MissionSite top unreached locations

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Fores

Dillon

Newport Johnsonville WALTERBORO, SC <u>Travelers</u> Rest and Park Willington Reevesville Moncks Corner CENSUS TRACT: 45029970500 Multiply Greenville Gilbert Woodfield Winnsb REGION: Low Country Region Conseregational Paxville Livingston Kingstree Coassociation: Colleton Greek Berea Vance Winnsboro Mills Wedgewood Shiloh Liberty COUNTY: Colleton Blythewood In partnership with the mbert Murrells Inlet Awendaw Goos SITESCAPE: Townscape raw Jenkinsville .owrvs Intercultural Institute Chesterfield Ham DENSITY PATTERN: King Carlisle Piedmont Walh Cov **South Carolina** ch Sullivan's Island Baptist Convention Beach Springf for Contextual Ministry lackville Pageland Euta Dentsville Bowman **Rock Hill** Norway Mavo Cherrvvale wl@Copyrightv2011 entercultural institute for Contextual Ministryille Lancaster Patrick Seven Oaks Southern Shops Lan

MissionSite (TM) Table of Contents

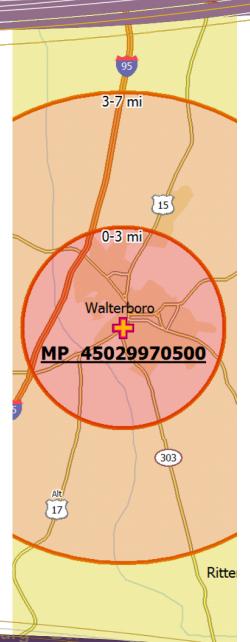
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Site Location Summary

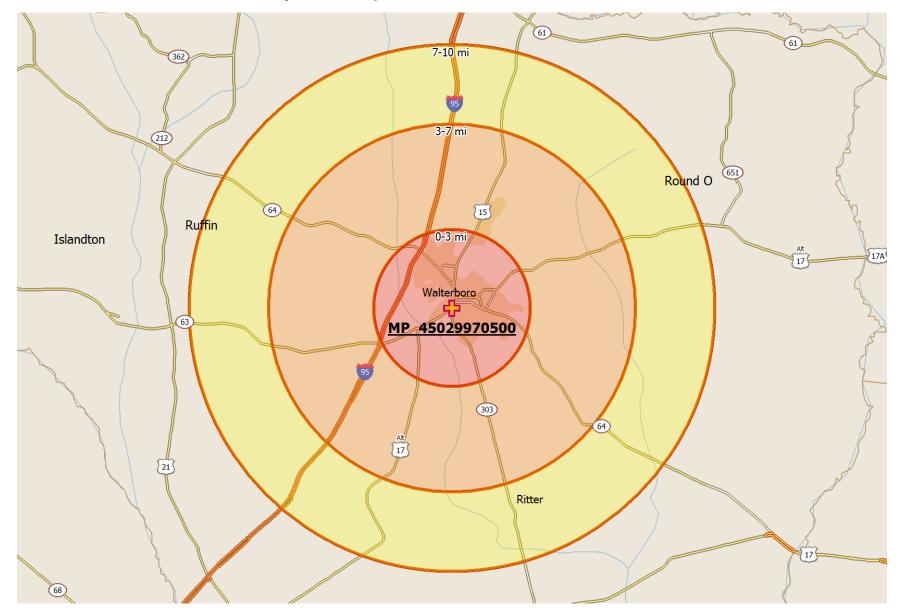
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	4503	Low Country Region
2	Association	45A39	Colleton
3	County Location	45029	Colleton
4	Zipcode	29488	Colleton
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.23	Medium towns adjacent to a small town
8	Sitescape Density Pattern	K	50000-10000-10000



Acaster Mill Ridgeland Campobello Snelling Sellers Shiloh Red Hill Surfside Beach Ward Little Mountain The Conway Springdale Woodford Burton Florence Beaufort Wilking Intercultural Institute of Sullivan's Island Tega Cay Isle of Palms Lincolnville McColl Stuckey for Contextual Ministry ris Copyright 2011, Intercultural Institute for Contextual Ministry Norris Binawood Calbour Falls Springfield by Bate

Site Location Summary - Map of the Site Location



Mountville Greenville Clearwater Lakewood Newport Walhalla Ware Shoals Rock Hill Due West Roc Cathoun Falls Seven Oaks York Lodge Edisto Beach Pageland Bethuper Intercultural Institute rmick Sullivan's Island Greer Chesnee Golden Grove Bowman Scranto Jor Confectual Ministry Confectual 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.

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o 49,999 (large

y Inman Santee Quinby Parker Lugoff Oakland Abbeville Timmonsville Pelzer Whitmire Wellford Lake Murray of Richland Reevesville Andrews Johnsonville Darlington Ninety Six McClellanville Cheraw Mount Croghan Lamar Sharon Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Mulberry Springdale Stuckey Antroville Branchville

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	12,014	7,463	4,481
2010 Households	4,594	2,752	1,658
2010 Group Quarters Population	327	21	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	24	15	7
Language Diversity National Index	10	9	2
Foreign Born Diversity National Index	23	38	28
Ancestry Diversity National Index	13	13	16
Racial Diversity National Index	67	56	66

McBee Mount Carmel Jenkinsville Cross Hill Slater-Marietta Lodge Liberty Lockhart Charleston Chaple Cope Livingston Princeton Walterboro Jefferson Pawleys Island New Intercultural Institute Gantt Summerton Kline Ridgeway Gray Court Waterloo Fountain Inn Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	1	True
Low-education County	0	False
Low-employment County	1	True
Persistent Poverty County	1	True
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	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	1	True

Hampton Furman Sans Souci Ehrhardt Fort Mill Rembert Rock Hill Wagener Slater Marietta India He Darlington Landrum Edisto Beach Lincolnville Silverstreet North Harry Intercultural Institute Millwood Cokesbury Sycamore Livingston Bluffton Seven Oaks Log Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Taylors Walterbore Dopmark, Inmap Peak, West Polo

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	310	6.75%
Mainstay Communities	Established, Diverse Households	237	5.16%
Working Communities	Blue-collar, Working Families	230	5.01%
Country Communities	Rural, Agri. & Mining Families	229	4.98%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,369	29.8%
Urban Communities	High Density, Inner-city Neighborhoods	2,218	48.28%

Pomaria Pawleys Island Silverstreet Pamplico Jefferson Woodruff Monetta Forest Acres Easley Lowry ageland Rockville Lane McConnells Coronaca Myrtle Beach Ulmer Confectual Institute Central Pacelet Wade Hampton Homeland Park York Laurens Wagener Gayle Mill Vor Confectual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Hartsville Smyrna Judson Stuckey Peak Kingstree Bowman Conway Six Mile Gifford Clearwater Gray Court Aynor Winnsboro Mills Johnston Williams Promised Land Intercultural Institute Woodruff Estill Ulmer Lakewood Ridgeway Columbia Pawleys Island Contextual Ministry Contextual Ministry Newberry Yemassee Fairfax Iva Pageland Georget 94

