u> Cayce Quinby Burton Hampton McColl Hanahan Central Fort Mill Brunson Heights Princeton North Hartsville Little River Hemingway New <u>Peak Fountain Inn</u> Walter view Eutawville Society Hill McConnells Bishopville Southern Shops Hour Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

College Degree

Graduate/Prof. degree

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	8.97%	20.91%	238.03
\$10,000 to \$19,999	11.1%	15.17%	136.76
\$20,000 to \$29,999	10.22%	10.27%	100.54
\$30,000 to \$49,999	20.68%	12.97%	62.72
\$50,000 to \$59,999	7.62%	4.51%	59.17
\$60,000 to \$69,999	7.23%	3.94%	54.46
\$70,000 to \$79,999	6.3%	3.01%	47.75
\$80,000 to \$89,999	5.17%	2.32%	44.88
\$90,000 to \$99,999	3.63%	1.87%	51.61
\$100,000 to \$124,999	6.26%	4.53%	72.41
\$125,000 to \$149,999	3.81%	4.29%	112.55
\$150,000 to \$199,999	4.21%	6.26%	148.57
\$200,000 to \$249,999	1.54%	2.49%	161.45
\$250,000 or more	3.27%	7.45%	228.15
Median Household	48,833	45,942	94.08
Average Household	75,224	109,865	146.05
Per Capita Household	31,589	50,555	160.04
Family/Non-Family Household			
Income			
Median Family Income	62,413	94,614	151.59
Average Family Income	93,681	176,852	188.78
Median Non-Family Income	35,287	28,594	81.03
Average Non-Family Income	48,447	64,954	134.07

South Sumter Lowrys Cope Parksville Pamplico Rockville Anderson Ridgeville St. Matthews Lexing The Shiloh Irmo Lugoff Scranton Darlington Sans Souci Salley Kings <u>Intercultural Institute</u> Due West Paxville Quinby Trenton Peak St. George Woodfield Livin <u>Intercultural Institute</u> for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Wade Hampton Golden Grove Blenheim Brunson Dung

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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	59.2%	35.32%	59.66
Families with Children	27.28%	13.82%	50.65
Families without Children	31.91%	21.5%	67.36
Non-Family Households			
% Non-Family Households	40.8%	64.68%	158.52
Non-Families with Children	0.23	0.31	135.66
Non-Families without Children	40.57	64.37	158.65
Housing Units			Index
Total Housing Units	177,771	11,001	
Vacant percent	18.25%	20.8%	113.94
Owned percent	52.06%	28.8%	55.32%
Rented Percent	29.69%	50.4%	169.74
Households by Size			Index
Avg household size	2.39	1.99	83.26
Avg family hh size	3.16	2.95	93.35
Avg non-family hh size	1.28	1.46	114.06
Households By Count of Persons			Percent
One	47,964	4,154	8.66%
Two	44,309	2,488	5.62%
Three or Four			
	40,522	1,629	4.02%

Millwood Seabrook Island Gray Court Watts Mills Valley Falls Furman Isle of Palms Georgetown North G Senville Pomaria Reidville Antreville Clover Hodges Mauldin Burnetter Intercultural Institute ville McBee Charleston Wade Hampton Golden Grove Cayce Promised of Confectual Ministry Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Avendaw Lane Great Falls Berea Quinby Coward

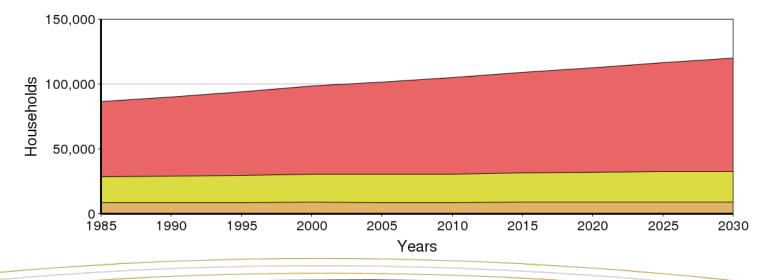
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE COUNTY RING	% OF CO
1990 Population 295,056 21,336	7.23%
2000 Population 309,969 20,329	6.56%
2010 Population 360,658 20,170	5.59%
2015 Population 387,542 20,332	5.25%

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 📃 0-3mi Ring

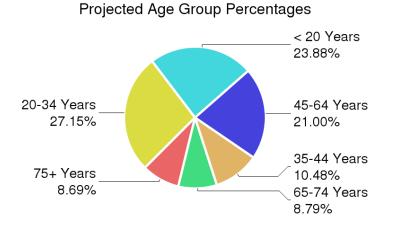
📕 0-7mi Ring



erry Laurel Bay <u>Greeleyville</u> Liberty <u>Scotia</u> Kiawah Island <u>Ninety Six</u> Abbeville Elko Rockville Ellored Ceses Dunean Jenkinsville Blenheim North Charleston Lincolnville King <u>Intercultural Institute</u> Startex Newport Kline Belton Ridgeville Santee Jefferson Central Para for Contextual Ministry Coopyright 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 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

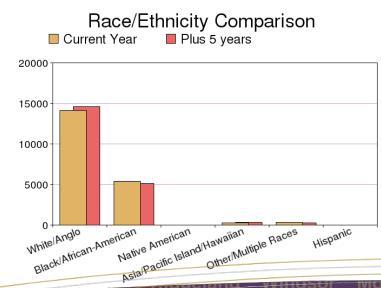


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	3.31%	3.58%	108.16
4-5 Years	1.51%	1.7%	112.58
6-8 Years	2.22%	2.68%	120.72
9-11 Years	2.15%	2.58%	120
12-13 Years	1.35%	1.67%	123.7
14-17 Years	6.33%	6.27%	99.05
18-19 Years	6.57%	5.4%	82.19
0-5 Years	4.82%	5.28%	109.54
6-12 Years	5.04%	6.09%	120.83
13-19 Years	13.57%	12.5%	92.11
< 20 Years	23.43%	23.87%	101.88
20-34 Years	32.06%	27.14%	84.65
35-44 Years	8.34%	10.48%	125.66
45-64 Years	20.81%	20.99%	100.86
65-74 Years	7%	8.79%	125.57
75+ Years	8.33%	8.69%	104.32
Median Age	36	41	114.27
Median Age (Male)	34	40	115.75
Median Age (Female)	37	42	113.98

Ladson Laurel Bay Rowesville Wedgewood Taylors Blackville Homeland Park Chester St. Stephen Creek Monarch Mill Sharon Perry North Myrtle Beach Bowman Donalds Intercultural Institute water Marion Summit Hemingway Holly Hill Edgefield Norris Heath Strange Ruby Welcome East Sumter Confectual Ministry East Sumter Confectual Institute for Contextual Ministry Pinewood Eutawville Branchville Eive Forks Port Bow

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 0-1.5 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	70%	71.75%	102.5
Black, African-American	26.86%	25.15%	93.64
Native American	0.13%	0.16%	117.57
Asian	1.32%	1.51%	114.87
Pacific Island, Hawaiian	0.07%	0.07%	106.29
Other/Multiple Races	1.62%	1.36%	83.73
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	12,199	12,910	
Less than 9th Grade	3.78%	2.84%	75.23
No High School Diploma	5.97%	4.52%	75.67
High School Graduate	18.53%	19.3%	104.1
Some College, no degree	12.91%	11.81%	91.49
Associate Degree	5.12%	5.27%	102.97
College Degree	32.13%	33.64%	104.69
Graduate/Prof. degree	21.56%	22.63%	104.95

doc Springdale St. Andrews Stuckey Folly Beach Centerville Clio Chester Clemson Little Mountain G Hountville McConnells Clinton Wedgewood York Jackson Easley Irmo Livingston Garden City Liberty Wilkinson Heights Jefferson for Contextual 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 0-1.5 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 0-1.5 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 0-1.5 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	20.91%	19.14%	91.5
\$10,000 to \$19,999	15.17%	14.61%	96.31
\$20,000 to \$29,999	10.27%	9.61%	93.58
\$30,000 to \$49,999	12.97%	12.76%	98.36
\$50,000 to \$59,999	4.51%	4.49%	99.49
\$60,000 to \$69,999	3.94%	4.03%	102.42
\$70,000 to \$79,999	3.01%	3.29%	103.4
\$80,000 to \$89,999	2.32%	2.55%	105.13
\$90,000 to \$99,999	1.87%	1.95%	104.11
\$100,000 to \$249,999	4.53%	4.96%	109.29
\$125,000 to \$149,999	4.29%	4.75%	110.65
\$150,000 to \$199,999	6.26%	7.06%	112.89
\$200,000 to \$249,999	2.49%	2.72%	109.3
\$250,000 or more	7.45%	8%	107.34
Median Household	45,942	50,301	109.49
Average Household	109,865	123,008	111.96
Per Capita Household	50,555	56,726	112.21
Family/Non-Family Household			
Income			
Median Family Income	94,614	102,293	108.12
Average Family Income	176,852	201,688	114.04
Median Non-Family Income	28,594	32,545	113.82

