MissionSite top unreached locations

And Modoc Smoaks Millwood Union Bowman Moncks Corner MC FOLLY BEACH (B), SC

CENSUS TRACT: 45019002004 REGION: Low Country Region ASSOCIATION: Charleston COUNTY: Charleston Differential Institute To Contextual Ministry Coopyright 2011 Intercultural Institute for Contextual Ministry

MissionSite (TM) Table of Contents

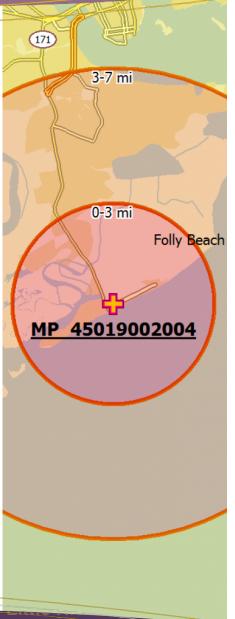
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	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

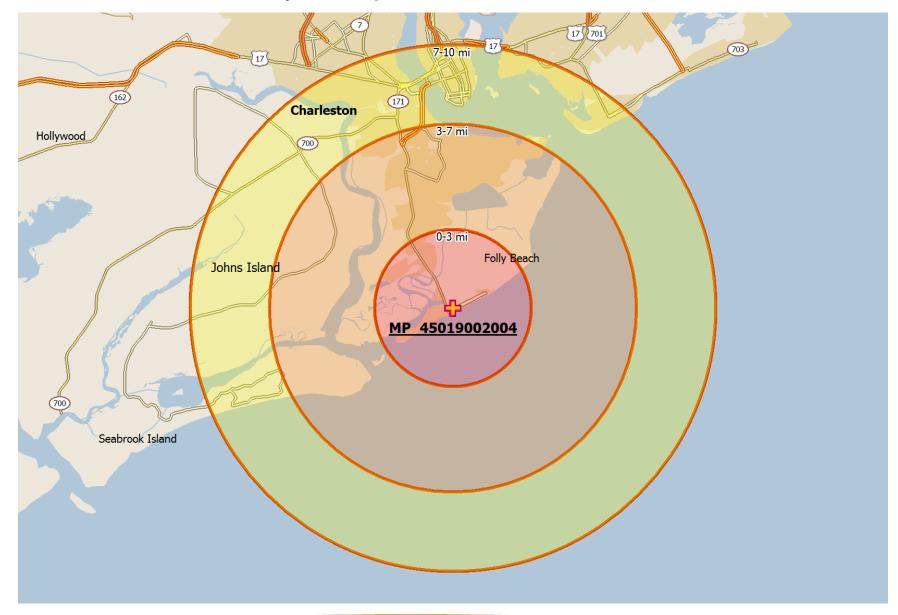
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	4503	Low Country Region
2	Association	45A41	Charleston
3	County Location	45019	Charleston
4	Zipcode	29439	Charleston
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
8	Sitescape Density Pattern	А	10000-50000-100000



ng Boiling Springs Turbeville Mount Pleasant Lake View Furman Bethune Eastover I win Bishopville Full Pickens Oswego Hemingway Pine Ridge Salley Folly Beach Hier Intercultural Institute Batesburg-Leesville Ehrhardt Startex Santee Iva Andrews Lowndes Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



orth Hartsville Manning Johnsonville St. Matthews Norway Scotia Fairfax Laurens Lakewood Elko La Bucksport Eureka Mill Oakland Central Port Royal Kiawah Island Harf Intercultural Institute Oak Grove Ridgeway Hartsville Richburg Seven Oaks Inman Mills ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	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 Locale	21	Suburb: Large: Territory outside a principal city and inside an urbanized area with
	Codes		population of 250,000 or more.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting	1	Metropolitan area core: primary flow within an urbanized area
	Value		
8	Percent Commuting to	0	Percent commuting from non metro to metro areas
	Metro		

me wonarch will Cameron Fium Dianum

Seneca Great Fails Batesburg Leesville Summit Orangeburg Saxon Jefferson York Cayce Olanta F Camden Sharon Spartanburg Waterloo Ward Smoaks Surfside Beach Intercultural Institute Trenton Estill Livingston Snelling Hardeeville Scranton Goose Cree for Confectual 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	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	3,849	31,496	56,537
2010 Households	1,842	13,177	23,800
2010 Group Quarters Population	0	212	5,122

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	8	27	40
Language Diversity National Index	19	20	32
Foreign Born Diversity National Index	52	88	88
Ancestry Diversity National Index	96	78	47
Racial Diversity National Index	10	42	56

Eutawville Edisto Beach Burnellown

Cross Hill Gilbert India Hook Bishopville Cherryvale Brunson West Unite Lake Murray of Richland Bishopville Cherryvale Brunson West United Intercultural Institute (Intercultural Institute for Contextual Ministry City Snelling Lake Secession Princeton Wade Hampt 6

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

Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	74	4.02%
Mainstay Communities	Established, Diverse Households	1,054	57.22%
Working Communities	Blue-collar, Working Families	3	0.16%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	454	24.65%
Urban Communities	High Density, Inner-city Neighborhoods	257	13.95%

Abbeville Southern Shops Nichols Gifford Norris Joanna Santee Piedmont Williams Jackson Mannie Peak Gaston West Pelzer Marion Cordova Shiloh Pickens Lake Contextual Institute South Sumter Newberry Newport Pine Ridge Richburg Eureka Mill Group 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.

Bishopville Tatum Company Awandaw Ravanal Clarks Hill Dalzell Carlisle Simpsonville North Arcad Franton Wedgewood Ware Shoals Gaston Bennettsville Irmo Calhoun For Intercultural Institute Intercultural Institute Clinton Bewer Jos Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry St. Matthews, Pelion, Monarch Mill, Boiling Springs, March Mill, Berger March Mill, Boiling Springs, March Mill, Boiling Springs, Matthews, Pelion, Monarch Mill, Boiling Springs, March March Mill, Boiling Springs, March March Mill, Boiling Springs, March Mill, Boiling Springs, March March Mill, Boiling Springs, March Mar

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	103,419	1,329	1.28%
Unreached %	71.17%	72.14%	101.36
Religious But NOT Evangelical HH	32,153	429	1.33%
Religious But NOT Evangelical %	22.13%	23.28%	105.21
Spiritual But NOT Relig or Evang HH	13,253	189	1.42%
Spiritual But NOT Relig or Evang %	9.12%	10.25%	112.4
Not Evangelical, Not Interested HH	58,732	711	1.21%
Not Evangelical, Not Interested %	40.42%	38.6%	95.51



Hardeeville Cordova Five Forks Six Mile Ulmer Edisto Beach Livingston Laurel Bay Mill-God Gaffney Willington McBee Williams Bradley Lake Secession Bennettsville Ver Intercultural Institute Intain Inn Irmo Quinby Jackson Red Bank Pendleton Garden City Clove Intercultural Institute for Confectual Ministry Son Lugoff O Copyright 2011, Intercultural Institute for Contextual Ministry Kline Vemassee Plum Branch Welcome Port Royal

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	2	3.64%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	17,077	209	1.22%
Active Evangelical Percent	11.75%	11.36%	96.63
Inactive Evangelical Households	24,826	304	1.22%
Inactive Evangelical Percent	17.08%	16.51%	96.63
# New Churches Needed	18	0	0%





Spirituality Indicators - 30 Closest SCBC Churches

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

	CHURCHES	DIST.
1	Folly Beach	0.31 mi
2	Harbor Light	2.05 mi
3	Beaver Dam	4.35 mi
4	New Beginnings Community	5.05 mi
5	Fort Johnson	5.33 mi
6	James Island	7.89 mi
7	Charleston First	8.05 mi
8	Southside	8.41 mi
9	Sullivans Island	8.82 mi
10	Citadel Square	8.94 mi
11	Central	9.03 mi
12	Johns Island First	9.16 mi
13	Ashley River	9.21 mi
14	Mt Pleasant First	9.95 mi
15	St Andrews Parish First	10.50 mi

	CHURCHES	DIST.
16	Pinecrest	10.86 mi
17	Palmetto Community	11.04 mi
18	Charleston	11.57 mi
19	Northbridge	11.57 mi
20	Iglesia Evangelica-La Luz del Mundo	11.72 mi
21	Stono	11.88 mi
22	Carolina Bay Church	12.38 mi
23	Isle of Palms	13.06 mi
24	Pierpont	13.49 mi
25	East Cooper	14.14 mi
26	Rutledge	14.31 mi
27	Wando Woods	14.54 mi
28	Unity	14.86 mi
29	Oceanside Baptist Fellowship	14.91 mi
30	New Covenant	14.91 mi

Pelzer Cowpens Ridge Spring Chester Newport Port Royal Red Bank Jenkinsville Ridgeland Cheshe Saluda Lake City Swansea Myrtle Beach Scotia Ridgeville Buffalo Taylor Intercultural Institute Ille Laurens Pacolet East Gaffney Bucksport Sans Souci Santee Snell of Confectual Ministry Confectual Ministry Woodfield Bluffton Mona13

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.