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	10,202	3,181	31.18%
Unreached %	68.89%	69.24%	100.5
Religious But NOT Evangelical HH	3,637	1,180	32.44%
Religious But NOT Evangelical %	24.56%	25.68%	104.56
Spiritual But NOT Relig or Evang HH	871	211	24.19%
Spiritual But NOT Relig or Evang %	5.88%	4.59%	77.97
Not Evangelical, Not Interested HH	5,924	1,893	31.96%
Not Evangelical, Not Interested %	40.01%	41.22%	103.02



Laurens Jamestown Scranton Gaffney West Union Startex Dentsville Govan North Charleston Central Hulberry Sycamore Livingston Fairfax Tega Cay Barnwell Jonesville Intercultural Institute Sumter Roebuck Lugoff Latta Modoc McColl Pawleys Island Gaston Confertual Ministry Villa Williamston Lake City Sellers Socastee Jenkinsville 1 Contextual Institute for Contextual Ministry Villiamston Lake City Sellers Socastee Jenkinsville 1

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	29	4	13.79%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	2,455	753	30.65%
Active Evangelical Percent	16.58%	16.38%	98.81
Inactive Evangelical Households	2,152	660	30.66%
Inactive Evangelical Percent	14.53%	14.36%	98.84
# New Churches Needed	0	0	0%





Spirituality Indicators - 30 Closest SCBC Churches

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

	CHURCHES	DIST.
	Walterboro First	0.43 mi
2	Edgewood	1.39 mi
3	Mission of Hope	1.49 mi
4	North Walterboro	2.35 mi
5	Bedon	3.54 mi
6	Great Swamp	4.38 mi
7	Zion	4.54 mi
8	Doctor's Creek	4.54 mi
9	Bethel	5.84 mi
10	Hendersonville	7.11 mi
11	Pleasant Grove	7.37 mi
12	Pine Grove 1	7.94 mi
13	Bethlehem	8.59 mi
14	Black Creek	9.83 mi
15	Shiloh	10.92 mi



Using the Spirituality Indicators

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

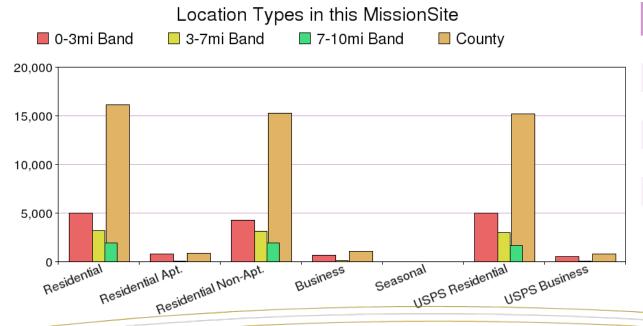
Issues for Your Consideration

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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	34,377	11,159	32.46%
2000 Population	38,264	11,594	30.3%
2010 Population	39,296	12,014	30.57%



Location Type	0-3mi Band
Residential	5,003
Residential Apt.	767
Residential Non-Apt.	4,236
Business	680
Seasonal	0
USPS Residential	4,994
USPS Business	554

% OF CO

34.03%

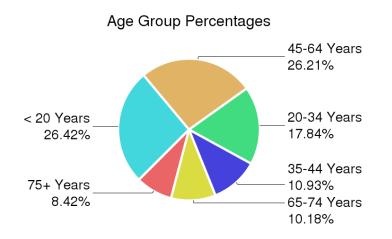
30.89%

31.02%

Point Gayle Mill Winnsboro Mills Willington Stateburg Monarch Mill Cameron Eureka Mill Northlake Press Builalo Edisto Beach Elloree Sans Souci North Hartsville Burton Plum Branch Elko Rembert McCormick Seneca Clemson Estill Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Belvedere Fort Lawn Clip Cante Mauldin Travelers R

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.

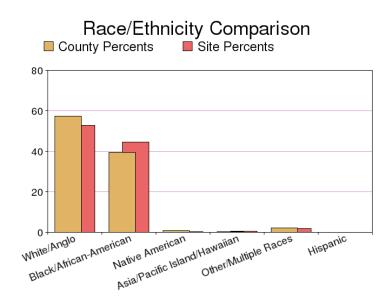


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.71%	5.11%	108.49
4-5 Years	2.61%	2.51%	96.17
6-8 Years	4.04%	4.25%	105.2
9-11 Years	4%	4.09%	102.25
12-13 Years	2.64%	2.74%	103.79
14-17 Years	5.44%	5.19%	95.4
18-19 Years	2.76%	2.54%	92.03
0-5 Years	7.32%	7.62%	104.1
6-12 Years	9.36%	9.71%	103.74
13-19 Years	9.53%	9.1%	95.49
< 20 Years	26.21%	26.43%	100.84
20-34 Years	17.54%	17.84%	101.71
35-44 Years	11.51%	10.93%	94.96
45-64 Years	28.33%	26.22%	92.55
65-74 Years	9.52%	10.18%	106.93
75+ Years	6.91%	8.42%	121.85
Median Age	41	41	100.74
Median Age (Male)	38	37	97.01
Median Age (Female)	43	44	104.09



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	57.27%	52.78%	92.17
Black, African-American	39.45%	44.57%	112.99
Native American	0.75%	0.27%	35.72
Asian	0.3%	0.45%	149.68
Pacific Island, Hawaiian	0.07%	0.02%	37.74
Other/Multiple Races	2.17%	1.89%	86.94
Hispanic	0%	2.85%	0
Education of Adults (25 vrs+)			

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	26,485	8,059	
Less than 9th Grade	6.6%	6.99%	94.42
No High School Diploma	13.99%	15.42%	90.7
High School Graduate	44.13%	38.28%	115.27
Some College, no degree	17.08%	17.27%	98.89
Associate Degree	5.57%	5.39%	103.41
College Degree	9.68%	12.23%	79.16
Graduate/Prof. degree	2.95%	4.42%	66.84

Wellford Society Hill Bradley Briarcliffe Acres Mayesville Union Lane Summerton Clearwater Sand Theaks Fort Mill Clinton Berea Oswego Dentsville Eutawville Pagelaner Intercultural Institute Prosperity Lyman Williamston Goose Creek Norway Hanahan Roc Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, In

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	14.28%	14.71%	100.51
\$10,000 to \$19,999	16.38%	17.07%	104.17
\$20,000 to \$29,999	14.47%	14.02%	96.87
\$30,000 to \$49,999	22.36%	21.27%	95.09
\$50,000 to \$59,999	6.7%	7.01%	104.64
\$60,000 to \$69,999	8.53%	8.58%	100.56
\$70,000 to \$79,999	4.89%	4.77%	97.51
\$80,000 to \$89,999	2.71%	2.9%	106.92
\$90,000 to \$99,999	1.78%	1.81%	101.35
\$100,000 to \$124,999	4.42%	5.44%	123.22
\$125,000 to \$149,999	1.75%	1.41%	80.9
\$150,000 to \$199,999	1.41%	0.72%	50.9
\$200,000 to \$249,999	0.17%	0.07%	38.68
\$250,000 or more	0.15%	0.11%	73.26
Median Household	34,132	36,391	106.62
Average Household	45,452	46,190	101.62
Per Capita Household	17,346	17,828	102.78
Family/Non-Family Household			
Income			
Median Family Income	42,109	45,213	107.37
Average Family Income	51,815	50,933	98.3
Median Non-Family Income	20,951	23,531	112.31
Average Non-Family Income	31,918	34,903	109.35