64,954

74,453

114.62

Calhoun Falls Stateburg Clearwater North Hartsville Hodges Bucksport Newberry Smoaks Inman Mills Here Easley Privateer Inman Ninety Six Clinton Sullivan's Island Intercultural Institute aster Luray Blenheim Saluda Red Hill McClellanville Patrick Utica Korfertual Ministry Poccepyright 2011, Intercultural Institute for Contextual Ministry Gifford Orangeburg Turbeville Furman Valley Falls

Average Non-Family Income

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 0-1.5 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 0-1.5 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 0-1.5 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	35.32%	34.04%	96.37
Families with Children	13.82	12.5	90.42
Families without Children	21.5	20.32	94.52
Non-Family Households			
% Non-Family Households	64.68%	65.96%	101.98
Non-Families with Children	0.31	0.19	101.98
Non-Families without	64.37	65.77	102.17
Children			
Housing Units			
Total Housing Units	11,001	11,086	100.77%
Vacant percent	20.8%	20.82%	100.1
Owned percent	28.8%	28.27%	98.17
Rented Percent	50.4%	50.92%	101.04
Households by Size			
Avg household size	1.99	1.98	99.5%
Avg family hh size	2.95	3.03	102.71%
Avg non-family hh size	1.46	1.43	97.95%
Households By Count of			
Persons			
One	4,154	4,424	106.5%
Тwo	2,488	2,305	92.64%
Three or Four	1,629	1,591	97.67%
Five+	441	459	104.08%

Monetta Ninety Six Fairfax Garden City Lugoff Mullins Snelling Willington Olar Peak Lesslie Will Greeteyville Williams Eutawville Red Bank Olanta Belvedere Spartan Line Intercultural Institute Reevesville Murphys Estates Homeland Park Chesterfield Aiken Mau Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-1.5	1.5-3	3-7	BORN IN:	BORN IN: 0-1.5	BORN IN: 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	740	658	3,919	Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	154	71	424	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	166	159	436	Northern Africa	Northern Africa 5	Northern Africa 5 0
Southern Europe	45	29	130	Southern Africa	Southern Africa 33	Southern Africa 33 32
Eastern Europe	38	143	349	Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	0	Other Africa	Other Africa 5	Other Africa 5 6
Eastern Asia	72	47	476	Oceania	Oceania 21	Oceania 21 9
So. Central Asia	32	17	327	Caribbean	Caribbean 9	Caribbean 9 8
SE Asia	42	10	295	Central Amer.	Central Amer. 45	Central Amer. 45 28
Western Asia	7	27	91	South America	South America 20	South America 20 46
Other Asia	8	0	0	North America	North America 38	North America 38 26
				Born at sea	Born at sea 0	Born at sea 0 0

Charleston Quinby McColl McCormick Stuckey Bishopville Johnsonville Summerville Olanta Manning & Grove Sharon Inman Easley Norway Buffalo Seabrook Island Blacks Intercultural Institute n Batesburg-Leesville Ninety Six St. George Cope Snelling Moncks Colling Confectual Ministry @Copyright 2011, Intercultural Institute for Contextual Ministry Pine Ridge Harleyville Georgetown Clemson Springdale

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	0-1.5	1.5-3	3-7	SPOKEN AT HOME	0-1.5	1.5-3	
	MILES	MILES	MILES		MILES	MILES	Μ
English only	19,564	25,900	105,190	Other Indo-Euro	68	54	68
Spanish	487	619	2,700	Asian/PI languages	0	0	0
Other Indo-Euro	897	740	2,672	Chinese	52	11	25
language				Japanese	20	22	87
French (incl. Patois,	534	299	945	Korean	10	5	11
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	5	Cambodian			
Italian	48	52	215	Miao, Hmong	0	28	0
Portuguese	0	0	39	Thai	0	0	13
German	105	165	493	Laotian	0	0	0
Yiddish	0	12	24	Vietnamese	31	0	12
Other West Germanic	6	0	35	Other Asian	5	0	58
A Scandinavian	16	6	100	Tagalog	34	2	12
Language				Other Pacific Is	5	0	16
Greek	14	24	207	Other languages	38	33	35
Russian	12	78	212	Navajo	0	0	0
Polish	6	0	35	Other Native N.	0	0	14
Serbo-Croatian	0	22	15	American			
Other Slavic Language	21	15	32	Hungarian	0	0	31
Armenian	0	0	0	Arabic	15	33	22
Persian	0	9	50	Hebrew	9	0	9
Gujarathi	48	0	65	African languages	0	0	72
Hindi	19	0	67	Other unspecified	14	0	0
Urdu	0	0	7			-	-

Gifford Lowndesville Turbeville West Pelzer Trenton Folly Beach Bluffton Monetta Ayner Lancaster Anderson Chapin Rembert Arcadia Lakes Brunson Hodges Gantt Intercultural Institute Woodford Mayo Lake Wylie Lexington Inman Mills Marion Hampto For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Darlington Neeses Summerville Mount Carmel New Partie

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	0-1.5	1.5-3	3-7	ANCESTRY	ANCESTRY 0-1.5	ANCESTRY 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	16,430	23,558	92,469	Irish	Irish 1,279	Irish 1,279 1,889
Arab	56	114	254	Italian	Italian 591	Italian 591 738
Armenian	0	0	20	Lithuanian	Lithuanian 0	Lithuanian 0 59
Austrian	9	55	120	Norwegian	Norwegian 82	Norwegian 82 150
British	214	119	657	Polish	Polish 206	Polish 206 362
Canadian	9	11	115	Portuguese	Portuguese 10	Portuguese 10 9
Croatian	12	23	59	Romanian	Romanian 0	Romanian 0 16
Czech	64	51	150	Russian	Russian 133	Russian 133 213
Czechoslovak	0	54	42	Scandinavian	Scandinavian 0	Scandinavian 0 39
Danish	32	41	133	Scotch-Irish	Scotch-Irish 626	Scotch-Irish 626 813
Dutch	83	216	695	Scottish	Scottish 511	Scottish 511 777
English	1,755	2,127	10,321	Slovak	Slovak 0	Slovak 0 22
European	138	314	1,245	Subsaharan African	Subsaharan African 176	Subsaharan African 176 106
Finnish	21	4	28	Swedish	Swedish 106	Swedish 106 202
French (not Basque)	403	676	2,171	Swiss	Swiss 17	Swiss 17 43
French Canadian	47	73	421	Ukrainian	Ukrainian 20	Ukrainian 20 58
German	1,332	2,126	9,169	US/American	US/American 992	US/American 992 1,725
Greek	66	147	791	Welsh	Welsh 124	Welsh 124 80
Hungarian	38	17	232	West Indian	West Indian 21	West Indian 21 33
Iranian	0	21	69	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 7,256	Other 7,256 10,035

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Mount Pleasant Abbeville Swansea Caston Cane Savannah Elgin Aiken Burnettown Golden Grove Ga Startex Belvedere Lodge Central Cottageville Seabrook Island <u>Intercultural Institute</u> Promised Land Jefferson Andrews Luray Bishopville Meggett Ne for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Conversion Rowesville City View Atlantic Beach Hanaban

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

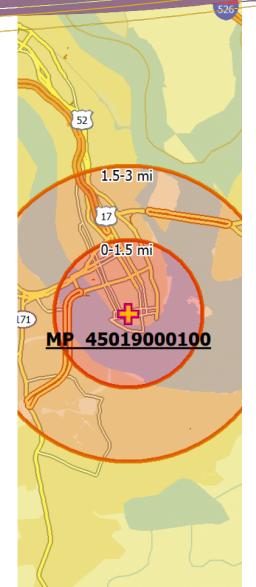
Issues for Your Consideration - continued

- 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?