Axville Quinby Williamston Beaufort Laurens Aynor Blackville Silverstreet Joanna Oswego West Coll Exington Lodge Lugoff Kline Bethune Tatum Westminster Antreville Intercultural Institute Lowrys Lincolnville Centerville Cordova Livingston Rowesville Store for Contextual Ministry

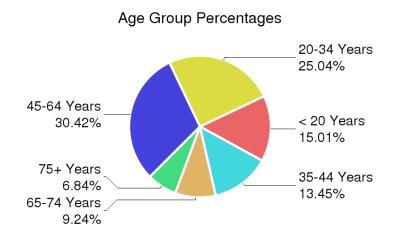
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the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

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	295,056	2,188	0.74%	1990 Households	107,074	933	0.87%
2000 Population	309,969	3,365	1.09%	2000 Households	123,326	1,560	1.26%
2010 Population	360,658	3,849	1.07%	2010 Households	145,322	1,842	1.27%
			in this Missic		Location Ty	vpe	0-3mi Band
🗖 0-3mi Band	🔲 3-7mi	Band 📃	7-10mi Band	County	Residential		761
200,000					Residential /	Apt.	83
150,000					Residential I	Non-Apt.	678
100,000					Business		10
100,000					Seasonal		0
					USPS Resid	lential	588
50,000 0 Residential Reside	ntial Apt. Residential No	In-Apt. Bu	siness Season	usps Residential USPS Residential	USPS Busin	ess	27

Int Carmel Ehrhardt Williams Winnsboro Mills Smoaks Campobello Greenville Olanta Pageland Winns Henton Shiloh Pamplico Buffalo Slater-Marietta Ridgeland Brookdale intercultural Institute Lakewood Oak Grove Furman Lowndesville St. George Arcadia Lak ©Copyright 2011, Intercultural Institute for Contextual Ministry St. Matthews Woodford Ninety Six Cross Hill Summer 15 Contextual Ministry

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

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

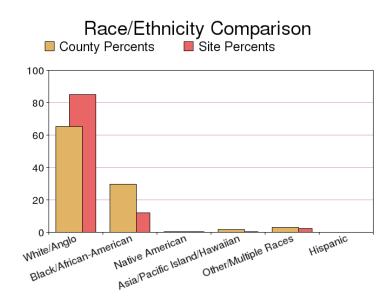


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.75%	3.92%	68.17
4-5 Years	2.6%	1.09%	41.92
6-8 Years	3.76%	1.71%	45.48
9-11 Years	3.42%	2%	58.48
12-13 Years	2.13%	1.69%	79.34
14-17 Years	4.52%	2.88%	63.72
18-19 Years	2.27%	1.69%	74.45
0-5 Years	8.35%	5.01%	60
6-12 Years	8.25%	4.57%	55.39
13-19 Years	7.85%	5.4%	68.79
< 20 Years	24.45%	14.98%	61.27
20-34 Years	24.54%	24.99%	101.83
35-44 Years	12.76%	13.43%	105.25
45-64 Years	24.5%	30.37%	123.96
65-74 Years	7.47%	9.22%	123.43
75+ Years	6.28%	6.83%	108.76
Median Age	36	44	122.58
Median Age (Male)	34	43	125.96
Median Age (Female)	37	43	116.42

Peak Carlisle Company Whitmire Wedgewood Princeton Hartsville Ruby Tega Cay Fountain Inn Lander Hartsville Ruby Tega Cay Fountain Institute For Contextual Ministry Cale Scotia Modoc Value Ruby Tega Cay Fountain Institute For Contextual Ministry Cale Scotia Modoc Value Ruby Tega Cay Fountain Institute For Contextual Ministry Cale Scotia Ruby Tega Cay Fountain Institute For Contextual Ministry Cale Scotia Modoc Value Ruby Tega Cay Fountain Institute For Contextual Ministry Cale Scotia Ruby Tega Cay Fountain Institute For Contextual Ministry Cale Scotia Ruby Tega Cay Fountain Institute For Contextual Ministry Cale Scotia Ruby Tega Cay Fountain Institute For Contextual Ministry Cale Scotia Ruby Tega Cay Fountain Institute For Contextual Ministry Cale Scotia Ruby Tega Cay Fountain Institute For Contextual Ministry Cale Scoti

A current year demographic summary of race/ethnicity and education of adults for the site location appears on the right.

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	65.45%	85.06%	129.96
Black, African-American	29.6%	11.87%	40.11
Native American	0.38%	0.44%	114.93
Asian	1.55%	0.26%	16.77
Pacific Island, Hawaiian	0.09%	0.03%	27.72
Other/Multiple Races	2.92%	2.31%	79.08
Hispanic	0%	2.03%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	246,744	2,968	
Less than 9th Grade	3.64%	2.02%	179.93

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	246,744	2,968	
Less than 9th Grade	3.64%	2.02%	179.93
No High School Diploma	7.6%	4.92%	154.56
High School Graduate	25.62%	25.03%	102.35
Some College, no degree	17.98%	16.04%	112.09
Associate Degree	7.53%	7.45%	101.17
College Degree	23.83%	29.35%	81.21
Graduate/Prof. degree	13.8%	15.2%	90.79

Blenheim Richburg Reevesville Lowrys New Ellenton Oak Grove Trenton Cokesbury Windsor Lake Pine Ridge Latta North Charleston Florence Watts Mills Manning Gaster Intercultural Institute McColl Pomaria Lugoff Pamplico Seabrook Island Jefferson William Intercultural Institute India Hook Wi Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	8.97%	6.51%	74.15
\$10,000 to \$19,999	11.1%	9.34%	84.15
\$20,000 to \$29,999	10.22%	7.27%	71.19
\$30,000 to \$49,999	20.68%	21.61%	104.48
\$50,000 to \$59,999	7.62%	6.68%	87.58
\$60,000 to \$69,999	7.23%	8.31%	114.89
\$70,000 to \$79,999	6.3%	8.09%	128.43
\$80,000 to \$89,999	5.17%	6.79%	131.37
\$90,000 to \$99,999	3.63%	4.78%	131.79
\$100,000 to \$124,999	6.26%	5.54%	88.43
\$125,000 to \$149,999	3.81%	5.65%	148.02
\$150,000 to \$199,999	4.21%	4.89%	116.04
\$200,000 to \$249,999	1.54%	1.25%	80.93
\$250,000 or more	3.27%	3.2%	98.1
Median Household	48,833	59,234	121.3
Average Household	75,224	83,308	110.75
Per Capita Household	31,589	39,868	126.21
Family/Non-Family Household			
Income			
Median Family Income	62,413	79,171	126.85
Average Family Income	93,681	116,752	124.63
Median Non-Family Income	35,287	45,319	128.43
Average Non-Family Income	48,447	49,172	101.5

Patrick Rockville Edisto Beach York Spartanburg Hanahan Pendleton Welcome Elloree Judson Lorth Hartsville Scotia Mullins Ladson Holly Hill Springfield Gifford Ford Intercultural Institute dt Honea Path South Congaree Conway Woodruff Quinby Jamestown for Contextual Ministry b Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	59.2%	50.11%	84.65
Families with Children	27.28%	15.74%	57.71
Families without Children	31.91%	34.36%	107.68
Non-Family Households			
% Non-Family Households	40.8%	49.89%	122.28
Non-Families with Children	0.23	0	0
Non-Families without Children	40.57	49.89	122.96
Housing Units			Index
Total Housing Units	177,771	2,841	
Vacant percent	18.25%	35.16%	192.64
Owned percent	52.06%	44.28%	85.06%
Rented Percent	29.69%	20.56%	69.24
Households by Size			Index
Avg household size	2.39	2.09	87.45
Avg family hh size	3.16	2.81	88.92
Avg non-family hh size	1.28	1.37	107.03
Households By Count of Persons			Percent
One	47,964	670	1.4%
Two	44,309	690	1.56%
Three or Four	40,522	400	0.99%
Five+	12,527	82	0.65%

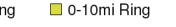
Aynor Lake View Bradley Edgefield Lake City Smoaks Bluffton Ravenel Marion Union Burton Parker Tega Cay Socastee Campobello Olar Hilda Ridgeland Branchville Intercultural Institute Is Livingston Darlington Winnsboro Monetta Northlake Little River Nov for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Suthern Shop 19

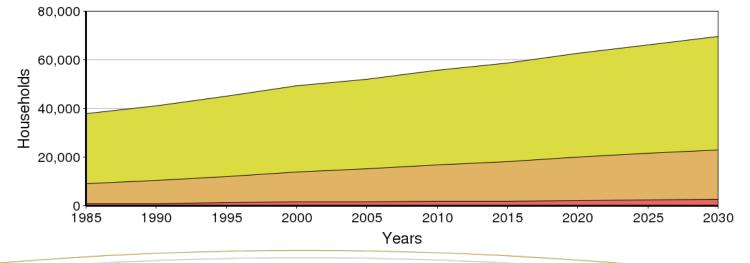
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	295,056	2,188	0.74%
2000 Population	309,969	3,365	1.09%
2010 Population	360,658	3,849	1.07%
2015 Population	387,542	4,139	1.07%

Household Change from 1985 to 2030

📕 0-3mi Ring 🛛 🔲 0-7mi Ring

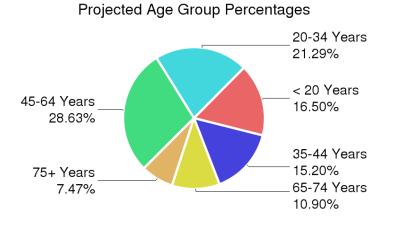




Ehrhardt Forestbrock Red Hill Princeton Trenton Bishopville Murrells Inlet Parker Nichols Hollywood West Union Westminster North Myrtle Beach Aynor Riverview Montenation Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Co