Springs Hickory Grove Parker Seven Oaks Springfield West Columbia Eutawville Red Bank Arial Denmis A Pacolet Lyman Shiloh Cottageville Wade Hampton Lake View Oak Grove Intercultural Institute overville Clemson Lake Murray of Richland Columbia Bethune Luray San <u>Intercultural Institute</u> for Confectual Ministry Ork Meggett 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	68.02%	65.72%	96.61
Families with Children	34.78%	35.29%	101.44
Families without Children	33.24%	30.43%	91.56
Non-Family Households			
% Non-Family Households	31.98%	34.28%	107.2
Non-Families with Children	0.16	0.2	120.88
Non-Families without Children	31.82	34.09	107.13
Housing Units			Index
Total Housing Units	19,469	5,436	
Vacant percent	23.94%	15.47%	64.64
Owned percent	56.44%	53.02%	93.94%
Rented Percent	19.63%	31.51%	160.56
Households by Size			Index
Avg household size	2.62	2.54	96.95
Avg family hh size	3.35	3.28	97.91
Avg non-family hh size	1.08	1.13	104.63
Households By Count of Persons			Percent
One	4,148	1,362	32.84%
Two	4,168	1,318	31.62%
Three or Four	4,769	1,432	30.03%
Five+	1,724	482	27.96%

Bowman West Union Taylors Olar Elgin Greer St. George Carlisle Lockhart St. Andrews Ulmer Surfs affeld Chesterfield Gaffney Latta Ware Shoals North Augusta Saluda trick Govan Eutawville Stuckey Briarcliffe Acres Burton Pinewood Pristic Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Context

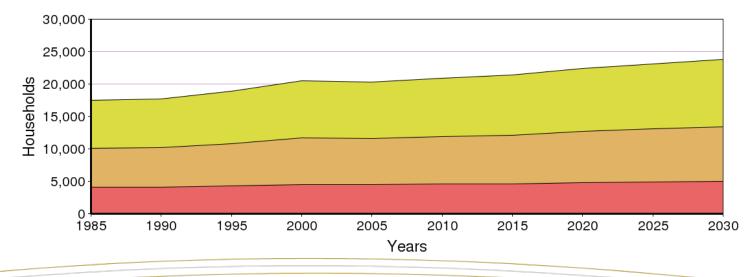
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	34,377	11,159	32.46%
2000 Population	38,264	11,594	30.3%
2010 Population	39,296	12,014	30.57%
2015 Population	39,542	11,939	30.19%

Household Change from 1985 to 2030

📕 0-3mi Ring 👘 🔲 0-7mi Ring

🔲 0-10mi Ring

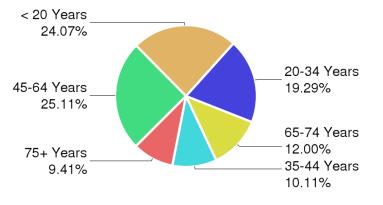


Elloree Mayesville Bennettsville Benneau Rowesville Cowpens Lexington South Sunter Lamar Holly Ware Shoals Olar Winnsboro Jackson Red Hill North Myrtle Beach Intercultural Institute Georgetown Pine Ridge Perry Belvedere Edgefield Wagener Fairfax Gifford Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

Projected Age Group Percentages

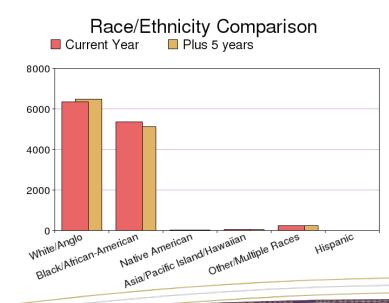


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.11%	3.87%	75.73
4-5 Years	2.51%	2%	79.68
6-8 Years	4.25%	3.53%	83.06
9-11 Years	4.09%	3.88%	94.87
12-13 Years	2.74%	2.9%	105.84
14-17 Years	5.19%	5.18%	99.81
18-19 Years	2.54%	2.71%	106.69
0-5 Years	7.62%	5.87%	77.03
6-12 Years	9.71%	8.84%	91.04
13-19 Years	9.1%	9.36%	102.86
< 20 Years	26.43%	24.07%	91.07
20-34 Years	17.84%	19.29%	108.13
35-44 Years	10.93%	10.11%	92.5
45-64 Years	26.22%	25.11%	95.77
65-74 Years	10.18%	12%	117.88
75+ Years	8.42%	9.41%	111.76
Median Age	41	44	107.16
Median Age (Male)	38	39	100.91
Median Age (Female)	43	47	109.44

Creek Patrick Shiloh Hartsville Prosperity Laurens Vance Belton Irmo Blenheim Central Ware Shoa field Surfside Beach Spartanburg Modoc Piedmont Chapin Sans Soucier Intercultural Institute udson Roebuck Wade Hampton Cokesbury Kingstree Valley Falls West for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of 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	52.78%	54.33%	102.95
Black, African-American	44.57%	42.89%	96.23
Native American	0.27%	0.31%	116.35
Asian	0.45%	0.46%	102.49
Pacific Island, Hawaiian	0.02%	0.03%	134.17
Other/Multiple Races	1.89%	1.97%	104.17
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	8,059	8,231	
Less than 9th Grade	6.99%	5.6%	80.17
No High School Diploma	15.42%	12.73%	82.55
High School Graduate	38.28%	41.21%	107.65
Some College, no degree	17.27%	17.68%	102.34
Associate Degree	5.39%	5.64%	104.68
College Degree	12.23%	13.52%	110.52

4.42%

3.62%

81.96

reenville Sharon Forest Acres Wedgewood Columbia Estill Six Mile Wagener Winnsboro Mills Little Re bity Hill Lake Wylie Pelzer Lodge Jackson Smoaks Neeses Edgefield Intercultural Institute Clio Shiloh Bonneau Ridgeland Central Pacolet North Hartsville Dor Joi Contextual Ministry Contextual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Graduate/Prof. degree

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	14.71%	13.76%	93.49
\$10,000 to \$19,999	17.07%	16.77%	98.27
\$20,000 to \$29,999	14.02%	13.69%	97.67
\$30,000 to \$49,999	21.27%	20.93%	98.4
\$50,000 to \$59,999	7.01%	6.31%	89.99
\$60,000 to \$69,999	8.58%	9.19%	107.19
\$70,000 to \$79,999	4.77%	5.47%	107.48
\$80,000 to \$89,999	2.9%	2.95%	101.88
\$90,000 to \$99,999	1.81%	1.92%	106.05
\$100,000 to \$249,999	5.44%	6.42%	117.89
\$125,000 to \$149,999	1.41%	1.42%	100.42
\$150,000 to \$199,999	0.72%	1.01%	140.86
\$200,000 to \$249,999	0.07%	0.02%	32.97
\$250,000 or more	0.11%	0%	0
Median Household	36,391	38,478	105.73
Average Household	46,190	48,598	105.21
Per Capita Household	17,828	19,095	107.11
Family/Non-Family Household			
Income			
Median Family Income	45,213	47,707	105.52
Average Family Income	50,933	53,975	105.97
Median Non-Family Income	23,531	24,904	105.83
Average Non-Family Income	34,903	37,549	107.58