Connells Florence Due West Joanna Smoaks Brookdale Pageland Richburg Johnsonville Rowesville Livingston Cheraw Central Pacolet Startex Clio Folly Beach Plum Branch Intercultural Institute Carlisle Willington Silverstreet South Sumter Hickory Grove Rock For Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for 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.



30

Royal
Bluffton
Trenton
Clinton
Boiling Springs
Pine Ridge
Wagener
Mount Pleasant
Inman Mills
Ulme

Nichols
Cayce
Summerville
Carlisle
Rowesville
Yemassee
Bennetts
Intercultural Institute
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The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	8,712	100%	6,698	100%
AFFLUENT SUBURBIA	1,949	22.37%	1,571	23.45%
America's Wealthiest	1,609	18.47%	1,291	19.27%
Dream Weavers	5	0.06%	4	0.06%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	307	3.52%	256	3.82%
Enterprising Couples	4	0.05%	3	0.04%
Small Town Success	24	0.28%	17	0.25%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,175	13.49%	941	14.05%
Status Conscious Consumers	5	0.06%	4	0.06%
Affluent Urban Professionals	1,106	12.7%	894	13.35%
Urban Commuter Fam.	64	0.73%	43	0.64%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	58	0.67%	41	0.61%
Successful Urban Sprawl	58	0.67%	0	0%
2nd City Homebodies	0	0%	41	0.61%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

Learwater Branchville Lakewood Peak Newberry Dalzell Oak Grove Smyrna Woodruff Gray Court Pen McColl Stuckey Ward Columbia South Congaree Union Rembert Intercultural Institute Clemson Vance Salem Cayce Sycamore Landrum Pelion Welcom for Confectual Ministry PCCopyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	8,712	100%	6,698	100%
BLUE COLLAR BACKBONE	4	0.05%	3	0.04%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	4	0.05%	3	0.04%
AMER. DIVERSITY	565	6.49%	421	6.29%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	312	3.58%	226	3.37%
Urban Advancement	70	0.8%	47	0.7%
Amer. Great Outdoors	0	0%	0	0%
Mature America	183	2.1%	148	2.21%
METRO FRINGE	1	0.01%	1	0.01%
Steadfast Conservative	1	0.01%	1	0.01%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Pawleys Island Riverview Gilbert Folly Beach Wilkinson Heights Neeses Jonesville McConnells North My Blackville Charleston Stateburg Dunean Parker Roebuck Carlisle Intercultural Institute anton Greeleyville Pinewood Aiken Iva Walterboro Oakland Woodfor Joi Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual 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 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	8,712	100%	6,698	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	997	11.44%	744	11.11%
Young Cosmopolitans	133	1.53%	104	1.55%
Minority Metro Communities	859	9.86%	636	9.5%
Stable Careers	5	0.06%	4	0.06%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	50	0.57%	29	0.43%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	50	0.57%	0	0%
Small Town Connections	0	0%	29	0.43%
Hinterland Fam.	0	0%	0	0%

Mountville Cokesbury Greenwood Hanahan Lynchburg Sycamore Olar Bluffton Wilkinson Heights State Brookdale Millwood Hickory Grove Manning Scotia Olanta Red Hill Compick Lesslie Modoc Par Charleston Piedmont Elko Sharon Sumter Fort Lawn Five Forks Utic Contextual Ministry J Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	8,712	100%	6,698	100%
STRUGGLING SOCIETIES	1,432	16.44%	1,107	16.53%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	450	5.17%	305	4.55%
College Town Communities	838	9.62%	695	10.38%
New Beginnings	144	1.65%	107	1.6%
URBAN ESSENCE	2,002	22.98%	1,451	21.66%
Unattached Multicultures	779	8.94%	540	8.06%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	102	1.17%	71	1.06%
Urban Diversity	0	0%	0	0%
New Generation Activists	157	1.8%	106	1.58%
Getting By	964	11.07%	734	10.96%
VARYING LIFESTYLES	479	5.5%	389	5.81%
Military Family Life	0	0%	0	0%
Major University Towns	479	5.5%	389	5.81%
Gray Perspectives	0	0%	0	0%

psonville Pageland Forestbrook Bowman Port Royal Sycamore Eastover Riverview Southern Shops N Burton Sellers Iva Cowpens Darlington Lane Andrews Blenheim Intercultural Institute Ridgeville Pamplico Cameron Cherryvale Bamberg McConnells Joi Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bennettsville Bayenel Blackville Ministry West Pelzer, Gilbert, Taylors, Clinton, Carlisle, Red H

Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 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?

ev Walterboro <u>Dalzell Hodges Govan Varnville Eureka Mill</u> Hampton Mountville Ridgeville Wellford Woodruft Travelers Rest Bamberg Laurens Snelling Moncks Corner La <u>Intercultural Institute</u> Marietta Perry Harleyville McClellanville Startex Inman Mills Ladson Saxon Antreville *Contextual Ministry* ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

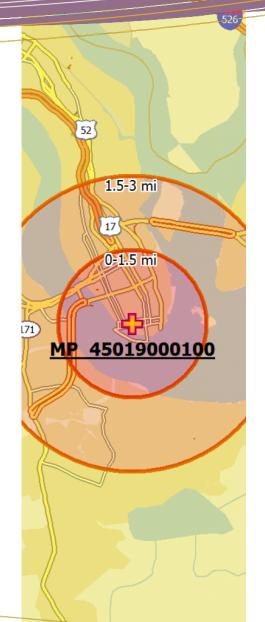
Potential Cultural Bridges

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

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

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

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



Folly Bead

han Bishopville Clemson Windsor McCormick Stateburg Calhoun Falls Mulberry Union Newport Work Eutawville Brookdale Cane Savannah Parker McBee Bluffton Intercultural Institute Roebuck Pacolet Salley Welcome Cowpens Ehrhardt Smyrna Hickor Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Pickons Arial Pawleys Island Lake Wylie Andrews

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	BRIDGES		0-1.5
	MILES	MILES	MILES			MILES
PC-HH Own	80%	76%	75%	Use Comp. for News/Info./Data	3	a 31%
Use Comp. for Internet/E-mail	63%	58%	58%	Service		
nternet Use: E-Mail	58%	53%	50%	Use Comp. for Comp. Games		29%
nternet Use: News/ Weather	40%	33%	30%	Internet Use: Banking		28%
Jse Comp. for Shopping	38%	35%	34%	PC-Network-HH Has One		21%
Use Comp. for Word	37%	37%	38%	Internet Use: Research/		21%
Processing				Education		
Jse Comp. for Education	35%	32%	32%	Use Comp. for Personal		20%
HH Owns DVD Player	33%	31%	29%	Financial Mngmnt		
Jse Comp. for Digital Camera	33%	31%	31%	Internet Use: Sports		18%
Photo Editing				Use Comp. for Accounting		17%
Use Comp. for Banking	31%	31%	31%	Internet Use: Shopping: Mad	е	e 16%
				A Purchase		

Pomaria McConnells Yemassee Woodruff Greenville Conway Lancaster Mill Wedgewood Jefferson East The Lake Secession Dalzell Clearwater Hartsville Little River Lake City Intercultural Institute Landrum Batesburg-Leesville Travelers Rest Trenton Gloverville Book for Contextual Ministry Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Calhoun Falls Liberty Pickens Barnwell Loris Oran 37 Path Percentage Contextual Ministry Calhoun Falls Liberty Pickens Barnwell Loris Oran 37 Contextual Ministry Contextual Ministry Calhoun Falls Liberty Pickens Barnwell Loris Oran 37 Contextual Ministry Contextual Ministry Calhoun Falls Liberty Pickens Barnwell Loris Oran 37 Contextual Ministry Contextual Ministry Contextual Contextual Ministry Calhoun Falls Liberty Pickens Barnwell Loris Oran 37 Contextual Ministry Contextual Ministry Calhoun Falls Liberty Pickens Barnwell Loris Oran 37 Contextual Ministry Contextual Contextual Contextual Contextual Contextual Contextual Contextual Ministry Contextual Contextua