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

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

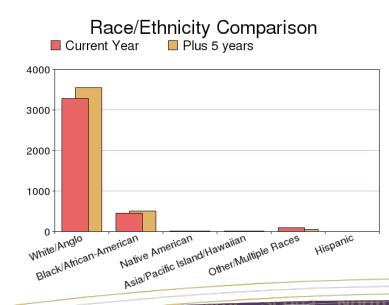


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	3.92%	3.55%	90.56
4-5 Years	1.09%	1.33%	122.02
6-8 Years	1.71%	2.2%	128.65
9-11 Years	2%	2.78%	139
12-13 Years	1.69%	2.13%	126.04
14-17 Years	2.88%	3.09%	107.29
18-19 Years	1.69%	1.43%	84.62
0-5 Years	5.01%	4.88%	97.41
6-12 Years	4.57%	6.04%	132.17
13-19 Years	5.4%	5.58%	103.33
< 20 Years	14.98%	16.5%	110.15
20-34 Years	24.99%	21.29%	85.19
35-44 Years	13.43%	15.2%	113.18
45-64 Years	30.37%	28.63%	94.27
65-74 Years	9.22%	10.9%	118.22
75+ Years	6.83%	7.47%	109.37
Median Age	36	44	123.34
Median Age (Male)	34	43	125.96
Median Age (Female)	37	45	121.06

Central Pacelet Loris Hilton Head Island Estill Plum Branch Lancaster Mill Murrells Inlet South Sume Woodford Blythewood Gray Court Bishopville Lockhart Mount Planet Intercultural Institute Six Mile Lake City Trenton Walhalla Ridgeway Berea Greeleyville Jour Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Stater-Marietta Paxville Scranton Rembert Luray Pine

A comparison between the current and PROJECTED demographic summary of race/ethnicity and education categories for the site location for five years from the current year appears on the right.

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	85.06%	85.7%	100.75
Black, African-American	11.87%	12.3%	103.57
Native American	0.44%	0.46%	103.93
Asian	0.26%	0.31%	120.89
Pacific Island, Hawaiian	0.03%	0%	0
Other/Multiple Races	2.31%	1.23%	53.29
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,968	3,197	
Less than 9th Grade	2.02%	1.56%	77.36
No High School Diploma	4.92%	4%	81.39
High School Graduate	25.03%	25.96%	103.71
Some College, no degree	16.04%	14.29%	89.13
Associate Degree	7.45%	7.69%	103.34
College Degree	29.35%	30.62%	104.35
Graduate/Prof. degree	15.2%	15.86%	104.36

Homeland Park Elleree Red Hill Conway Holly Hill Lakewood Linconville Olar Belvedere Lake Cit Klawah Island Kline Pendleton Promised Land Chesnee South Const Intercultural Institute merville Central Liberty Hilton Head Island Dalzell Rock Hill Camden for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	6.51%	5.74%	88.16
\$10,000 to \$19,999	9.34%	8.46%	90.64
\$20,000 to \$29,999	7.27%	6.5%	89.33
\$30,000 to \$49,999	21.61%	20.5%	94.89
\$50,000 to \$59,999	6.68%	6.45%	96.57
\$60,000 to \$69,999	8.31%	8.61%	103.71
\$70,000 to \$79,999	8.09%	8.26%	99.02
\$80,000 to \$89,999	6.79%	7.46%	103.19
\$90,000 to \$99,999	4.78%	4.63%	97.01
\$100,000 to \$249,999	5.54%	6.05%	109.17
\$125,000 to \$149,999	5.65%	6.25%	110.64
\$150,000 to \$199,999	4.89%	5.39%	110.32
\$200,000 to \$249,999	1.25%	1.71%	137.18
\$250,000 or more	3.2%	3.63%	113.24
Median Household	59,234	62,624	105.72
Average Household	83,308	92,885	111.5
Per Capita Household	39,868	44,546	111.73
Family/Non-Family Household			
Income			
Median Family Income	79,171	86,019	108.65
Average Family Income	116,752	132,619	113.59
Median Non-Family Income	45,319	48,545	107.12
Average Non-Family Income	49,172	54,656	111.15

Bank Lynchburg Mayesville Tatum Gloverville Smyrna Woodruff Pickens Cope Monarch Mill Newpo ountain Inn Bethune Estill Gaffney Brunson Centerville Awendaw Surrey Intercultural Institute McColl Coronaca Scotia Williams Seabrook Island Burton Ehrhardt (or Contextual Ministry) Contextual Ministry Pendleton Hilda Trenton Atlantic Beach Springfie 23 Copyright 2011, Intercultural Institute for Contextual Ministry Pendleton Hilda Trenton Atlantic Beach Springfie 23

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	50.11%	48.66%	97.12
Families with Children	15.74	14.36	91.2
Families without Children	34.36	34.06	99.1
Non-Family Households			
% Non-Family Households	49.89%	51.34%	102.89
Non-Families with Children	0	0	102.89
Non-Families without	49.89	51.34	102.89
Children			
Housing Units			
Total Housing Units	2,841	3,040	107%
Vacant percent	35.16%	34.7%	98.69
Owned percent	44.28%	44.7%	100.96
Rented Percent	20.56%	20.59%	100.17
Households by Size			
Avg household size	2.09	2.09	100%
Avg family hh size	2.81	2.90	103.2%
Avg non-family hh size	1.37	1.31	95.62%
Households By Count of			
Persons			
One	670	773	115.37%
Тwo	690	686	99.42%
Three or Four	400	425	106.25%
Five+	82	100	121.95%

nden Blacksburg Mullins Trenton Govan Florence Coward Meggett Briarcliffe Acres Laurens Arcadia Estil Gray Court Brunson Greenville North Augusta Sharon Oaklan Intercultural Institute Cock Hill Wade Hampton Mayesville Williston Judson Monarch Mill Woo (onfextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Stephen Marion Williams Gaptt Society Hill Reevest

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10		BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	0	618	1,793		Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	0	113	250	N	liddle Africa	1iddle Africa 0	1iddle Africa 0 0
Western Europe	0	90	323	Nort	hern Africa	hern Africa 0	hern Africa 0 3
Southern Europe	0	21	80	South	ern Africa	ern Africa 0	ern Africa 0 0
Eastern Europe	0	69	159	Western	n Africa	n Africa 0	n Africa 0 0
Other Europe	0	0	0	Other Afri	ca	ica 0	ica 0 12
Eastern Asia	0	43	181	Oceania		0	0 2
So. Central Asia	0	12	90	Caribbean		0	0 13
SE Asia	0	41	59	Central Ame	er.	er. O	er. 0 74
Western Asia	0	8	21	South Amer	ica	ica 0	ica 0 62
Other Asia	0	0	8	North Americ	ca	ca 0	ca 0 55
				Born at sea		0	0 0



Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10
En allah an ku	MILES	MILES	MILES	Othersteads From	MILES	MILES	MILES
English only	0	26,575	50,149	Other Indo-Euro	0	36	88
Spanish	0	641	1,330	Asian/PI languages	0	0	0
Other Indo-Euro	0	620	1,650	Chinese	0	5	143
language				Japanese	0	23	53
French (incl. Patois,	0	194	867	Korean	0	10	39
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	84	92	Miao, Hmong	0	0	0
Portuguese	0	2	1	Thai	0	0	0
German	0	153	257	Laotian	0	0	0
Yiddish	0	0	12	Vietnamese	0	30	31
Other West Germanic	0	3	21	Other Asian	0	0	5
A Scandinavian	0	0	22	Tagalog	0	24	34
Language				Other Pacific Is	0	0	5
Greek	0	32	50	Other languages	0	43	62
Russian	0	60	60	Navajo	0	0	0
Polish	0	9	10	Other Native N.	0	0	0
Serbo-Croatian	0	0	23	American			
Other Slavic Language	0	34	30	Hungarian	0	7	9
Armenian	0	0	3	Arabic	0	36	25
Persian	0	5	4	Hebrew	0	0	9
Gujarathi	0	0	68	African languages	0	0	5
Hindi	0	0	21	Other unspecified	0	0	14
Urdu	0	0	0		-	-	

Wellford Williams Willington Mayo Moncks Corner Woodfield Shiloh Kline Riverview Lockhart Lak Greenwood Union Inman Myrtle Beach Berea McCormick Millwood Provide Olar Johnston Chesne wesville Tega Cay McBee Wilkinson Heights Hollywood Belton Monetta for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ļ	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	0	23,749	43,487		Irish	Irish 0	Irish 0 2,453
Arab	0	113	122		Italian	Italian 0	Italian 0 979
Armenian	0	3	2		Lithuanian	Lithuanian 0	Lithuanian 0 70
Austrian	0	54	42		Norwegian	Norwegian 0	Norwegian 0 129
British	0	125	392		Polish	Polish 0	Polish 0 399
Canadian	0	35	21		Portuguese	Portuguese 0	Portuguese 0 12
Croatian	0	15	36		Romanian	Romanian 0	Romanian 0 10
Czech	0	137	104		Russian	Russian 0	Russian 0 115
Czechoslovak	0	55	18		Scandinavian	Scandinavian 0	Scandinavian 0 22
Danish	0	62	63		Scotch-Irish	Scotch-Irish 0	Scotch-Irish 0 959
Dutch	0	241	339		Scottish	Scottish 0	Scottish 0 704
English	0	3,157	4,553		Slovak	Slovak 0	Slovak 0 48
European	0	378	513		Subsaharan African	Subsaharan African 0	Subsaharan African 0 91
Finnish	0	19	27		Swedish	Swedish 0	Swedish 0 236
French (not Basque)	0	720	1,183		Swiss	Swiss 0	Swiss 0 28
French Canadian	0	156	171		Ukrainian	Ukrainian 0	Ukrainian 0 47
German	0	2,970	3,913		US/American	US/American 0	US/American 0 2,830
Greek	0	219	266		Welsh	Welsh 0	Welsh 0 215
Hungarian	0	44	77		West Indian	West Indian 0	West Indian 0 27
Iranian	0	10	21		Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
					Other	Other 0	Other 0 5,860

u Travelers Rest Coward Bethune East Gaffney Jamestown Socastee Ravenel Isle of Palms St. Stephe wille Kline Springdale Wagener Livingston Fairfax Ninety Six Varnville Intercultural Institute Island Jackson Modoc Lugoff Lake Secession Sellers Blackville Bow For Contextual Ministry ricCopyright 2011, Intercultural Institute for Contextual Ministry Contextual Mi

irmo

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?