Rockville Campobello Greer Mullins York Saxon Union India Hook Blacksburg North Charleston ingdate Turbeville Jefferson Carlisle Stuckey Millwood Red Bank Van Intercultural Institute Hanahan Summerton Lake Secession Irwin Troy Columbia Fairfax Love for Confextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Red Diversion Privateer Chapin Bonneau McClellanville Murphys 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	65.72%	63.72%	96.97
Families with Children	35.29	33.69	95.49
Families without Children	30.43	28.83	94.73
Non-Family Households			
% Non-Family Households	34.28%	36.28%	105.81
Non-Families with Children	0.2	0.19	105.81
Non-Families without	34.09	36.08	105.85
Children			
Housing Units			
Total Housing Units	5,436	5,492	101.03%
Vacant percent	15.47%	15.42%	99.69
Owned percent	53.02%	52.97%	99.91
Rented Percent	31.51%	31.61%	100.31
Households by Size			
Avg household size	2.54	2.50	98.43%
Avg family hh size	3.28	3.30	100.61%
Avg non-family hh size	1.13	1.10	97.35%
Households By Count of			
Persons			
One	1,362	1,462	107.34%
Two	1,318	1,306	99.09%
Three or Four	1,432	1,415	98.81%
Five+	482	461	95.64%

Red Bank Cowpens Landrum Jefferson Denmark Conway Awendaw Holly Hill Sycamore Williamster The Summerton Jamestown Marion Atlantic Beach Chesterfield Mount Intercultural Institute amar Monarch Mill Pamplico Briarcliffe Acres Summerville Smoaks Charles Contextual Ministry Red Bank Cowpright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Foreign Born Pop	191	90	6	Eastern Africa	0	0	0
Northern Europe	8	2	0	Middle Africa	0	0	0
Western Europe	12	4	2	Northern Africa	0	0	0
Southern Europe	0	0	0	Southern Africa	0	0	0
Eastern Europe	0	0	0	Western Africa	0	0	0
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	12	3	0	Oceania	0	0	0
So. Central Asia	0	0	0	Caribbean	24	14	0
SE Asia	7	14	0	Central Amer.	112	32	4
Western Asia	0	0	0	South America	8	20	0
Other Asia	0	0	0	North America	8	1	0
				Born at sea	0	0	0



Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only				Other Indo-Euro	10	12	0
English only	10,187 196	7,663	1,799				·
Spanish Other Indo-Euro		123	7	Asian/PI languages	0	0	0
	85	83	0	Chinese	15	0	0
language			0	Japanese	14	0	0
French (incl. Patois,	63	44	0	Korean	0	0	0
Cajun)	_			Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	2	2	0	Miao, Hmong	0	0	0
Portuguese	0	11	0	Thai	0	0	0
German	10	14	0	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	15	0	0
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	30	0
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	0	0
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0		~	Ũ	Ũ

Lancaster Northlake India Hook Socastee Valley Falls Irmo Ware Shoals Red Bank Jefferson Chester Thitmire Saxon Springfield Fort Mill Fairfax Irwin Modoc Rowesviller Intercultural Institute ickens Iva Scranton Hollywood Springdale Pelzer Orangeburg Megg Intercultural Institute Io: Confectual Ministry Gilbert Gray Court Willia 26 Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 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	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	8,501	6,149	1,411	Irish	Irish 259	Irish 259 286
Arab	0	0	0	Italian	Italian 79	Italian 79 76
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	13	6	2	Norwegian	Norwegian 20	Norwegian 20 21
British	24	18	1	Polish	Polish 32	Polish 32 15
Canadian	3	3	0	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	2	2	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	6	3	Russian	Russian 2	Russian 2 2
Czechoslovak	7	0	0	Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	0	6	3	Scotch-Irish	Scotch-Irish 90	Scotch-Irish 90 76
Dutch	36	0	0	Scottish	Scottish 55	Scottish 55 54
English	509	349	60	Slovak	Slovak 0	Slovak 0 0
European	111	44	11	Subsaharan African	Subsaharan African 94	Subsaharan African 94 116
Finnish	9	0	0	Swedish	Swedish 21	Swedish 21 21
French (not Basque)	79	59	8	Swiss	Swiss 11	Swiss 11 4
French Canadian	5	8	0	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	388	408	81	US/American	US/American 1,692	US/American 1,692 1,510
Greek	6	6	2	Welsh	Welsh 18	Welsh 18 12
Hungarian	2	5	0	West Indian	West Indian 28	West Indian 28 8
Iranian	7	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 4,899	Other 4,899 3,028

Edisto Watts Mills New Ellenton Pendleton Arcadia Lakes Mount Pleasant Manning Meggett Myrtle Ward St. Andrews Aiken Lamar Scranton Ladson Little River Intercultural Institute brook Island Bennettsville Troy Walhalla Red Bank Joanna Ware Shoa for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

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

airfax Utica Little River Riverview Holly Hill Sumter Bethune Surfside Beach Marion Lodge Dunean Mountville Hickory Grove Elgin Lake City Norris Stateburg North Intercultural Institute Judson Ridgeland Ware Shoals Waterloo York South Sumter Rembert For Confectual Ministry Stuckey Oakla Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry Stuckey Stater Lancaster Carlisle Simpsonville Stater Marion Lodge Dunean Social Stuckey Oakla

Using the Demographic Indicators

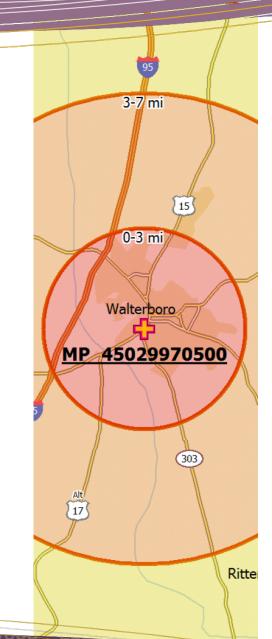
Issues for Your Consideration - continued

- 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?