Newspapers

Internet Use: Read Magazines/ 16%

14%

13%

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Listening To Music	71%	70%	70%
Reading Books	63%	59%	57%
Dining Out (Not Fast Food)	59%	58%	57%
Cooking for Fun	44%	40%	38%
Card Games	42%	41%	40%
Go To A Beach/Lake	35%	36%	36%
Visit Museum	33%	27%	24%
Board Games	30%	30%	30%
Gardening	26%	27%	28%
Going To	21%	21%	21%
Bars/Nightclubs/Dancing			

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Any Ailment	66%	66%	66%
Gen./Fam. Practitioner	36%	36%	37%
Dentist	32%	30%	29%
None Of These	22%	21%	21%
Eye Dr.	22%	21%	21%
Backache	20%	21%	21%
Hypertension/High Blood	19%	19%	19%
Pressure			
High Cholesterol	17%	17%	18%
Acid Reflux Disease	14%	14%	14%
(GERD)			
OB/GYN	14%	13%	12%

Vest Pelzer Inman South Congaree Timmonsville St. Andrews Carlisle Maudin New Ellenton Burnettown Cane Savannak Perry Manning Mulberry Cayce McCormick Dillon Kershaw Sycam Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Ministry Mannel Surfside Beach York Elko Ninety Six 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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Concert	34.97%	32.83%	31.6%
Live Theater	30.17%	26.78%	24.52%
Live Theater Most Often	24.05%	21.18%	19.6%
Rock/Pop Concerts Most	16.57%	17.3%	17.29%
Often			
Dance Performance	13.42%	12.09%	11.37%
Classical Concerts Most	10.65%	8.64%	7.96%
Often			
Movies: Action/Adventure	37.66%	39.01%	39.63%
Movies: Comedy	36.23%	39.11%	40.45%
Movies: Drama	25.07%	24.96%	24.17%



The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	BRIDGES	BRIDGES 0-1.5	BRIDGES 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	39.56%	40.03%	41.03%	Downhill & X-Country	Downhill & X-Country 11.93%	Downhill & X-Country 11.93% 7.42%
Swimming	36.87%	32.93%	31.46%	Skiing	Skiing	Skiing
Weight Training	20.16%	18.03%	17.49%	Tennis	Tennis 11.68%	Tennis 11.68% 9.39%
Bowling	18.94%	20.16%	21.04%	Backpacking/Hiking	Backpacking/Hiking 11.62%	Backpacking/Hiking 11.62% 10.58%
Using Cardio Machine	18.73%	16.31%	15.6%	Volleyball	Volleyball 11.52%	Volleyball 11.52% 9.38%
Billiards/Pool	18.5%	18.6%	18.7%	Yoga	Yoga 10.68%	Yoga 10.68% 9.13%
Jogging/Running	18.25%	17.86%	17.78%	Snorkeling	Snorkeling 10.32%	Snorkeling 10.32% 7.09%
Mountain/Road Biking	17.79%	14.72%	13.02%	Camping Trips	Camping Trips 10.18%	Camping Trips 10.18% 10.35%
Golf	17.09%	14.91%	13.6%	Soccer	Soccer 9.94%	Soccer 9.94% 8.64%
Basketball	16.06%	16.21%	15.91%	Freshwater Fishing	Freshwater Fishing 9.81%	Freshwater Fishing 9.81% 11.84%
Baseball	14%	12.03%	11.48%	Power Boating	Power Boating 8.9%	Power Boating 8.9% 7.43%
Stationary Cycling	13.2%	12.8%	12.85%	Softball	Softball 8.34%	Softball 8.34% 7.92%
Football	12.59%	11.77%	10.99%	Ice Skating	Ice Skating 8.05%	Ice Skating 8.05% 6.67%
Aerobics	12.58%	12.11%	11.86%	Roller Skating	Roller Skating 6.03%	Roller Skating 6.03% 5.97%
				Canoeing/Kayaking	Canoeing/Kayaking 5.63%	Canoeing/Kayaking 5.63% 5.69%

oiling Springs <u>Gifford Neeses Bowman West Pelzer Lowrys</u> Lakewood Travelers Rest Jackson Govan Florence Heath Springs Southern Shops Abbeville Chesterfield Pine Contextual Institute Woodford Pawleys Island Joanna Watts Mills Winnsboro Hilton Head Intercultural Institute Vaterioo Remk Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Greeleyville Orangeburg Georgetown Medgett McBee

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Jet Skiing	5.62%	4.93%	4.61%
Saltwater Fishing	5.58%	6.24%	6.55%
Sailing	5.48%	4.16%	3.43%
Water Skiing	5.39%	4.41%	4.09%
Snowboarding	4.89%	4.13%	3.73%
Surfing & Windsurfing	4.62%	3.6%	3.03%
Racquetball	4.52%	4.16%	4.09%
Skateboarding	4.34%	3.64%	3.26%
Target Shooting	4.26%	5.35%	6.25%
Snowmobiling	4.23%	3.51%	3.1%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Hockey	4.21%	3.9%	3.66%
Hunting	4.2%	4.91%	5.7%
Horseback Riding	4.1%	4.43%	4.59%
Martial Arts	3.73%	3.7%	3.65%
Rock Climbing	3.7%	3.81%	3.68%
Rowing	3.63%	3%	2.75%
Motorcycling	3.53%	4.31%	4.69%
Archery	3.23%	3.18%	3.37%
Fly Fishing	3.21%	3.59%	3.86%
Auto Racing	2.6%	2.72%	2.62%



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.

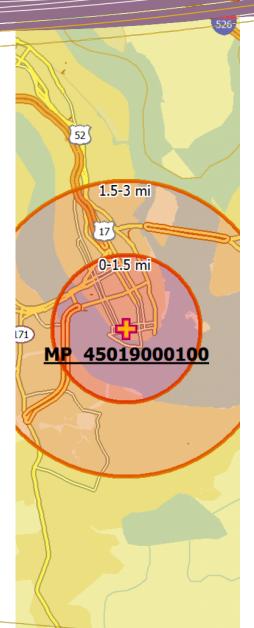
BIBLICAL BARRIERS

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.



Folly Bead

Burnettown Forestbrook North Myrtle Beach Varnville Watts Mills Lincolnville Bradley Aynor Dentsville McConnells Camden Belton Norway Andrews Fort Mill Mount Carry Intercultural Institute Lake Secession Ninety Six Walhalla Ridgeway Lancaster Forest Acres for Contextual Ministry Elgin Wager Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

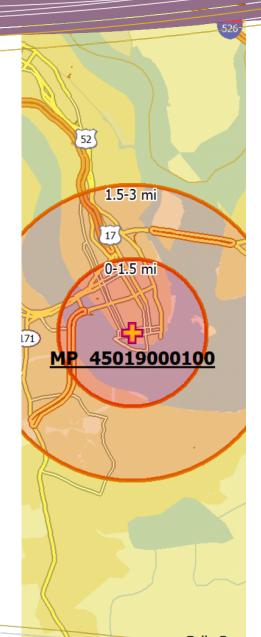
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Folly Beaching Edit Gammery Minety Six Socastee Oakland Munines Gameter I Folly Beaching Folly Beaching Edit Gameter Piedmont Bradley Due West Blacksburg Sumter Ruby Branchville Estill Pickens City Mostminster Lugoff Wells Turbeville Newport Briarcliffe Acres Windsor Judson Bishopville Wast Gameter Ministry Contextual Ministry Contextual Ministry Bamberg 43