Valhalla North Augusta Wedgewood Parker East Gaffney Winnsboro Mills Waterleo Santee McColl Star Oakland Newport Bamberg Gaston Sharon Shell Point West Columbia Brunson Seabrook Island Eutawville Six Mile City View Promised Land for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

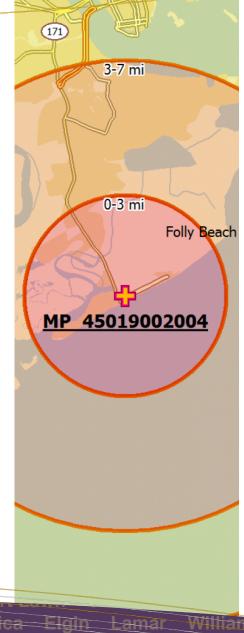
Issues for Your Consideration - continued

- 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?

Dunean Calhoun Falls Bluffton Powderville Blythewood Newport Southern Shops Society Hill Pine Ridg Welcome St. Andrews Johnston East Gaffney Latta Lane Jenkins Pendleton Hardeeville Sum Edisto Millwood Pawleys Island Great Falls Kershaw Ehrhardt Lakew Folly Beach West Columbia Stateb 29 Copyright 2011, Intercultural Institute for Contextual Ministry Black Black Bay Coward Fairfax Mulberry

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.



Gayle Mill Goose Creek Pickens Aiken India Hook Plum Branch City View Utica Eigin Lamar William Due West Whitmire Timmonsville Kiawah Island Swansea Pinewood Intercultural Institute Woodfield Great Falls North Augusta North Greeleyville Duncan Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,842	100%	1,327	100%
AFFLUENT SUBURBIA	2	0.11%	1	0.08%
America's Wealthiest	0	0%	0	0%
Dream Weavers	2	0.11%	1	0.08%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	72	3.91%	48	3.62%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	72	3.91%	48	3.62%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	16	0.87%	10	0.75%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	16	0.87%	0	0%
Prime Middle America	0	0%	10	0.75%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

West Union Mulberry Bowman Hampton Roebuck Norris Furman St. George Williams Lamar Port Nichols Clearwater Lowndesville Eastover Greeleyville Johnsonville Intercultural Institute Lancaster Irwin Five Forks Anderson Darlington Pinewood Cordo Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Carlisle Lakewood McColl Hilda Bluffton Perry 31

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,842	100%	1,327	100%
BLUE COLLAR BACKBONE	3	0.16%	2	0.15%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	3	0.16%	2	0.15%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	1,038	56.35%	750	56.52%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	1,038	56.35%	750	56.52%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	0	0%	0	0%
Steadfast Conservative	0	0%	0	0%
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%

Livingston Red Hill Belvedere Brookdale Reidville Coronaca Edisto Beach Plum Branch Scranton Andrews Hampton Wellford McBee Liberty Chesterfield Dalzell Little Intercultural Institute North Myrtle Beach Ulmer Laurens Carlisle Fairfax Summit Duncan Copyright 2011, Intercultural Institute for Contextual Ministry Becopyright 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 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH	& Percent
Total	1,842	100%	1,327	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	454	24.65%	336	25.32%
Young Cosmopolitans	7	0.38%	5	0.38%
Minority Metro Communities	447	24.27%	331	24.94%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

H Heath Springs Rock Hill Ridgeville Chapin Springdale Mayo Sharon St. Stephen Fairfax Garden G Springs India Hook Hampton Berea Santee Olanta Cottageville Low Intercultural Institute gton Seabrook Island Bluffton Edisto Beach Easley Livingston Pacolet Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry Co

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,842	100%	1,327	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	257	13.95%	180	13.56%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	257	13.95%	180	13.56%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

ayle Mill Georgetown Six Mile St. Stephen Ulmer Powderville Richburg Olar Wilkinson Heights Chesne Gak Grove Winnsboro Irmo Bradley Mount Pleasant Lockhart Rower Intercultural Institute hester Silverstreet Coward Bethune Lowrys Monarch Mill Ridgeville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Prosperity Wagener Wade Hampton Ultica Pageland

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

Vorris Cross Hill Jackson Smyrna Privateer Six Mile Pelzer Georgetown Mount Pleasant Lesslie New Wade Hampton Batesburg-Leesville Woodford Waterloo Plum Branch Are in Less Florence New Etlent Awendaw Fort Mill Ulmer Perry Folly Beach Pine Ridge Five Forks Confertual Ministry Olet Multins I Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

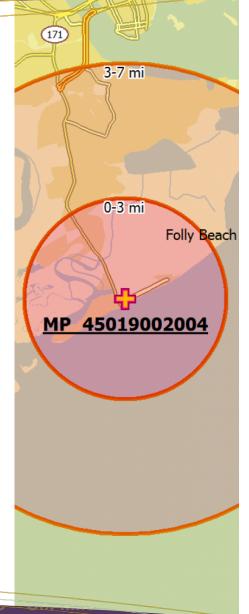
Potential Cultural Bridges

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

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

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

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



Kingstree Valley Falls Hedgewood Kiawah Island Ladson Rembert Fountain Inn Greeley ille Cheraw Pomaria Piedmont Waterloo Inman Lake Murray of Richland Summer Intercultural Institute for Confectual Ministry Land Wonarch Mill City View Cross Hill Rowesville 36 Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10	BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
PC-HH Own	73%	74%	76%	HH Owns DVD Player	26%	27%	29%
Use Comp. for Internet/E-mail	57%	57%	58%	Use Comp. for Banking	26%	30%	30%
Internet Use: E-Mail	49%	49%	51%	Internet Use: Banking	21%	25%	26%
Use Comp. for Word Processing	43%	38%	38%	PC-Network-HH Has One	17%	20%	20%
Use Comp. for Comp. Games	31%	35%	34%	Use Comp. for Personal Financial	17%	15%	17%
Use Comp. for Shopping	30%	34%	34%	Mngmnt			
Use Comp. for Digital Camera	29%	32%	31%	Use Comp. for Filing/DB Mngmnt	15%	13%	13%
Photo Editing				Use Comp. for Accounting	15%	14%	15%
Use Comp. for News/Info./Data	29%	25%	26%	Internet Use: Shopping: Gathered	14%	14%	14%
Service				Info. for Shopping			
Internet Use: News/ Weather	28%	28%	31%	Internet Use: Research/ Education	12%	13%	15%
Use Comp. for Education	27%	30%	32%	Internet Use: Travel Reservations	12%	10%	11%
-							

field Tatum Pert Royal North Charleston Arcadia Lakes Hemingway Pinewood Parksville Beaufort Several Intercultural Institute of Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

0-3	3-7	7-10
MILES	MILES	MILES
65%	69%	69%
61%	56%	57%
61%	58%	58%
42%	40%	40%
35%	37%	39%
35%	36%	35%
34%	31%	30%
25%	30%	30%
24%	22%	25%
20%	20%	19%
	MILES 65% 61% 61% 35% 35% 34% 25% 24%	MILES MILES 65% 69% 61% 56% 61% 58% 42% 40% 35% 37% 35% 36% 34% 31% 25% 30% 24% 22%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	73%	67%	67%
Gen./Fam. Practitioner	39%	39%	38%
Dentist	36%	30%	30%
Eye Dr.	29%	22%	22%
Hypertension/High Blood	24%	20%	20%
Pressure			
High Cholesterol	22%	19%	18%
Backache	21%	21%	21%
Any Arthritis	19%	15%	15%
Acid Reflux Disease (GERD)	17%	14%	14%
None Of These	16%	19%	20%

ort Mill Georgetown Cane Savannah Fairfax Jefferson Oswego Rembert East Gaffney Summit Wedgew Bishopville Burnettown Ninety Six Norris Eastover Belton Lowrys Intercultural Institute Tatum Travelers Rest Saluda Patrick Reevesville Riverview East Sum for Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

7-10

MILES

18.73%

22.67%

19.28%

6.81%

8.38%

6.55%

4.8%

1.47%

1.95%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
ive Theater	30.09%	25.16%	25.8%
oncert	29.89%	30.76%	31.73%
ve Theater Most Often	24.49%	20.38%	20.82%
lassical Concerts Most	12.77%	7.94%	8.54%
Often			
ock/Pop Concerts Most	11.38%	16.62%	16.55%
ften			
ance Performance	10.76%	10.3%	11.34%
lovies: Comedy	35.55%	39.57%	39.21%
lovies: Action/Adventure	34.54%	37.17%	38.17%
lovies: Drama	24.01%	22.9%	23.6%