Conway Saxon McConnells Jefferson Salem Lancaster Mill Winnsboro Cross Hill Edisto Golden G Iva Whitmire Plum Branch Marion Silverstreet Cheraw Summerviller Intercultural Institute Prosperity Cottageville Lugoff Chesnee Awendaw Princeton Isle of Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



Bradley Ulmer Belten Woodford Marion Edisto Coward Olanta Lake Wylle Burnettown Starr Fwin and Surfside Beach Clio Prosperity Charleston Ravenel Belveder Intercultural Institute druff Princeton Coronaca Riverview Varnville Hampton Lockhart Nort Intercultural Institute for Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Babrook Island McColl, Ebrbardt, North Charleston

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	4,594	100%	3,182	100%
AFFLUENT SUBURBIA	86	1.87%	60	1.89%
America's Wealthiest	4	0.09%	3	0.09%
Dream Weavers	10	0.22%	7	0.22%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	72	1.57%	50	1.57%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	224	4.88%	151	4.75%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	219	4.77%	147	4.62%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	5	0.11%	4	0.13%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	75	1.63%	49	1.54%
Successful Urban Sprawl	8	0.17%	0	0%
2nd City Homebodies	23	0.5%	6	0.19%
Prime Middle America	0	0%	15	0.47%
Urban Optimists	44	0.96%	0	0%
Family Convenience	0	0%	28	0.88%
Mid-Market Enterprise	0	0%	0	0%

Creek McClellanville Lexington Jenkinsville Lowrys Irwin Cowpens Scotia Northlake Socastee Fore Waterloo Myrtle Beach Eastover Hilda Lake City Liberty Sumter Salley Folly Beach Murphys Estates Meggett Stuckey Watts Mills Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-3 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	4,594	100%	3,182	100%
BLUE COLLAR BACKBONE	31	0.67%	20	0.63%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	10	0.22%	6	0.19%
Lower Income Essentials	13	0.28%	9	0.28%
Small Town Endeavors	8	0.17%	5	0.16%
AMER. DIVERSITY	162	3.53%	109	3.43%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	107	2.33%	69	2.17%
Professional Urbanites	55	1.2%	40	1.26%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	199	4.33%	137	4.31%
Steadfast Conservative	121	2.63%	83	2.61%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	78	1.7%	54	1.7%

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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 & Pe	rcent
Total	4,594	100%	3,182	100%
REMOTE AMERICA	31	0.67%	18	0.57%
Hardy Rural Fam.	2	0.04%	1	0.03%
Rural Southern Living	27	0.59%	16	0.5%
Coal & Crops	2	0.04%	1	0.03%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,369	29.8%	1,014	31.87%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	1,369	29.8%	1,014	31.87%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	198	4.31%	115	3.61%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	47	1.02%	0	0%
Comfy Country Living	140	3.05%	29	0.91%
Small Town Connections	11	0.24%	81	2.55%
Hinterland Fam.	0	0%	5	0.16%

The Eutawville Olanta Woodruff Ware Shoals Waterloo Laurel Bay Welcome Conway Northlake Turbe Cottageville Elko Smoaks Antreville Sullivan's Island Cherryvale Revealed Intercultural Institute Intercultural Institute Rockville Lake Murray of Richland New Johnston Confectual Ministry Five Forks Oakland Gatiney Walhalla Jefferson Parga

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	4,594	100%	3,182	100%
STRUGGLING SOCIETIES	1,874	40.79%	1,268	39.85%
Rugged Southern Style	30	0.65%	18	0.57%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	1,844	40.14%	1,250	39.28%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	344	7.49%	241	7.57%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	344	7.49%	241	7.57%
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%

EIRO Waterioo Oakiana Wayesville bulnettow

Georgetown Wade Hampton Abbeville Lowrys Cayce Perry Due Intercultural Institute ff Northlake Joanna Six Mile Furman Batesburg-Leesville Pacolet Te for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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?

field Weilford Atlantic Beach Berea Pelzer Arcadia Lakes Smyrna Denmark Stuckey Irme India Hook statand Troy Greenville Jenkinsville Luray Gloverville Rockville Ellored Intercultural Institute ville Fort Mill Clinton Perry Valley Falls Blackville Clemson Greer Log Contextual Ministry la Copyright 2017, Intercultural Institute for Contextual Ministry Copyright 2017, Intercultural Institute for Contextual Ministry

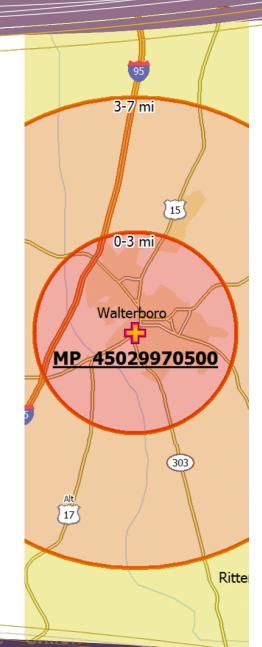
Potential Cultural Bridges

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).



Antreville Ediste Hilda Bamberg Wade Hampton Forest Acres Murphys Estates Jenkinsville Surfside Be Celumbia Summerville Kingstree Pamplico Kline Lyman Branchville Intercultural Institute ronaca Sumter Utica Mount Pleasant Buffalo Folly Beach Iva Lake Wy for Confertual Ministry Bucksport H Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	67%	68%	69%
Use Comp. for Internet/E-mail	45%	46%	47%
Internet Use: E-Mail	38%	39%	39%
Use Comp. for Comp. Games	34%	35%	35%
Use Comp. for Education	29%	30%	30%
HH Owns DVD Player	24%	25%	25%
Use Comp. for Word Processing	24%	26%	26%
Use Comp. for Shopping	23%	25%	25%
Use Comp. for Digital Camera	22%	22%	22%
Photo Editing			
Internet Use: News/ Weather	20%	21%	22%

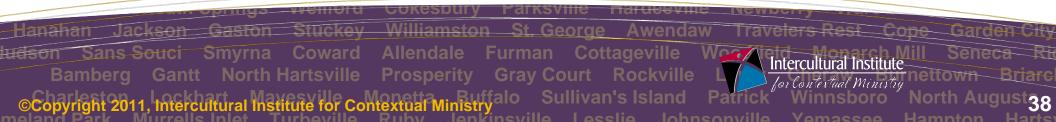
BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Use Comp. for Banking	20%	22%	22%
Internet Use: Banking	18%	20%	20%
PC-Network-HH Has One	16%	17%	17%
Use Comp. for News/Info./Data	14%	15%	15%
Service			
Use Comp. for Filing/DB	11%	11%	11%
Mngmnt			
Internet Use: Research/	9%	9%	9%
Education			
Use Comp. for Personal	9%	9%	9%
Financial Mngmnt			
Internet Use: Read Magazines/	8%	8%	8%
Newspapers			
HH Owns Video/Webcam	8%	8%	8%
Internet Use: Play/ Download	8%	8%	8%
Online Games			

Froy Aiken Travelers Rest Roebuck Georgetown Snelling Clover Paxville Bethune Gilbert Beaufort Fort Lawn North Hartsville Dalzell Irwin Reidville Piedmont Lake Murry Richland Pine Ridge Gayler ris Parker Coronaca Pawleys Island Hilton Head Island Timmonsville Martin for Contextual Ministry Rock Hill Copyright 2011, Intercultural Institute for Contextual Ministry Olanta Mullins Camden Hanahan Folly Beach King 37