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES	BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	50%	51%	51%	Marijuana Should Be Legalized Too Much Sponsorship In	23% 23%	22% 24%	21% 24%
Prefer To Have Few Possessions As Possible	43%	39%	38%	Arts/Sports Like To Pursue	21%	20%	20%
Find It Difficult To Say No To My Kids	38%	37%	37%	Challenge/Novelty/Change I Am A Workaholic	20%	21%	21%
Speak My Mind Even If It Upsets People	35%	36%	36%	Like to Stand Out In A Crowd We Should Strive for Equality for	19%	20% 16%	20% 16%
If Won Lottery Would Never Work Again	35%	31%	29%	All On Whole People Get What	14%	13%	12%
Don't Judge People/Way They Live Life	35%	32%	31%	They Deserve Only Work Current Job for The	14%	14%	15%
Friends More Important Than My Fam.	32%	29%	27%	Money Rarely Sit Down to a Meal	14%	15%	15%
Like Control Over People And	30%	33%	34%	Together At Home			
Resources Woman's Place Is In The Home	27%	30%	32%	I Am A Perfectionist Indulge My Kids With The Little	12% 9%	11% 9%	10% 9%
Money Is Best Measure Of Success	25%	25%	26%	Extras Willing To Give Up Time With	8%	8%	7%
Happy With My Standard Of Living	23%	19%	17%	Fam. To Advance			
Like To Do Unconventional Things	23%	25%	25%				

Sycamore Homeland Park Westminster Neeses Burton West Pelzer Goose Greek Troy Paxville Person States of the States

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.

1.5-3 mi 17 0-1.5 mi 171 MP 45019000100

Lexington East Sumter Sycamore McClellanville Rockville Homeland Park Batesburg-Leesville Ruby Irwin Stateburg Roebuck Dillon Paxville City View Startex Lake Intercultural Institute Summerton Conway Laurens Heath Springs Wade Hampton Due Work Confectual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	THEMES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	61%	60%	61%	Consider Myself Interested In The Arts	19%	20%	20%
You Should Seize Opportunities	60%	58%	58%	Real Men Don't Cry	17%	17%	17%
In Life				Try Not To Worry About The	15%	16%	16%
Prefer To Have Few	43%	39%	38%	Future			
Possessions As Possible				Looking for New Ideas To Improve	14%	15%	16%
Like To Understand About	38%	39%	39%	Home			
Nature				Provide My Kids With The Little	14%	15%	15%
Important Feel Respected By	37%	36%	35%	Extras			
My Peers				Is An Important Part Of Who I Am	13%	15%	15%
Good At Fixing Things	36%	32%	30%	Enjoy Spending Time With My	8%	11%	12%
Prefer Work Part Of Team Than	34%	35%	35%	Fam.			
Alone				Decor Particular Interest To Me	8%	6%	4%
Worried About Pollution Caused By Cars	32%	26%	22%	Children Should Be Allowed To Express Themselves	7%	7%	7%
Have Keen Sense Of Adventure	30%	29%	28%	Feel Very Alone In The World	6%	6%	6%
Important To Juggle Various Tasks	29%	31%	31%	Like Spending Most Time With Fam.	5%	5%	5%
People Have To Take Me As They Find Me	26%	25%	24%	Would Like To Set Up Own Business	4%	4%	4%
Like To Just Enjoy Life	25%	23%	23%				

awleys Island Easley Summit Allendale Clearwater Smyrna Pageland Centerville Fairfax Cathoun Fails Hauldin Branchville East Gaffney Anderson North Charleston Chapin Intercultural Institute Ile Marion Chesterfield Ridgeway Bluffton Lake City Little River Dun Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Places

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

Seneca Williston Starr Fairfax Mauldin Centerville Northlake Bethune Cordova Red Hill York Creek Judson Greeleyville St. George Shell Point Silverstreet Arcadia Intercultural Institute Rock Hill Peak Ruby Turbeville Summerton Pawleys Island Hilda Copyright 2011, Intercultural Institute for Contextual Ministry

52

171

1.5-3 mi

0-1.5 mi

MP 45019000100

17

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fast Food/Drive-In	73.55%	79.46%	82.25%
Restaurant-Visit Any			
Fam. Restaurants/Steak	73%	75.91%	77.91%
Houses-Visit Any			
McDonald's	44.72%	50.41%	52.66%
Burger King	27.56%	33.07%	35.69%
Subway	24.06%	27.31%	28.63%
Applebee's	23.85%	26.65%	27%
Kentucky Fried Chicken (KFC)	22.69%	26.55%	27.74%
Wendy's	21.36%	26.08%	28.88%
Taco Bell	19.89%	23.23%	25.36%
Pizza Hut	15.53%	18.34%	19.99%
Starbucks	15.33%	14.73%	14.79%
Olive Garden	14.85%	18.18%	19.94%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Dunkin' Donuts	12.9%	13.66%	13.36%
TGI Friday's	12.72%	14.43%	14.46%
Arby's	12.63%	17.19%	19.2%
IHOP (International House Of	12.57%	14.66%	15.1%
Pancakes)			
Quiznos Sub	12.36%	11.78%	11.62%
Domino's Pizza	11.79%	13.8%	14.33%
Red Lobster	11.7%	15.16%	16.25%
Chili's Grill and Bar	11.58%	12.96%	13.38%
Chick-Fil-A	11.29%	12.81%	13.73%
Dairy Queen	11.04%	13.44%	14.22%
Outback Steakhouse	11.02%	13.93%	15.13%
Panera Bread	10.1%	10.2%	9.73%

Duncan Blenheim Valley Falls Norway Garden City Fairfax Bishopville Allendale Clinton Pamplico Creek Kline Pendleton Seven Oaks Slater-Marietta Williston Red Hill Intercultural Institute rettsville Forestbrook Stateburg Pageland East Sumter Due West Hilton for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

Shared projects are those social or community projects in which people at this site location are involved that Christians could join in with them as a means of developing relationships while "serving with them." So often Christians either expect nonbelievers to come to them ("come to our church service or event") or the church creates a social type activity (church softball league, etc) in the community to invite nonbelievers to attend or join. These type of church-sponsored events and activities are often intimidating to a nonbeliever.

Shared projects are community activities that already exist in the missional site location in which nonbelievers are already participating. When missional believers, who live in the community, join community organizations and participate in community events, they have opportunities to be salt and light in their neighborhoods.

This section of the MissionSite report provides a list of common community activities together with the percentage of the site location that we would expect to be already participating. Find these community organizations, activities or events and join in with others in your community! What a way to build evangelistic relationships!

1.5-3 mi 17 0-1.5 mi 171 MP 45019000100

Folly Bead

Lancaster Mill Cokesbury Vance Winnsboro Mills Ulmer Brunson Springdale Shiloh Hickory Grove Lugoff Woodruff McCormick Pinewood Watts Mills Springdale North Intercultural Institute Darlington Monarch Mill Hemingway Wedgewood Promised Land Brian For Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	44%	44.44%	46.04%
Recycled products	34.93%	33.1%	33.84%
Worked as volunteer (non political)	17.02%	16.37%	16.48%
Engaged in fund raising	10.92%	11.06%	11.81%
Religious club member	7.36%	7.66%	7.79%
Wrote to elected offcl about publ bus	7.14%	6.38%	6.37%

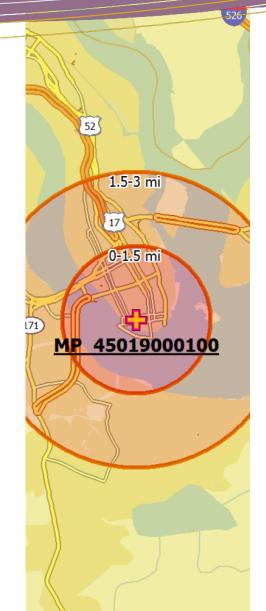
PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Charitable Organization	6.89%	5.9%	5.66%
Took active part in local civic	6.66%	5.99%	5.7%
issue			
Addressed a public meeting	5.46%	5.01%	4.88%
Wrote to editor of mag or	5.31%	5.52%	5.7%
newspaper			
Partic. in environmental	4.44%	3.56%	3.31%
group/causes			
Union member	4.4%	4.68%	5.04%

Suffton Lakewood Aynor Arcadia Lakes Saluda Beaufort Society Hill Brookdale St. Stephen Chesnee Sethune Silverstreet Chapin Ridgeway Eutawville Hilton Head Island Piper Intercultural Institute Springdale Clover Ehrhardt St. Matthews Hartsville Cayce Winnsbor Golder Medgewood Starr Bate Concopyright 2014, Intercultural Institute for Contextual Ministry Springdale Levington Johnsonville Coward Chesterfie 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.