Sharon Laurel Bay Willington Pelzer Mulberry Simpsonville Gloverville Central Ware Shoals Livin St. Stephen Furman Springdale West Union Garden City Mountville Kerry Intercultural Institute Ulmer Parksville Lyman Winnsboro Mills Kline Millwood Myrtle Beach Jor Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10		BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	47.49%	42.16%	41.23%		Baseball	Baseball 8.58%	Baseball 8.58% 11.44%
Swimming	29.13%	31.7%	32.55%		Tennis	Tennis 7.55%	Tennis 7.55% 7.9%
Bowling	18.76%	22.48%	21.13%	Fc	ootball	ootball 7.36%	ootball 7.36% 11.31%
Golf	17.69%	14.69%	14.64%	Camp	oing Trips	oing Trips 6.96%	bing Trips 6.96% 10.97%
Jogging/Running	14.7%	16.84%	17.27%	Saltwate	er Fishing	er Fishing 6.82%	er Fishing 6.82% 6.86%
Weight Training	13.93%	15.74%	17.39%	Yoga		6.7%	6.7% 7.52%
Stationary Cycling	13.52%	12.55%	12.8%	Backpacking	g/Hiking	g/Hiking 6.19%	g/Hiking 6.19% 9.17%
Using Cardio Machine	13.43%	14.35%	15.66%	Soccer		6.18%	6.18% 7.76%
Billiards/Pool	12.94%	17.94%	18.06%	Softball		6.05%	6.05% 7.98%
Freshwater Fishing	12.81%	14.67%	13.61%	Volleyball		5.95%	5.95% 8.18%
Basketball	12.42%	16.34%	15.95%	Canoeing/Kayakin	g	g 4.51%	g 4.51% 5.67%
Mountain/Road Biking	12.41%	12.83%	13.61%	Target Shooting		4.33%	4.33% 6.95%
Aerobics	12.08%	11.95%	12.06%	Ice Skating		4.14%	4.14% 5.24%
Power Boating	9.53%	7.33%	7.65%	Roller Skating		3.99%	3.99% 5.94%



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

BRIDGES	0-3	3-7	7-10	BRIDGES
	MILES	MILES	MILES	
Sailing	3.89%	2.96%	3.71%	Horseback
Downhill & X-Country	3.48%	4.32%	6.38%	Rowing
Skiing				Skateboard
Snorkeling	3.2%	4.14%	5.84%	Rock Climb
Jet Skiing	3.18%	4.11%	4.54%	Archery
Fly Fishing	3.1%	3.92%	3.84%	Snowmobil
Motorcycling	3.07%	5.09%	4.71%	Snowboard
Hunting	3.06%	5.75%	5.73%	Martial Arts
Racquetball	3.02%	4.42%	4.36%	Auto Racin
Hockey	2.76%	3.86%	3.86%	Surfing & V
Water Skiing	2.7%	3.82%	4.25%	

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Horseback Riding	2.66%	4.72%	4.66%
Rowing	2.4%	2.66%	2.95%
Skateboarding	2.25%	2.99%	3.36%
Rock Climbing	2.06%	3.64%	3.63%
Archery	2.01%	3.53%	3.51%
Snowmobiling	1.84%	3.01%	3.34%
Snowboarding	1.82%	3.39%	3.77%
Martial Arts	1.49%	3.02%	3.42%
Auto Racing	1.2%	2.34%	2.52%
Surfing & Windsurfing	1.13%	2.35%	3.03%

Pine Ridge Branchville Landrum Santee Richburg Allendale Wedgewood Easley Bucksport Promised Pageland Sullivan's Island Whitmire Spartanburg Pamplico Newport Intercultural Institute Cheraw North Augusta McColl Lake City St. George Pacolet Holly Hon for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

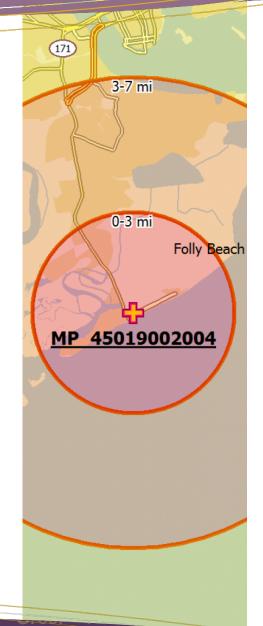
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



rick Clemson Summerton Pamplico Pendleton Promised Land McClellanville Lancaster Scotia Hickory Hans Barnwell Society Hill Chesnee Westminster Mountville Lexington Florter Electon Smoaks Lake Mu Fountain Inn Stuckey Pinewood Pelzer Brunson Forestbrook Loc Los Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

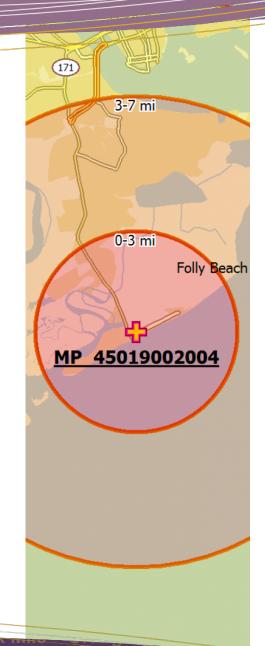
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Hampton Jackson Norris Berea Smoaks Wellford Peak Briarchife Acres Hodges Mulberry Wage Sharon Rockville Parksville Bradley Camden Pacolet Scranton Wind Intercultural Institute Ware Shoals Kingstree Turbeville Chapin Bishopville Coronaca Struct Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	52%	50%	51%	Too Much Sponsorship In Arts/Sports	21%	24%	24%
Prefer To Have Few Possessions As Possible	41%	38%	39%	Like To Pursue Challenge/Novelty/Change	18%	19%	20%
Find It Difficult To Say No To My Kids		38%	37%	Like to Stand Out In A Crowd Only Work Current Job for The	18% 18%	20% 15%	20% 15%
Speak My Mind Even If It Upsets People		36%	36%	Money I Am A Workaholic	15%	20%	20%
If Won Lottery Would Never Work Again	35%	29%	31%	We Should Strive for Equality for All	15%	15%	15%
Like Control Over People And Resources	35%	35%	34%	Happy With My Standard Of Living	15%	15%	17%
Woman's Place Is In The Home Like To Do Unconventional	32% 30%	34% 28%	32% 27%	Rarely Sit Down to a Meal Together At Home	14%	15%	15%
Things Friends More Important Than My	28%	27%	28%	Little I Can Do To Change My Life	9%	8%	8%
Fam. Don't Judge People/Way They	27%	29%	31%	On Whole People Get What They Deserve	9%	11%	12%
Live Life Money Is Best Measure Of	27%	26%	26%	-	9%	10%	9%
Success				Very Happy With My Life As It Is	7%	8%	7%
Marijuana Should Be Legalized	22%	21%	22%				

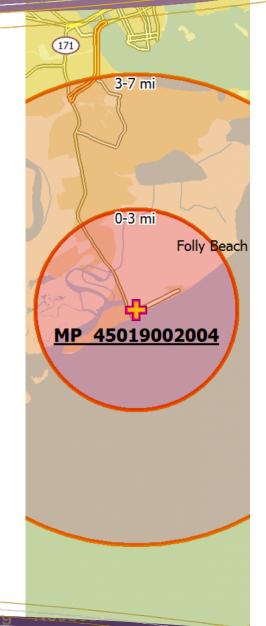
n Oaks Slater-Warletta Richburg

Lake view Pelion Springdate Ware Shoals Myrtle Beach Mayesville Welcome Furbeville Caffney Ma Lake View Pelion Springdate Ware Shoals Myrtle Beach Mayesville Welcome Furbeville Caffney Ma Loris Gaston Williams Tega Cay Trenton McBee Dalzell Property Intercultural Institute Intercultural Institute of Palms Gantt Pickens Powderville North Intercultural Institute for Contextual Ministry Jamestown East Sumter Contextual Ministry Lorente Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



Cormick Hilda Lexington Laurens Lancaster Mill St. George Monetta Perry Society Hill Mount Pleasant Latk Florence Fairfax Pamplico Ninety Six Allendale Cordova Mulberry or Murtle Beach Homeland Inman Mills Woodfield Blackville Tega Cay Lancaster Scranton Whith Pocopyright 2011, Intercultural Institute for Contextual Ministry Pocopyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	64%	62%	61%	Try Not To Worry About The Future	17%	15%	16%
You Should Seize Opportunities In Life	60%	58%	58%	Worried About Pollution Caused By Cars	17%	20%	23%
Like To Understand About	41%	40%	39%	Real Men Don't Cry	16%	16%	17%
Nature				Looking for New Ideas To Improve	16%	16%	16%
Prefer To Have Few	41%	38%	39%	Home			
Possessions As Possible				Is An Important Part Of Who I Am	14%	16%	15%
Prefer Work Part Of Team Than Alone	36%	36%	35%	Provide My Kids With The Little Extras	13%	15%	15%
Important Feel Respected By My Peers	34%	33%	35%	Enjoy Spending Time With My Fam.	9%	11%	11%
Important To Juggle Various Tasks	32%	31%	31%	Like Spending Most Time With Fam.	6%	6%	5%
Have Keen Sense Of Adventure	30%	29%	29%	Children Should Be Allowed To	6%	7%	7%
Good At Fixing Things	28%	29%	30%	Express Themselves			
People Have To Take Me As	25%	23%	24%	Feel Very Alone In The World	5%	6%	6%
They Find Me				Would Like To Set Up Own	4%	4%	4%
Like To Just Enjoy Life	23%	23%	24%	Business			
Consider Myself Interested In The Arts	19%	19%	19%	Decor Particular Interest To Me	3%	3%	4%