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	65%	66%	66%
Reading Books	50%	50%	50%
Dining Out (Not Fast Food)	44%	45%	46%
Card Games	35%	36%	37%
Cooking for Fun	33%	33%	33%
Go To A Beach/Lake	27%	28%	28%
Board Games	26%	27%	27%
Gardening	25%	26%	26%
Going To	15%	15%	15%
Bars/Nightclubs/Dancing			
Visit Museum	14%	15%	15%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	68%	68%	69%
Gen./Fam. Practitioner	33%	34%	34%
Backache	23%	23%	23%
Hypertension/High Blood	23%	23%	23%
Pressure			
Dentist	23%	23%	23%
Eye Dr.	20%	20%	20%
None Of These	18%	18%	18%
High Cholesterol	18%	18%	19%
Any Arthritis	16%	16%	16%
Acid Reflux Disease (GERD)	16%	16%	16%



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	23.93%	24.44%	24.41%
Live Theater	16.33%	16.34%	16.44%
Rock/Pop Concerts Most	13.31%	13.58%	13.53%
Often			
Live Theater Most Often	13.22%	13.21%	13.29%
Dance Performance	9.93%	9.51%	9.36%
Comedy Club	8.86%	8.91%	8.95%
Movies: Comedy	42.2%	41.8%	41.3%
Movies: Action/Adventure	39.17%	39.07%	38.77%
Movies: Drama	25.24%	24.63%	24.22%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	23.57%	23.25%	22.95%
Movies: Romantic Comedy	21.05%	20.71%	20.42%
Movies: Mystery	18.73%	18.67%	18.53%
College Football Reg.	4.61%	4.71%	4.73%
Season			
NFL Football Reg. Season	4.07%	4.29%	4.38%
College Basketball Reg.	3.76%	3.78%	3.74%
Season			
MLB Baseball Reg. Season	3.59%	3.87%	3.83%
NBA Basketball Reg.	2.78%	2.87%	2.89%
Season			
College Football	1.99%	1.95%	1.93%
Post-Season			

Irwin Bonneau Lake Secession Cameron West Union Sullivan's Island Myrtie Beach Wagener Ridge Spin Plum Branch Powderville Fort Mill Summit Abbeville Monetta Red Bank Lichels Clin Oakland West Savannah Rockville St. Andrews Folly Beach Awendaw Berea Isle of Por Contextual Ministry Clear water St. Copyright 2011, Intercultural Institute for Contextual Ministry Conte

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

MILES MILES MILES			
		MILES	MILES MILES
Walking for Exercise 35.35% 35.73% 35.91%	Mountain/Road Biking	Mountain/Road Biking 7.97%	Mountain/Road Biking 7.97% 8.46%
Swimming 22.75% 24.27% 24.59%	Volleyball	Volleyball 7.95%	Volleyball 7.95% 8.23%
Bowling 18.04% 18.83% 19.17%	Camping Trips	Camping Trips 6.7%	Camping Trips 6.7% 7.83%
Basketball 17.6% 17.7% 17.83%	Softball	Softball 6.41%	Softball 6.41% 6.71%
Billiards/Pool 16.36% 16.96% 16.88%	Yoga	Yoga 6.11%	Yoga 6.11% 6.13%
Jogging/Running 15.09% 15.06% 15.08%	Tennis	Tennis 5.99%	Tennis 5.99% 6.09%
Football 12.59% 12.73% 12.81%	Soccer	Soccer 5.87%	Soccer 5.87% 6.17%
Freshwater Fishing 12.48% 13.86% 14.34%	Saltwater Fishing	Saltwater Fishing 5.57%	Saltwater Fishing 5.57% 5.99%
Weight Training 12.31% 12.84% 12.88%	Ice Skating	Ice Skating 5.55%	Ice Skating 5.55% 5.5%
Aerobics 10.58% 10.46% 10.53%	Roller Skating	Roller Skating 5.53%	Roller Skating 5.53% 5.56%
Baseball 10.07% 10.32% 10.52%	Hunting	Hunting 5.21%	Hunting 5.21% 6.04%
Stationary Cycling 10.02% 10.14% 10.2%	Backpacking/Hiking	Backpacking/Hiking 5.05%	Backpacking/Hiking 5.05% 5.53%
Using Cardio Machine 9.08% 9.56% 9.7%	Power Boating	Power Boating 4.95%	Power Boating 4.95% 5.18%
Golf 8.65% 9.08% 9.22%	Target Shooting	Target Shooting4.67%	Target Shooting4.67%5.31%

Cane Savannah Springfield Rowesville Yemassee Cope West Union Lockhart Little Mountain Bonn Ter Livingston Laurel Bay Saluda Clinton Modoc Joanna Bishopville Intercultural Institute North Olanta West Columbia Hodges Marion Bucksport Eureka Mountain Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Canoeing/Kayaking	4.21%	4.48%	4.6%
Snorkeling	4.11%	4.16%	4.12%
Fly Fishing	3.97%	4.09%	4.14%
Jet Skiing	3.91%	4.01%	4.03%
Motorcycling	3.86%	4.25%	4.36%
Racquetball	3.67%	3.72%	3.82%
Horseback Riding	3.6%	3.99%	4.17%
Skateboarding	3.42%	3.45%	3.52%
Hockey	3.38%	3.41%	3.52%
Downhill & X-Country	3.19%	3.34%	3.4%
Skiing			

0-3	3-7	7-10
MILES	MILES	MILES
3.1%	3.2%	3.21%
3.04%	3.01%	2.99%
3.04%	3.23%	3.32%
2.6%	2.68%	2.73%
2.6%	2.84%	2.86%
2.59%	2.55%	2.56%
2.29%	2.3%	2.33%
2.14%	2.27%	2.37%
1.95%	2.03%	2.06%
1.81%	1.95%	2.05%
	MILES 3.1% 3.04% 3.04% 2.6% 2.59% 2.29% 2.14% 1.95%	MILES3.1%3.2%3.04%3.01%3.04%3.23%2.6%2.68%2.6%2.84%2.59%2.55%2.29%2.3%2.14%2.27%1.95%2.03%

Cordova Clemson St. George Central Columbia Roebuck Ridgeland Woodfield East Gaffney Mount Himsboro Mills Murphys Estates Bennettsville Timmonsville Millwood Goose Creek Shiloh Chapin Little Mountain Summerville Inman Elgin St Copyright 2011, Intercultural Institute for Contextual Ministry Alege Perry Cowpens, Promised Land, Tatum Cord

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.

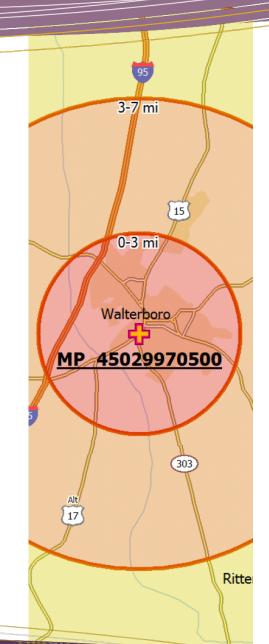
BIBLICAL BARRIERS

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.



own Elloree Rovesville Golden Grove Garden City St. Matthews St. George Woodfield Tega Cay McCar estown Darlington Bamberg Laurens Springdale Awendaw Pine Ridger Intercultural Institute Boiling Springs Ridgeway Monetta Jackson Ware Shoals Ward Raven for Confectual 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.