Winnsboro Mills Summit Privateer Rembert Yemassee Beaufort Mount Croghan Buffalo Pamplice G Honetta Belton Peizer Bennettsville Pomaria Hardeeville Springfield Intercultural Institute va Seven Oaks Vance Reevesville Murphys Estates Burnettown Nichols for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Novel	20.37%	18.68%	18.36%
Children's Books	13.51%	13.41%	13.86%
Mystery	12.41%	11.87%	11.85%
Cookbooks	10.24%	10.5%	10.46%
Biography	8.62%	7.77%	7.62%
History	8.49%	7.44%	7.39%
Religious (not Bibles)	8.24%	8.77%	9.26%
Personal/Business	7.28%	7.33%	7.62%
Self-help			
Romance	6.43%	6.75%	7.1%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	67.77%	68.46%	69.51%
Gen. Editorial	53.83%	51.79%	50.77%
Womens	46%	45.33%	44.64%
Service	34.58%	33.73%	33.52%
Business/Finance	23.97%	22.33%	21.57%
Mens	20.66%	20.01%	19.79%
Sports	17.86%	17.02%	16.31%
Music	16.53%	16.48%	15.51%
Health	12.77%	13.28%	13.37%

Conway Jamestown Ulmer Scranton Ehrhardt Mullins Lowndesville Williamston Lyman Laurel Bay We And Gattney Belton Windsor Cameron Monarch Mill Mountville Juder South Sumter Hemingway ckville Furman Johnsonville Garden City Clover Denmark Burnettown for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential 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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	53.33%	52.73%	53.41%
Business/Finance	31.85%	30.08%	30.02%
Sport	31.65%	31.31%	31.88%
Editorial Page	29.72%	28.56%	28.47%
Classified	29.1%	30.84%	31.17%
Movie Listings & Reviews	29.01%	27.33%	27.06%
Food/Cooking	25.87%	25.24%	24.89%
Comics	25.68%	25.49%	25.3%
TV/Radio Listings	24%	23.34%	23.18%
Travel	21.01%	20.11%	20.38%
Home/Gardening	19.6%	19.85%	20.61%
Science/Technology	19.03%	17.89%	17.82%
Fashion	16.51%	16.39%	16.49%

0-1.5	1.5-3	3-7
MILES	MILES	MILES
22.11%	25.3%	24.9%
18.62%	18.86%	18.78%
16.39%	16.06%	15.98%
12.18%	11.65%	12.17%
11.43%	12.18%	13.08%
10.08%	9.52%	9.61%
10.02%	8.33%	8.06%
10%	10.01%	10.25%
9.7%	10.2%	10.69%
8.58%	8.32%	8.44%
8.28%	9.17%	10.01%
7.96%	8%	7.99%
6.69%	5.11%	4.65%
6.09%	6.39%	6.65%
5.01%	4.66%	4.74%
5%	4.58%	4.79%
4.4%	3.49%	3.3%
4.38%	5.16%	5.8%
	MILES 22.11% 18.62% 16.39% 12.18% 11.43% 10.08% 10.02% 10% 9.7% 8.58% 8.28% 7.96% 6.69% 5.01% 5% 4.4%	MILESMILES22.11%25.3%18.62%18.86%16.39%16.06%12.18%11.65%11.43%12.18%10.08%9.52%10.02%8.33%10%10.01%9.7%10.2%8.58%8.32%8.28%9.17%7.96%8%6.69%5.11%6.09%4.66%5%4.58%4.4%3.49%



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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	MULTIME	EDIA:	EDIA: TV	EDIA: TV 0-1.5	EDIA: TV 0-1.5 1.5-3
	MILES	MILES	MILES				MILES	MILES MILES
Fox News Channel	61.21%	60.93%	62.07%	Subscribe Digita	al	Cable	Cable 26.25%	Cable 26.25% 29.72%
Soapnet	49.29%	50.07%	50.9%	Discovery Health	h Cha	annel	annel 25.72%	annel 25.72% 21%
Comedy Central	43.58%	38.9%	35.85%	BET (Black Ente	ertainm	ent	ent 25.59%	ent 25.59% 25.53%
Satellite Dish	42.13%	46.59%	49%	TV)				
Other Video-On-Demand	38.4%	41.08%	40.37%	Hallmark Chann	el		25.21%	25.21% 25.1%
ESPN Classic	33.9%	28.61%	25.6%	The Golf Channe	el		24.88%	24.88% 24.2%
MSNBC	30.61%	31.25%	32.31%	TCM (Turner Cla	assic		24.64%	24.64% 24.76%
Sci-Fi Channel	30.1%	31.87%	34.1%	Movies)				
ESPN News	29.41%	24.91%	21.9%	TV Info From Ne	ewspapers	;	24.57%	24.57% 25.26%
ABC Fam.	29.06%	27.97%	27.22%	Adult Pay Per Vi	iew TV		24.42%	24.42% 28.29%
ESPN2	27.91%	27.56%	26.38%	CMT (Country N	lusic		24.16%	24.16% 21.12%
TV Info From Sunday TV	27.26%	27.63%	28.43%	Television)				
Magazine				Nick At Nite			23.87%	23.87% 23.31%
				Nickelodeon			23.58%	23.58% 24.44%

Hilton Head Island Quinby Belvedere Surfside Beach Woodford Riverview Edgefield Society Hill Pawle Wiew Spartanburg Six Mile Sellers Sharon McBee India Hook Scotia Antesville Richburg York Clear by Court Salley Walterboro Cherryvale Hollywood Murrells Inlet William Intercultural Institute Construction Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Adult Swim

23.53%

24.01%

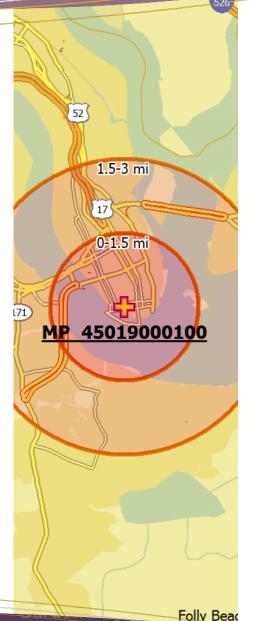
24.8%

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.



55

Woodruff Lockhart Mount Pleasant Promised Land Hemingway Heath Springs West Pelzer Beaufort Millwood Sullivan's Island Woodford Reevesville Abbeville Cokesburg Intercultural Institute Fairfax Sharon Chester Lyman Modoc Moncks Corner Coronaca Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	23.24%	21.34%	20.79%
Medium Users (4-6)	11.11%	10.56%	10.62%
Light Users (1-3)	19.04%	19.71%	20.44%
Quintiles (20%)			
Newspaper I (Heavy)	0.68%	0.99%	1.23%
Newspaper II	1.37%	1.68%	1.65%
Newspaper III	2.03%	2.06%	2.44%
Newspaper IV	0.16%	0.2%	0.28%
Newspaper V (Light)	1.93%	1.2%	0.99%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	18.54%	19.37%	20.44%
Magazines II	7.4%	8.47%	9.34%
Magazines III	11.27%	10.57%	10.5%
Magazines IV	9.82%	10.63%	12.01%
Magazines V (Light)	0.54%	0.68%	0.8%
Outdoor I (Heavy)	6.95%	7.81%	8.25%
Outdoor II	4.3%	3.83%	3.66%
Outdoor III	3.45%	4.07%	4.3%
Outdoor IV	15.36%	15.95%	16.2%
Outdoor V (Light)	23.91%	24.24%	24.16%
Yellow Pages I	12.12%	13.96%	15%
(Heavy)			
Yellow Pages II	8.18%	7.98%	8.02%
Yellow Pages III	8.73%	8.6%	7.86%
Yellow Pages IV	20.69%	21.59%	22.31%
Yellow Pages V (Light)	4.29%	4.24%	4.32%