Due west Andrews Latta Una

Hilton Head Island For Lawn Spartanburg Cokesbury Seven Oaks Jefferson Estil Lake Wylie Red Ba Easley East Sumter Whitmire Lugoff Quinby Cane Savannah McB Georgetown Fountain Inn West Union Campobello Winnsboro Mills Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Places

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

eville Kershaw Elgin Woodruff McBee Elgin Rock Hill Piedmont Mowport Anerodale History Charleston Eureka Mill St. Andrews Hartsville Pelzer Gilbert South Ministry Darlington Six Mile McCormick Willington Fort Mill York Whitmire Nichols Lowrys Golden Grove Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

171

3-7 mi

0-3 mi

MP 45019002004

Folly Beach

Potential Shared Places:

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

PLACE	0-3	3-7	7-10	PLA	CE	CE 0-3	CE 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fam. Restaurants/Steak	82.96%	80.6%	78.24%	Outback Stea	khouse	khouse 16.62%	khouse 16.62% 16.04%
Houses-Visit Any				Arby's		16.02%	16.02% 19.76%
Fast Food/Drive-In	80.07%	83.42%	81.11%	IHOP (Internationa	I House Of	I House Of 15.76%	I House Of 15.76% 15.75%
Restaurant-Visit Any				Pancakes)			
McDonald's	52.35%	54.29%	51.81%	Dairy Queen		14.81%	14.81% 14.84%
Burger King	32.42%	36.25%	34.41%	Cracker Barrel		14.6%	14.6% 13.94%
Applebee's	28.31%	29.18%	27.23%	Chick-Fil-A		14.2%	14.2% 14.67%
Wendy's	28.16%	30.52%	28.18%	Starbucks		11.95%	11.95% 13.74%
Subway	24.93%	29.35%	27.95%	Dunkin' Donuts		11.85%	11.85% 13.46%
Olive Garden	23.68%	21.19%	19.38%	TGI Friday's		11.53%	11.53% 13.86%
Kentucky Fried Chicken (KFC)	22.55%	27.25%	26.74%	Domino's Pizza		11.08%	11.08% 14.58%
Taco Bell	20.9%	25.11%	24.37%	Chili's Grill and Bar		11.05%	11.05% 13.13%
Red Lobster	18.22%	17.46%	15.89%	Ruby Tuesday		10.53%	10.53% 11.7%
Pizza Hut	18.12%	19.87%	19.35%				

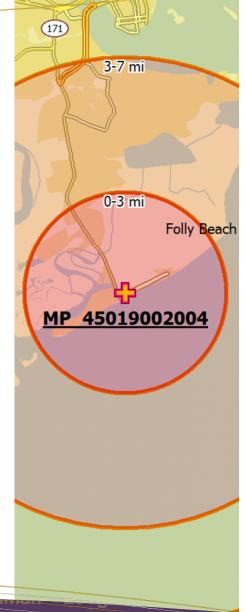
adson Jonesville Landrum Greer Bucksport West Pelzer Olanta Little River Greeleyville Hartsville Hit arksville Duncan Watts Mills Oswego St. Stephen Elloree Gifford Branch Intercultural Institute amore Aynor Williston Conway Mauldin Atlantic Beach Forestbrook Copyright 2011, Intercultural Institute for Contextual 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!



Campobello Blenheim Cordova McColl Brunson Turbeville Salem Little River Irno Elloree Andre Simpsonville Pomaria West Pelzer Privateer Gifford Clarks Hill Converting Intercultural Institute Burnettown Mulberry Wilkinson Heights Darlington Summit Cayce Got Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	52.17%	48.44%	47.14%
Recycled products	39.07%	34.19%	34.44%
Worked as volunteer (non political)	17.03%	16.5%	16.67%
Engaged in fund raising	11.76%	12.72%	12.08%
Religious club member	8.35%	8.12%	7.91%
Wrote to elected offcl about publ bus	6.67%	6.39%	6.56%

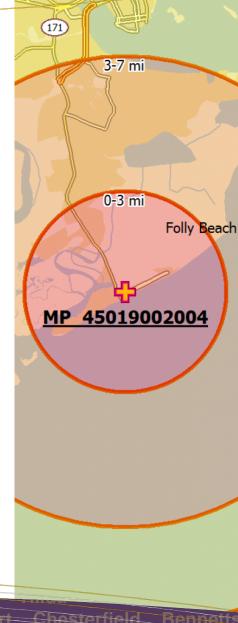
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Church Board	6.57%	6.11%	5.54%
Charitable Organization	6.46%	5.69%	5.99%
Wrote to editor of mag or	5.98%	5.7%	5.59%
newspaper			
Addressed a public meeting	5.68%	4.96%	5.04%
Union member	5.59%	5.57%	5.25%
Took active part in local civic issue	5.44%	5.59%	5.92%

Lamar Ridgeville Springfield Westminster North Charleston Sellers Cayce Mount Carmel Furman Hord Cherryvale Patrick Millwood Woodruff Jamestown Williamston Murray of Richland Ware Shoals Antreville Jenkinsville Smyrna Norway Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry West Union Ridgeland Prosperity Winnshore 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.



Chester Centerville Central Wedgewood Sullivan's Island York Luray Newport Chesterfield Bennetts Fort Mill Parker Red Bank Princeton Calhoun Falls East Sumter Werk Kling Tega Cay Handhar Gilbert Summerton Pomaria Mauldin Summerville Iva Central Pacol Intercultural Institute Kling Tega Cay Handhar Confertual Ministry Little 51 Copyright 2011, Intercultural Institute for Contextual Ministry Pendleton Reevesville Privateer Jonesville Little 51

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	19.61%	18.03%	18.57%
Children's Books	14.05%	13.95%	13.81%
Mystery	13.55%	11.72%	11.84%
Cookbooks	9.98%	10.18%	10.32%
Religious (not Bibles)	9.83%	9.7%	9.24%
History	8.9%	7.19%	7.49%
Biography	8.62%	7.64%	7.85%
Personal/Business	7.72%	7.43%	7.42%
Self-help			
Romance	6.99%	7.35%	7%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	72.88%	71.05%	69.94%
Gen. Editorial	52.87%	50.1%	51.22%
Womens	44.14%	44.09%	44.55%
Service	34.65%	33.56%	33.87%
Business/Finance	25.09%	21.6%	22.1%
Mens	18.11%	19.55%	19.62%
Sports	16.61%	16.24%	16.45%
Mature Market	16.55%	13.24%	12.65%
Music	14.36%	15.16%	15.34%

ews Hartsville Williams North Charleston Rowesville Fort Lawn Clover Lexington Livingston Camden Georgetown Newport Pickens Blythewood Parker Manning Walterborn Intercultural Institute Waterloo Gantt Columbia Kershaw Pageland Irwin Coronaca Charles Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	56.47%	54.66%	54.07%
Business/Finance	35.66%	30.79%	30.78%
Sport	35.42%	32.73%	32.16%
Editorial Page	30.51%	29.07%	29.28%
Food/Cooking	26.87%	25.07%	25.39%
Movie Listings & Reviews	26.86%	26.94%	27.31%
Comics	25.89%	25.45%	25.46%
Classified	25.22%	31.22%	30.64%
TV/Radio Listings	24.53%	23.51%	23.68%
Travel	24%	20.87%	20.77%
Home/Gardening	22.66%	21.34%	21.02%
Science/Technology	19.43%	18.03%	18.33%
Fashion	18.14%	17.16%	16.81%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Urban Contemporary	24.07%	25.19%	24.21%
CHR Contemp Hit Radio	16.73%	18.71%	18.5%
Adult Contemporary	16.4%	15.19%	15.66%
News/Talk	11.41%	11.75%	12.05%
All News	11.11%	8.78%	9.02%
Oldies	10.71%	10.88%	10.69%
All Talk	10.54%	5.68%	5.19%
Jazz	10.44%	8.48%	8.3%
Country	9.82%	13.24%	13%
Variety	9.38%	10.4%	10.27%
Rock	8.3%	10.53%	9.79%
Alternative	8.15%	8.79%	9.26%
Religious	7.49%	6.52%	5.85%
Classic Rock	6.83%	8.22%	8.26%
Adult Standards	6.4%	3.27%	3.04%
Soft Contemporary	5.75%	6.81%	6.48%
Sports	4.46%	4.59%	4.74%
Classical	4.15%	4.01%	4.89%

Shelling Stuckey Mount Croghan Elko Bowman Travelers Rest Lancaster Mill Chesterfield Cane Save Great Falls Lake Murray of Richland Tega Cay Lancaster Gantt Gaffner And Intercultural Institute ore Simpsonville Saxon Cokesbury Centerville Burnettown Winnsboro for Confectual Ministry Copyright 2017, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	64.44%	62.84%	62.4%
Soapnet	51.77%	51.12%	50.69%
Satellite Dish	44.77%	52.29%	49.15%
Other Video-On-Demand	42.7%	39.36%	39.57%
Comedy Central	42.07%	34.46%	36.49%
Adult Pay Per View TV	38.42%	32.46%	30.14%
Sci-Fi Channel	33.57%	34.47%	33.84%
TV Info From Sunday TV	32.15%	29.7%	28.83%
Magazine			
Subscribe Digital Cable	31.02%	31.67%	30.35%
MSNBC	29.73%	32.1%	31.84%
ESPN Classic	29.26%	23.96%	26.21%
USA Network	27.59%	24.54%	24.09%

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
The Golf Channel	27.21%	23.73%	24.15%
ABC Fam.	26.31%	25.86%	26.64%
Hallmark Channel	26.27%	25.31%	25.19%
ESPN2	26.24%	25.27%	26.11%
TCM (Turner Classic	25.11%	24.87%	24.87%
Movies)			
ESPN News	24.98%	19.96%	22.45%
TV Info From Newspapers	24.91%	26.17%	25.69%
TV Info From Other	23.6%	22.54%	21.5%
Adult Swim	22.22%	25.2%	24.46%
BET (Black Entertainment	22.1%	24.34%	24.63%
TV)			
Nickelodeon	21.81%	25.75%	25.51%
CMT (Country Music	21.46%	18.88%	20.16%
Television)			

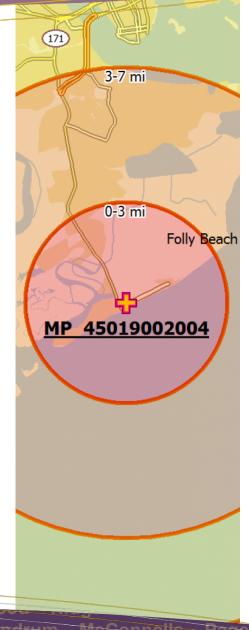


Communication Media Usage

It is not enough to understand the type of media that your intended audience uses. It may also be helpful to understand the extent to which people in your site location use various media types and when they use the media. Media usage is generally measured by frequency or extent. Time usage is measured in blocks of day, night and weekend usage.