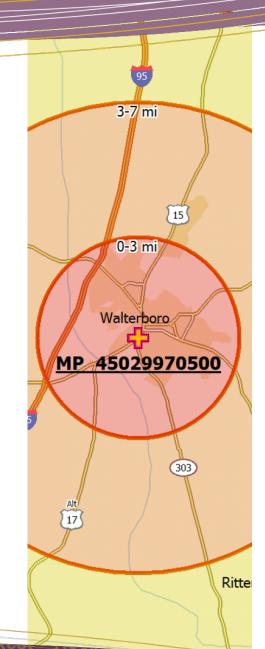
CULTURAL BARRIERS OF ACCEPTANCE

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.



eorge North Augusta Forest Acres Olanta West Pelzer Summit Oakland McBee Five Forks Furman Re Carlisle Plum Branch Oswego Gifford West Union Smyrna Harleyville Intercultural Institute Cayce East Sumter Abbeville Calhoun Falls Blenheim City View Santee 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.

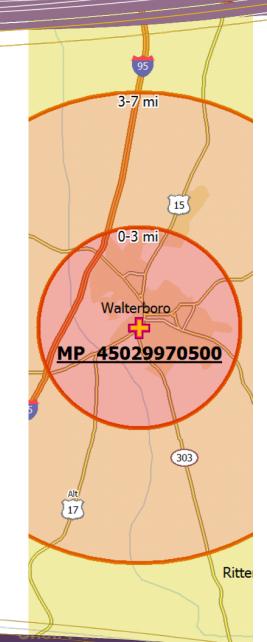
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	55%	55%	55%	Money Is Best Measure Of Success	23%	23%	24%
Speak My Mind Even If It Upsets People	42%	41%	41%	Marijuana Should Be Legalized We Should Strive for Equality	21% 20%	20% 19%	20% 19%
Like Control Over People And Resources	41%	41%	41%	for All	19%	19%	19%
Find It Difficult To Say No To My	37%	37%	38%	Friends More Important Than My Fam.			
Kids Woman's Place Is In The Home	36%	36%	36%	Like To Pursue Challenge/Novelty/Change	18%	18%	18%
Don't Judge People/Way They Live Life	33%	33%	32%	Rarely Sit Down to a Meal Together At Home	18%	18%	18%
Too Much Sponsorship In Arts/Sports	33%	32%	32%	Only Work Current Job for The Money	16%	16%	16%
Like To Do Unconventional Things	28%	29%	29%	Happy With My Standard Of Living	12%	12%	12%
Prefer To Have Few Possessions As Possible	27%	27%	27%	On Whole People Get What They Deserve	11%	11%	11%
If Won Lottery Would Never	26%	26%	26%	Very Happy With My Life As It Is	10%	10%	9%
Work Again I Am A Workaholic	26%	26%	25%	More Important Do Duty Than Enjoy Life	10%	9%	9%
Like to Stand Out In A Crowd	25%	24%	24%	Little I Can Do To Change My Life	10%	10%	10%

ton Ridgeway Dunean Saxon McColl Georgetown Cameron Lodge Privateer Fountain Inn McCormic Mayesville Allendale Forest Acres Brunson Tatum Hilton Head Island, St Andreus, Newport Jeffers ter Ruby Homeland Park Hardeeville Cherryvale Sharon Willington Confectual Ministry Corpyright 2011, Intercultural Institute for Contextual Ministry St. Matthews Wedgewood Little River Bishopville 42

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.



Aount Pleasant York Lodge Oak Grove Reevesville Conway Bucksport Furman Kingstree Summerville Lean Cope Carlisle Pendleton Wade Hampton Lugoff Johnsonville Lake Intercultural Institute Pamplico Georgetown Ninety Six Meggett Campobello Isle of Palms Georgetown Ninety Six Meggett Campobello Isle of Palms Georgetour Lowrys Atlay5 Contextual Ministry Bock Hill Winnsboro Mills Red Hill North Hartsville

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
You Should Seize Opportunities In Life	59%	58%	58%	Looking for New Ideas To Improve Home	23%	22%	22%
Important To Respect Customs	55%	57%	57%	Like To Just Enjoy Life	20%	19%	19%
And Beliefs	100/	000/	000/	Try Not To Worry About The	18%	18%	17%
Like To Understand About Nature	40%	39%	39%	Future Real Men Don't Cry	18%	18%	18%
Prefer Work Part Of Team Than Alone	39%	39%	39%	Worried About Pollution Caused By Cars	15%	16%	16%
Important To Juggle Various	36%	35%	35%	Is An Important Part Of Who I Am	14%	14%	14%
Tasks				Enjoy Spending Time With My	14%	14%	14%
Important Feel Respected By My Peers	33%	33%	33%	Fam. Children Should Be Allowed To	8%	8%	8%
Good At Fixing Things	32%	31%	31%	Express Themselves			
Have Keen Sense Of Adventure	29%	29%	29%	Feel Very Alone In The World	6%	6%	6%
Prefer To Have Few Possessions As Possible	27%	27%	27%	Like Spending Most Time With Fam.	5%	5%	5%
Consider Myself Interested In The Arts	24%	23%	23%	Would Like To Set Up Own Business	4%	4%	4%
People Have To Take Me As They Find Me	23%	23%	23%	Decor Particular Interest To Me	3%	3%	3%
Provide My Kids With The Little Extras	23%	22%	22%				

adley Startex Seabrook Island Murphys Estates Awendaw Donalds Norway Pine Ridge Fort Mill Irmo Lake Murray of Richland Atta Intercult al Pacolet Plum Branch Sycamore Saxon North Rowesy

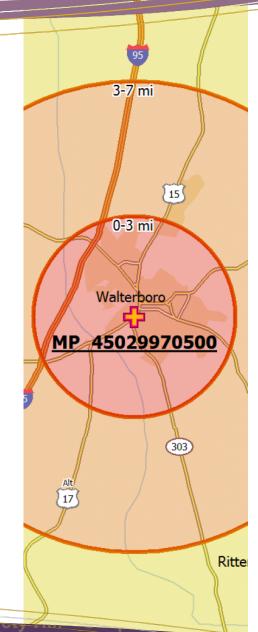
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Potential Shared Places

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.