City View Utica Lane Arial Lynchburg Blenheim Pickens Windsor Duncan Branchville North Harts Wade Hampton St. Stephen Troy Sumter Clover Greenwood Kiaw And Gayle Mill Swansea Mi nplico Peak Forestbrook Springdale Walterboro Plum Branch Startex Pecopyright 2011, Intercultural Institute for Contextual Ministry Pecopyright 2011, Intercultural Institute for Contextual Ministry Departs Wile Fort Mill Rock Hill Murrells Inlet

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

DIUM 0-1.5 1.5-3 3-7 M	IEDIUM	1EDIUM 0-1.5
MILES MILES MILES		MILES
lio Drive Time Quntiles TV P	rime Time Quntiles (fifths	rime Time Quntiles (fifths
ns / 20%) / 20%)		
re Time I & II (Heavy) 4.72% 4.07% 3.79% Prime Time	e I & II (Heavy)	e I & II (Heavy) 5.74%
re Time III (Medium) 1.27% 0.93% 0.89% Prime Time III	(Medium)	(Medium) 1.1%
lio IV & V (Light) 1.31% 2.15% 2.87% Prime Time IV &	V (Light)	V (Light) 8.98%
lio Media Quntiles (fifths / TV Early/Late Frin	nge Quntiles	nge Quntiles
۵) (fifths / 20%)		
lio I & II (Heavy) 8.25% 8.67% 9.42% Fringe I & II (Heavy)		41.55%
lio III (Medium) 4.25% 4.22% 4.55% Fringe III (Medium)		44.89%
lio IV & V (Light) 2.31% 3.28% 3.82% Fringe IV (Light)		50.44%
ble TV Quntiles (fifths / TV All Day Quntiles (fift	hs /	hs /
۵) 20%)		
ble I & II (Heavy) 14.79% 14.15% 14.41% All Day I & II (Heavy)		12.19%
ble III (Medium) 5.37% 5.17% 4.91% All Day III (Medium)		22.41%
ble IV & V (Light) 31.82% 33.9% 34.46% All Day IV (Light)		18.77%

Vard Georgetown Taylors St. Andrews Jonesville Wellford Latta Ulmer Ravenel Sellers Pelzer Red E Shoro Meggett Loris Jenkinsville Travelers Rest Greenville Plum Branch Care Savannah nean Scotia Inman Mills Bucksport Oswego Yemassee Bamberg Port Intercultural Institute Confectual Ministry OCopyright 2017, Intercultural Institute for Contextual Ministry Hartsville Newberry Mayesville Bock Hill Mauldin Fores

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 --0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	9.99%	11.41%	12.14%
6:00am - 10:00am	24.16%	21.12%	20.18%
10:00am - 3:00pm	12.75%	13.07%	11.46%
3:00pm - 7:00pm	13.29%	14.66%	14.64%
7:00pm - Midnight	12.51%	13.46%	14.14%
Midnight - 6:00am	7.88%	8.22%	7.62%
Weekend Radio			
Listeners			
Dayparts [summary]	13.45%	14.34%	14.33%
6:00am - 10:00am	5.15%	4.85%	4.58%
10:00am-3:00pm	13.55%	10.03%	8.3%
3:00pm - 7:00pm	8.1%	8.7%	7.92%
7:00pm - Midnight	9.94%	10.12%	10.14%
Midnight - 6:00am	15.02%	14.72%	13.58%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	12.04%	9.94%	8.85%
Saturday:	7.34%	8.17%	8.85%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.24%	10.27%	9.77%
9:00am-1:00pm	23.87%	23.31%	23.83%
9:00am-4:00pm	28.2%	27.49%	28.03%
4:00pm-7:00pm	29.35%	29.31%	30.46%
11:00pm-1:00am	39.69%	40.06%	40.66%
AVG Prime time	4.39%	4.33%	4.17%
Mon-Sun			

Greenville Lodge St. Stephen Northlake Jenkinsville Paxville Saxon Whitmire East Sumter Florence Oswego McColl Lowrys Lake City Seabrook Island Manning Scrantor Lockhart Ward Woodfield Be eau Welcome South Sumter Greeleyville Clinton Summerton Ninety Sive for Contextual Ministry Cross Hill Myrt Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	TV VIEWERS	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	19.56%	18.82%	18.42%	Sat: 7-10am	Sat: 7-10am 18.51%	Sat: 7-10am 18.51% 19.41%
7-9am	27.91%	27.56%	26.38%	Sat: 10am-1pm	Sat: 10am-1pm 9.63%	Sat: 10am-1pm 9.63% 9.48%
9am-12noon	18.49%	17.69%	18.59%	Sat: 1-4pm	Sat: 1-4pm 24.64%	Sat: 1-4pm 24.64% 24.52%
12noon-4pm	9.71%	9.81%	9.44%	Sat: 4-6pm	Sat: 4-6pm 7.28%	Sat: 4-6pm 7.28% 7.81%
4-6pm	51.61%	50.55%	51.26%	Sat: 6-7pm	Sat: 6-7pm 1.57%	Sat: 6-7pm 1.57% 1.78%
6-7pm	17.34%	16.92%	17.36%	Sat: 7-8pm	Sat: 7-8pm 1.04%	Sat: 7-8pm 1.04% 1.16%
7-7:30pm	2.25%	2.02%	2.22%	Sat: 8-11pm	Sat: 8-11pm 7.34%	Sat: 8-11pm 7.34% 8.17%
7:30-8pm	9.3%	9.9%	10.4%	Sat: 11pm-1am	Sat: 11pm-1am 5.97%	Sat: 11pm-1am 5.97% 6.29%
8-11pm	12.04%	9.94%	8.85%	Sat: 1am-7pm	Sat: 1am-7pm 22.85%	Sat: 1am-7pm 22.85% 23.18%
11pm-12am	30.61%	31.25%	32.31%	Sun: 7-10am	Sun: 7-10am 2.29%	Sun: 7-10am 2.29% 2.3%
11pm-1am	39.69%	40.06%	40.66%	Sun: 10am-1pm	Sun: 10am-1pm 5.5%	Sun: 10am-1pm 5.5% 5.77%
1-6am	34.94%	34.3%	33.22%	Sun: 1-4pm	Sun: 1-4pm 4.72%	Sun: 1-4pm 4.72% 5.49%
				Sun: 4-7pm	Sun: 4-7pm 11.07%	Sun: 4-7pm 11.07% 12.09%
				Sun: 7-11pm	Sun: 7-11pm 10.24%	Sun: 7-11pm 10.24% 10.27%
				Sun: 11pm-1am	Sun: 11pm-1am 5.54%	Sun: 11pm-1am 5.54% 5.52%
				Sun: 1-7am	Sun: 1-7am 18.26%	Sun: 1-7am 18.26% 19.89%

urray of Richland Multins Gilbert Pickens McCormick Landrum Coward Inman Mills Reevesville Cross Findmonsville McBee Peak Barnwell Jefferson Forestbrook Briarcliffer Intercultural Institute an Chapin Kershaw Mauldin Varnville West Pelzer Promised Land Jo Confectual Ministry Di Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Warren Sans Souci Scr59

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.

Loris Mullins <u>Dalzell</u> Isle of Palms <u>Willington Bamberg</u> Pawleys Island Burnettown Fort Mill Lake City bert Paxville Port Royal Winnsboro Mills Forest Acres Wagener Belveder <u>Senera</u> Clover Brunson Ci Boiling Springs Hanahan Seven Oaks Pacolet Georgetown Elloree For Contextual Ministry Geopyright 2011, Intercultural Institute for Contextual Ministry Dillon Modoc Walhalla Saxon Williamston India Hook

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?