Taken together, media content, media usage, and time usage may be combined with demographics, lifestyles, and consumer behavior to paint a picture of who does what and when at the site location.

Each of these components may help you to begin planning a comprehensive media strategy. Combining media with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.



North Myrtle Beach Hoodruff Isle of Palms Cherryvale Burnettown Aiken Landrum McConnells Page Ward Hilda Carlisle Springfield Promised Land Whitmire Edisto Bergen Intercultural Institute Cokesbury Hemingway Forestbrook Forest Acres Jenkinsville Pomaria Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	20.19%	20.08%	20.96%
Medium Users (4-6)	11.36%	10.34%	10.58%
Light Users (1-3)	21.8%	21.76%	20.54%
Quintiles (20%)			
Newspaper I (Heavy)	0.06%	0.89%	0.91%
Newspaper II	1.39%	1.71%	1.6%
Newspaper III	2.56%	2.66%	2.39%
Newspaper IV	0.02%	0.27%	0.23%
Newspaper V (Light)	0.76%	0.75%	1.04%

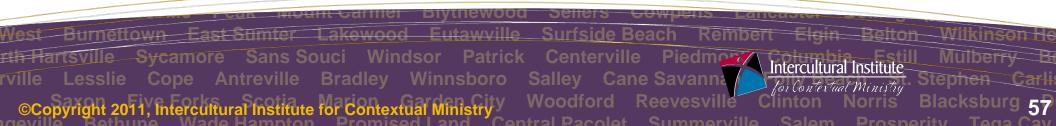
0-3	3-7	7-10
MILES	MILES	MILES
17.49%	20.7%	19.75%
7.95%	9.41%	8.78%
7.72%	10.62%	10.45%
11.4%	12.15%	11.49%
0.68%	0.86%	0.78%
7.62%	7.82%	7.77%
3.14%	3.3%	3.6%
3.61%	4.22%	4.14%
15.36%	15.83%	16.02%
28.58%	24.2%	24.34%
14.18%	15.49%	14.73%
8.07%	7.79%	7.95%
4.4%	7.25%	7.52%
19.42%	21.94%	21.84%
2.66%	3.85%	4.1%
	MILES 17.49% 7.95% 7.72% 11.4% 0.68% 7.62% 3.14% 3.61% 15.36% 28.58% 14.18% 8.07% 4.4% 19.42%	MILES MILES 17.49% 20.7% 7.95% 9.41% 7.72% 10.62% 11.4% 12.15% 0.68% 0.86% 7.62% 7.82% 3.14% 3.3% 3.61% 4.22% 15.36% 24.2% 14.18% 15.49% 8.07% 7.79% 4.4% 7.25% 19.42% 21.94%

Wedgewood Dalzell Edisto Shell Point Bamberg Spartanburg Piedmont Elloree McBee Camden Indi-Meggett Pageland Blythewood Lancaster Walhalla Irwin Surfside Beach Intercultural Institute Union Socastee Darlington Millwood Valley Falls Gifford Florence March Intercultural Institute s Copyright 2011, Intercultural Institute for Contextual Ministry Backville Gloverville Southern Sh<u>56</u>

Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3		3-7
	MILES	MILES	MILES		MILES	Μ	ILES
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths /			
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	3.41%	4.27%	3.96%	Prime Time I & II (Heavy)	3.93%	5%	6
Drive Time III (Medium)	0.68%	0.93%	0.97%	Prime Time III (Medium)	1.63%	1.6	65%
Radio IV & V (Light)	2.93%	3.17%	2.62%	Prime Time IV & V (Light)	3.43%	8.5	55%
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	7.5%	9.02%	8.93%	Fringe I & II (Heavy)	46.09%	41	.55%
Radio III (Medium)	4.63%	4.79%	4.51%	Fringe III (Medium)	52.86%	52	2.45%
Radio IV & V (Light)	3.36%	3.96%	3.5%	Fringe IV (Light)	53.07%	54	.67%
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	10.32%	12.92%	13.81%	All Day I & II (Heavy)	14.83%	15.	27%
Cable III (Medium)	3.68%	4.45%	4.72%	All Day III (Medium)	22.73%	23	.2%
Cable IV & V (Light)	38.55%	33.69%	33.54%	All Day IV (Light)	13.9%	17.	87%



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.85%	11.95%	11.7%
6:00am - 10:00am	21.46%	18.88%	20.16%
10:00am - 3:00pm	10.78%	10.48%	10.94%
3:00pm - 7:00pm	12.53%	14.21%	13.92%
7:00pm - Midnight	15.22%	14.04%	13.74%
Midnight - 6:00am	8.76%	6.6%	7.17%
Weekend Radio			
Listeners			
Dayparts [summary]	10.06%	13.52%	13.63%
6:00am - 10:00am	4.62%	4.31%	4.62%
10:00am-3:00pm	8.81%	7.44%	8.79%
3:00pm - 7:00pm	5.68%	6.73%	7.37%
7:00pm - Midnight	8.91%	10.08%	9.93%
Midnight - 6:00am	12.91%	12.21%	13.2%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.76%	8.28%	9.14%
Saturday: 8:00-11:00pm	7.11%	8.6%	8.54%
Sunday: 7:00-11:00pm	8.07%	9.47%	9.64%
9:00am-1:00pm	19.58%	22.74%	23.29%
9:00am-4:00pm	23.37%	26.48%	27.38%
4:00pm-7:00pm	34.31%	31.32%	30.54%
11:00pm-1:00am	39.02%	40.13%	40.26%
AVG Prime time	3.43%	3.62%	3.97%
Mon-Sun			

Conway Windser Shiloh St. George West Columbia Clio Forest Acres Irwin Fort Mill Princeton Mege ward Wellford Newberry Trenton St. Stephen Liberty Clemson Saxon Intercultural Institute Waterloo Calhoun Falls Darlington Scotia Tega Cay Chesnee Spring Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Scopyright 2011, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday				Wee	Weekend	Weekend	Weekend
6-7am	15.06%	16.52%	17.62%	Sat:	Sat: 7-10am	Sat: 7-10am 20.11%	Sat: 7-10am 20.11% 19.7%
7-9am	26.24%	25.27%	26.11%	Sat:	Sat: 10am-1pm	Sat: 10am-1pm 8.03%	Sat: 10am-1pm 8.03% 9.09%
9am-12noon	16.04%	18.56%	18.62%	Sat:	Sat: 1-4pm	Sat: 1-4pm 22.95%	Sat: 1-4pm 22.95% 24.32%
12noon-4pm	7.32%	7.92%	8.75%	Sat:	Sat: 4-6pm	Sat: 4-6pm 6.55%	Sat: 4-6pm 6.55% 7.6%
4-6pm	53.16%	50.79%	50.97%	Sat:	Sat: 6-7pm	Sat: 6-7pm 2.07%	Sat: 6-7pm 2.07% 2.21%
6-7pm	16.73%	16.66%	17.06%	Sat:	Sat: 7-8pm	Sat: 7-8pm 0.62%	Sat: 7-8pm 0.62% 1.39%
7-7:30pm	1.67%	1.98%	2.05%	Sat:	Sat: 8-11pm	Sat: 8-11pm 7.11%	Sat: 8-11pm 7.11% 8.6%
7:30-8pm	8.87%	9.82%	9.94%	Sat:	Sat: 11pm-1am	Sat: 11pm-1am 7.16%	Sat: 11pm-1am 7.16% 7%
8-11pm	5.76%	8.28%	9.14%	Sat:	Sat: 1am-7pm	Sat: 1am-7pm 27.59%	Sat: 1am-7pm 27.59% 24.54%
11pm-12am	29.73%	32.1%	31.84%	Sun	Sun: 7-10am	Sun: 7-10am 1.72%	Sun: 7-10am 1.72% 2.33%
11pm-1am	39.02%	40.13%	40.26%	Sun	Sun: 10am-1pm	Sun: 10am-1pm 5%	Sun: 10am-1pm 5% 6.27%
1-6am	39.6%	33.35%	33.48%	Sun	Sun: 1-4pm	Sun: 1-4pm 4.69%	Sun: 1-4pm 4.69% 5.77%
				Sun	Sun: 4-7pm	Sun: 4-7pm 10.77%	Sun: 4-7pm 10.77% 12.72%
				Sun	Sun: 7-11pm	Sun: 7-11pm 8.07%	Sun: 7-11pm 8.07% 9.47%
				Sun	Sun: 11pm-1am	Sun: 11pm-1am 3.1%	Sun: 11pm-1am 3.1% 4.89%
				Sun	Sun: 1-7am	Sun: 1-7am 16.99%	Sun: 1-7am 16.99% 20.61%

Corner Swansea Waterloo Lyman McClellanville Summerton Forest Acres Govan Trenton Whitmire Falls Sharon Rock Hill Winnsboro Kline Sans Souci North Myrtle Beach Alantic Beach Ab West Union Brunson Scranton South Sumter Dillon Varnville North Intercultural Institute For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

and Park Shell Point Dillon Batesburg-Leesville Livingston Valley Falls Cokesbury Williston Red Bank E Florence Wagener Jackson Johnsonville Lamar Fort Lawn Lakewood Chantis Beach Pelion Lodge Lowndesville Edisto Blythewood McConnells Hanahan Folly Beach Fort Contextual Ministry er Copyright 2011, Intercultural Institute for Contextual Ministry Plum Branch Roebuck Perry North Charleston La 60

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

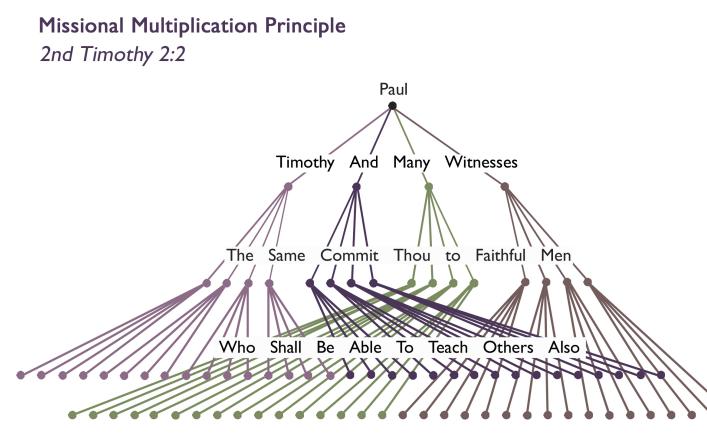
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

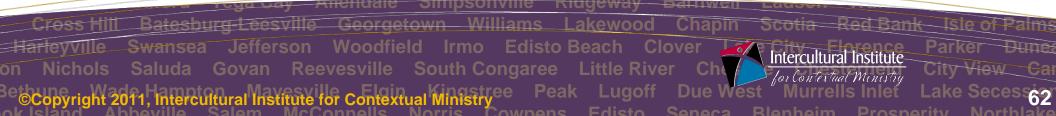
ner Hardeeville Murphys Estates Brunson Snelling Sharon Bonneau Elforee Central Ulmer Seven Oal nie Reevesville Bowman Govan Ridge Spring Lamar Gantt Arial Aller Hartsville Abe folly Hill Monetta West Columbia Barnwell Joanna Homeland Park San Jor Confertual Ministry Secopyright 2011, Intercultural Institute for Contextual Ministry South Congaree Clearwater Newberry Salem Oak Gro

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.





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.



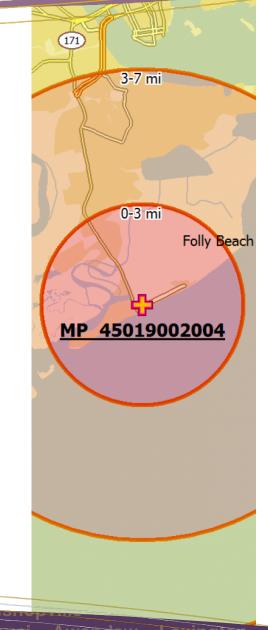


Your MissionSite and the Missional Suite

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





Notes and Sources

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



APPENDIX: SCBC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Folly Beach	PO Box 50 Folly Beach, SC 29439	0.31 mi	0	
2	Harbor Light	1300 Fort Johnson Road Charleston, SC 29412	2.05 mi	0	
3	Beaver Dam	4611 Beaverdam Road Ridgeland, SC 29936	4.35 mi	0	
4	New Beginnings Community	849 Fort Johnson Road Charleston, SC 29412	5.05 mi	0	
5	Fort Johnson	1473 Camp Rd Charleston, SC 29412	5.33 mi	0	
6	James Island	2023 Wappoo Dr Charleston, SC 29412	7.89 mi	0	
7	Charleston First	48 Meeting St Charleston, SC 29401	8.05 mi	0	
8	Southside	87 Beaufain St Charleston, SC 29401	8.41 mi	0	
9	Sullivans Island	PO Box 156 Sullivans Island, SC 29482	8.82 mi	0	
10	Citadel Square	328 Meeting St Charleston, SC 29403	8.94 mi	0	
11	Central	26 Radcliffe St Charleston, SC 29403	9.03 mi	0	
12	Johns Island First	PO Box 218 Johns Island, SC 29457	9.16 mi	0	
13	Ashley River	1101 Savannah Hwy Charleston, SC 29407	9.21 mi	0	
14	Mt Pleasant First	681 McCants Dr Mt Pleasant, SC 29464	9.95 mi	0	
15	St Andrews Parish First	913 Wappoo Rd Charleston, SC 29407	10.50 mi	0	

Mauldin Quinty Murrells Inlet Briarcliffe Acres Lake Murray of Richland Socastee Orangeburg St. Matthew Salley New Ellenton Saluda West Columbia Berea Bamberg Furman (Intercultural Institute) partanburg Batesburg-Leesville Wagener City View Gantt Barnwell Slave Confectual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Forbardt Gaston Georgetown Lincolnville Dentsville

APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG IICM CGR
16	Pinecrest	1285 Ashley Hall Rd Charleston, SC 29407	10.86 mi	0
17	Palmetto Community	1965 Bees Ferry Rd Charleston, SC 29414	11.04 mi	0
18	Charleston	13 San Miguel Rd Charleston, SC 29407	11.57 mi	0
19	Northbridge	1160 Sam Rittenberg Blvd Charleston, SC 29407	11.57 mi	0
20	Iglesia Evangelica-La Luz del Mundo	13 San Miguel Road Charleston, SC 29407	11.72 mi	0
21	Stono	953 Main Rd Johns Island, SC 29455	11.88 mi	0
22	Carolina Bay Church	2927 Savannah Hwy Charleston, SC 29414	12.38 mi	0
23	Isle of Palms	PO Box 118 Isle Of Palms, SC 29451	13.06 mi	0
24	Pierpont	2508 Ashley River Rd Charleston, SC 29414	13.49 mi	0
25	East Cooper	361 Egypt Rd Mt Pleasant, SC 29464	14.14 mi	0
26	Rutledge	2014 Bees Ferry Rd Charleston, SC 29414	14.31 mi	0
27	Wando Woods	4123 Dorsey Ave Charleston, SC 29405	14.54 mi	0
28	Unity	950 Whipple Road Mt Pleasant, SC 29464	14.86 mi	0
29	Oceanside Baptist Fellowship	PO Box 2340 Mount Pleasant, SC 29465	14.91 mi	0
30	New Covenant	PO Box 1694 Mt Pleasant, SC 29465	14.91 mi	0

North Hartsville Nichels Sullivan's Island Goose Creek Mountville Silverstreet Cope East Sumter Pages Startex Richburg Eastover Manning Lesslie Duncan Jackson Aven Intercultural Institute Monarch Mill Ender Bucksport Burnettown McClellanville Due West Willington Chapit (Son Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	North Charleston First	4217 Rivers Ave North Charleston, SC 29405	14.99 mi	0	
32	Rantowles	4590 Highway 162 Hollywood, SC 29449	15.03 mi	0	
33	Holmes Avenue	4602 Durant Ave North Charleston, SC 29405	15.49 mi	0	
34	Cooper River	1059 Crawford Street North Charleston, SC 29405	15.58 mi	0	
35	Friendship	5032 Lackawanna Blvd North Charleston, SC 29405	16.05 mi	0	
36	Rehoboth	3315 Forest Glen Drive Charleston, SC 29414	16.19 mi	0	
37	Pittman Street	5105 Pittman St North Charleston, SC 29405	16.24 mi	0	
38	Providence	294 Seven Farms Drive Charleston, SC 29492	16.64 mi	0	
39	Portside	1179 Remount Rd North Charleston, SC 29406	17.12 mi	0	
40	Remount	1520 Remount Rd North Charleston, SC 29406	17.25 mi	0	
41	Calvary	4744 Highway 165 Meggett, SC 29449	17.97 mi	0	
42	Riverbend	7035 Dorchester Rd North Charleston, SC 29418	17.98 mi	0	
43	Lighthouse Church	1177C Gregorie Ferry Road Mt Pleasant , SC 29466	18.08 mi	0	
44	Memorial	PO Box 97 Ravenel, SC 29470	18.49 mi	0	
45	Highland Park	6211 N Murray Ave Hanahan, SC 29410	18.74 mi	0	

e Dunean varnville inmanimus neulingway

Surfside Beach Harlon Iva Stuckey Anderson Yemassee Gattney Mayesville Bonneau Weilford Holly The Harleyville Elgin Lake Murray of Richland Neeses Red Bank Jackson Intercultural Institute Brookdale Perry Hilda Ridgeland Wedgewood Calhoun Falls Ruby Solo Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Walhalla Solution



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

South Carolina Baptist Convention

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

CONTACT US:

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