Blackville Starr Pelion Parksville Mullins Ward Brookdale Great Falls Lincolnville Chester Barnwell Gayle Mill Atlantic Beach Ruby Bennettsville Aiken Lancaster Mill Intercultural Institute s Luray Donalds Lodge Harleyville Golden Grove West Union Murphy Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bradley Campobello Laurel Bay Moncks Corner Cli61 the World Park Depmark Gloverville Olanta Charle

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. Missional Multiplication Principle 2nd Timothy 2:2 Paul Timothy And Many Witnesses

The Same

Who Shall Be Able To Teach Others Also

Commit Thou to Faithful Men

xville Batesburg-Leesville North Judson Woodfield West Columbia Chesnee Scotia East Gaffney Mount Easley Ladson Williamston Hardeeville Forestbrook Lake City Furrey Intercultural Institute Blythewood Nichols Lyman Gifford Cane Savannah Moncks Corner Ker for Contextual Ministry Copyright 2011, Intercultural Institute for 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.



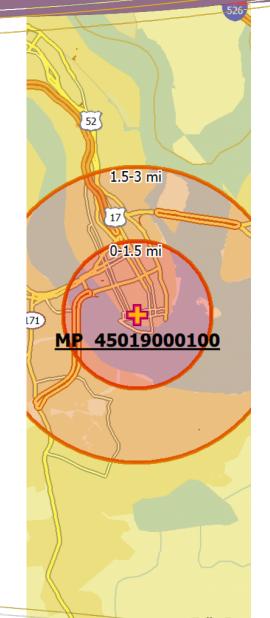


Your MissionSite and the Missional Suite

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



Folly Bead

Gilbert York Belton Irmo Hemingway Greenville Forestbrook Northlake Golden Grove Elloree Le Lodge Clover Folly Beach Mauldin Vance Greer Georgetown Harin Salley Turbeville Condor Acres Columbia Sellers Sharon Beaufort Lamar Williams Mayo Dillo ForConfertual Ministry uby Blacksburg Coopyright 2011, Intercultural Institute for Contextual Ministry

Notes and Sources

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

Spartanburg Cayce Watts Mills Lugoff Carlisle Cameron Cherryvale Red Bank Cane Savannah East Se Beaufort Mauldin Judson Greer Mulberry Isle of Palms Gilbert Sans Intercultural Institute Teath Springs Gray Court Salem Boiling Springs Cheraw Lowrys Latta in *Intercultural Institute* nion Saxon E Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Wedgewood Loris Goose Creek Society Hill, Homeland

APPENDIX: SCBC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Southside	87 Beaufain St Charleston, SC 29401	0.33 mi	0	
2	Charleston First	48 Meeting St Charleston, SC 29401	0.49 mi	0	
3	Citadel Square	328 Meeting St Charleston, SC 29403	0.84 mi	0	
4	Central	26 Radcliffe St Charleston, SC 29403	0.95 mi	0	
5	New Beginnings Community	849 Fort Johnson Road Charleston, SC 29412	3.16 mi	0	
6	James Island	2023 Wappoo Dr Charleston, SC 29412	3.19 mi	0	
7	Ashley River	1101 Savannah Hwy Charleston, SC 29407	3.23 mi	0	
8	Fort Johnson	1473 Camp Rd Charleston, SC 29412	3.29 mi	0	
9	Mt Pleasant First	681 McCants Dr Mt Pleasant, SC 29464	4.34 mi	0	
10	Northbridge	1160 Sam Rittenberg Blvd Charleston, SC 29407	4.43 mi	0	
11	Pinecrest	1285 Ashley Hall Rd Charleston, SC 29407	4.55 mi	0	
12	St Andrews Parish First	913 Wappoo Rd Charleston, SC 29407	4.87 mi	0	
13	Palmetto Community	1965 Bees Ferry Rd Charleston, SC 29414	5.07 mi	0	
14	Sullivans Island	PO Box 156 Sullivans Island, SC 29482	5.38 mi	0	
15	Charleston	13 San Miguel Rd Charleston, SC 29407	6.06 mi	0	

Wellford Inman Pelzer Charleston Lugoff Burnettown McClellanville Lake City Mount Carmel Mayo E Rowesville Brunson Eureka Mill Iva Isle of Palms Boiling Springs Intercultural Institute Methods Ulmer Brookdale Southern Shops Wade For Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG IICM CGR
16	Iglesia Evangelica-La Luz del Mundo	13 San Miguel Road Charleston, SC 29407	6.14 mi	0
17	Harbor Light	1300 Fort Johnson Road Charleston, SC 29412	6.52 mi	0
18	East Cooper	361 Egypt Rd Mt Pleasant, SC 29464	7.01 mi	0
19	North Charleston First	4217 Rivers Ave North Charleston, SC 29405	7.30 mi	0
20	Pierpont	2508 Ashley River Rd Charleston, SC 29414	7.31 mi	0
21	Wando Woods	4123 Dorsey Ave Charleston, SC 29405	7.58 mi	0
22	Cooper River	1059 Crawford Street North Charleston, SC 29405	7.67 mi	0
23	Holmes Avenue	4602 Durant Ave North Charleston, SC 29405	7.72 mi	0
24	Folly Beach	PO Box 50 Folly Beach, SC 29439	8.02 mi	0
25	Carolina Bay Church	2927 Savannah Hwy Charleston, SC 29414	8.09 mi	0
26	Friendship	5032 Lackawanna Blvd North Charleston, SC 29405	8.30 mi	0
27	Pittman Street	5105 Pittman St North Charleston, SC 29405	8.33 mi	0
28	Johns Island First	PO Box 218 Johns Island, SC 29457	8.68 mi	0
29	Rutledge	2014 Bees Ferry Rd Charleston, SC 29414	8.69 mi	0
30	Unity	950 Whipple Road Mt Pleasant, SC 29464	8.72 mi	0

Kiawah Island <u>Clarks Hilf Reldville Garden City</u> Winnsboro <u>Ridgeway</u> Bolling Springs Wagener Jackson Hardeeville Tega Cay Hickory Grove Bonneau Barnwell Turbeville Pelzer <u>Otar Contral Pacolet Ward</u> Williams Mullins Ulmer Antreville Ruby Slater-Marietta Red Hill Group *Intercultural Institute* ythewood State *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	
31	Oceanside Baptist	PO Box 2340	8.78 mi	0	
01	Fellowship	Mount Pleasant, SC 29465	0.70111	0	
32	New Covenant	PO Box 1694	8.78 mi	0	
		Mt Pleasant, SC 29465			
33	Isle of Palms	PO Box 118	9.18 mi	0	
		Isle Of Palms, SC 29451			
34	Portside	1179 Remount Rd	9.22 mi	0	
		North Charleston, SC 29406			
35	Remount	1520 Remount Rd	9.52 mi	0	
~~		North Charleston, SC 29406		2	
36	Stono	953 Main Rd	9.86 mi	0	
07	Beever Dem	Johns Island, SC 29455	0.07 mi	0	
37	Beaver Dam	4611 Beaverdam Road Ridgeland, SC 29936	9.87 mi	0	
38	Providence	294 Seven Farms Drive	9.97 mi	0	
30	TTOMAEnce	Charleston, SC 29492	9.97 111	0	
39	Rehoboth	3315 Forest Glen Drive	10.13 mi	0	
		Charleston, SC 29414		•	
40	Lighthouse Church	1177C Gregorie Ferry Road	10.25 mi	0	
	C .	Mt Pleasant , SC 29466			
41	Highland Park	6211 N Murray Ave	11.05 mi	0	
		Hanahan, SC 29410			
42	Riverbend	7035 Dorchester Rd	11.28 mi	0	
		North Charleston, SC 29418			
43	Riverbluff Church	5421 Riverbluff Parkway	11.79 mi	0	
4.4		North Charleston, SC 29420	11.70	0	
44	Iglesia Hispana Nueva Vida	2427 Midland Park Road	11.79 mi	0	
45	Grace Community	North Charleston, SC 29406 2427 Midland Park Road	11.79 mi	0	
40	Fellowship	North Charleston, SC 29405	11.79111	U	
		NUTIT CHAILESIUH, SC 23403			

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South Carolina Baptist Convention

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