Five Forks Greer Nichols Honea Path Wedgewood Seneca Donalds Slater Marietta Orangeburg F Laurens Bluffton Saluda Jonesville New Ellenton Prosperity Eureka in Intercultural Institute Coward City View Gayle Mill Valley Falls North Myrtle Beach Myrtle Bea Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Places:

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	87.19%	87.66%	87.76%
Restaurant-Visit Any			
Fam. Restaurants/Steak	75.74%	77.12%	77.58%
Houses-Visit Any			
McDonald's	56.42%	57.01%	57.12%
Kentucky Fried Chicken (KFC)	39.42%	39.04%	38.85%
Burger King	39.23%	39.43%	39.45%
Wendy's	34.45%	34.53%	34.43%
Subway	31.52%	31.89%	31.87%
Pizza Hut	26.79%	26.81%	26.9%
Taco Bell	26.67%	27.28%	27.17%
Applebee's	26.33%	27.49%	27.76%
Arby's	21.49%	22.21%	22.25%
Red Lobster	20.11%	19.91%	20%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Popeyes	19.8%	18.76%	18.49%
Domino's Pizza	18.96%	18.66%	18.57%
Dairy Queen	18.78%	18.94%	18.87%
Olive Garden	18.2%	18.43%	18.43%
Golden Corral	16.71%	16.74%	16.83%
Sonic	15.76%	15.88%	15.94%
IHOP (International House Of	15.52%	15.5%	15.61%
Pancakes)			
Chick-Fil-A	14.69%	15.3%	15.64%
Church's Fried Chicken	14.62%	13.76%	13.53%
Hardee's	13.94%	14.08%	14.11%
Outback Steakhouse	13.7%	13.67%	13.66%
TGI Friday's	13.59%	13.62%	13.64%

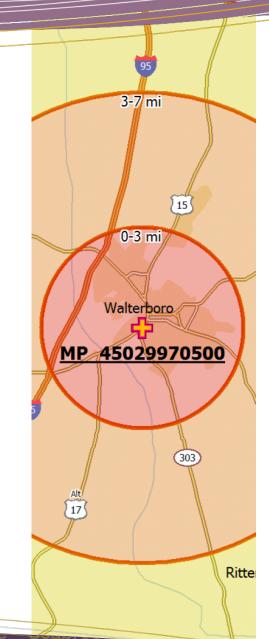


Potential Shared Projects

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!



Aiken Wilkinson Heights Conway Salem Summerton Pacolet Stuckey Woodford Troy Roebuck He Bennettsville North Hartsville Newport Luray Lynchburg Clemson Power Intercultural Institute Lake City North Myrtle Beach Saluda Trenton Belton Golden Grove Jos Confextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Percopyright 2011, Intercultural Institute for Contextual Ministry Parkeville Homeland Park Spelling Woodruff Cordex and Park

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	40.64%	41.22%	41.48%
Recycled products	23.6%	24.54%	24.73%
Worked as volunteer (non political)	11.91%	12.23%	12.22%
Engaged in fund raising	10.39%	10.46%	10.53%
Religious club member	8.02%	8.06%	8.21%
Church Board	7.13%	7.11%	7.3%

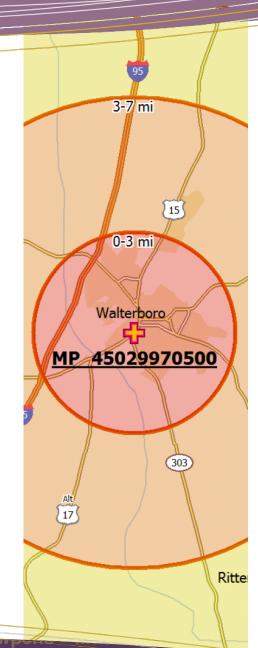
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Took active part in local civic	4.59%	4.56%	4.56%
issue			
Wrote to editor of mag or	4.45%	4.49%	4.49%
newspaper			
Union member	4.29%	4.5%	4.63%
Wrote to elected offcl about	4.03%	4.08%	4.07%
publ bus			
Charitable Organization	3.87%	3.99%	4.03%
Addressed a public meeting	3.74%	3.86%	3.89%

ennelis Honea Path Ward Greeleyville Gilbert Heath Springs Blacksburg Edisto Socastee Hodges Uni Mountville West Columbia Santee Pendleton Hartsville Great Falls Intercultural Institute Ville Snelling Atlantic Beach Williston Edisto Beach Hollywood Ninety Jor Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



Lake City Neeses Pendleton Newberry Briarcliffe Acres Hodges City View Pine Ridge Golden Grove Startex Aiken Snelling Dunean Donalds North Hartsville Scotia Land Intercultural Institute Hartsville Ravenel Sharon Due West Williams Coward Latta Dalzel for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Children's Books	12.58%	12.58%	12.57%
Novel	12.43%	12.66%	12.79%
Religious (not Bibles)	9.59%	9.71%	9.84%
Cookbooks	8.25%	8.49%	8.48%
Mystery	7.42%	7.66%	7.61%
Romance	6.46%	6.46%	6.43%
Personal/Business	5.39%	5.47%	5.51%
Self-help			
Biography	5.21%	5.21%	5.26%
Mail order	4.76%	4.68%	4.68%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	65.39%	65.51%	65.36%
Gen. Editorial	54.59%	54.09%	54.03%
Womens	47.35%	47.14%	47.36%
Service	29.29%	29.77%	29.74%
Business/Finance	21.37%	21.13%	21.24%
Music	20.88%	20.21%	20.23%
Mens	20%	19.82%	19.75%
Parenthood	15.5%	15.28%	15.15%
Health	14.17%	14.24%	14.35%

Eutawville Lane Cane Savannah Yemassee Murrells Inlet Orangeburg St. Matthews Mullins Roebuck Fort Lawn Bucksport Belton Springdale Wade Hampton Tatum South South Intercultural Institute eld Chapin Marion East Sumter Oswego Bradley Promised Land Antro Intercultural Institute Wrys Monetta OCopyright 2011, Intercultural Institute for Contextual Ministry Schurgel 2011, Intercultural Institute for Contextual Ministry Schurgel 2011, Intercultural Institute for Contextual Ministry Schurgel 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	46.69%	47.29%	47.41%
Classified	30.78%	31.14%	31.04%
Sport	28.34%	28.67%	28.65%
Editorial Page	23.73%	24.49%	24.62%
Business/Finance	22.63%	22.94%	22.95%
Movie Listings & Reviews	21.89%	22.09%	22%
Comics	21.7%	22.09%	22%
TV/Radio Listings	21.55%	21.83%	21.78%
Food/Cooking	20.81%	21.26%	21.4%
Home/Gardening	16.67%	17.27%	17.47%
Fashion	15.66%	15.53%	15.68%
Travel	15.41%	15.77%	15.9%
Science/Technology	13.03%	13.41%	13.56%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Urban Contemporary	43.73%	41.63%	41.5%
CHR Contemp Hit Radio	15.4%	15.59%	15.74%
Jazz	13.13%	12.82%	13.11%
Variety	10.74%	10.45%	10.52%
Adult Contemporary	10.17%	10.61%	10.52%
Country	9.89%	11.42%	11.63%
Oldies	9.08%	9.1%	8.97%
Gospel	8.82%	8.54%	8.56%
All News	6.65%	6.52%	6.73%
News/Talk	5.98%	6.25%	6.13%
Rock	5.58%	6.06%	5.93%
Religious	5.26%	5.44%	5.58%
Soft Contemporary	4.76%	4.9%	4.87%
Alternative	4.75%	4.85%	4.64%
Classic Rock	3.93%	4.27%	4.16%
All Talk	2.97%	2.95%	3.02%
Sports	2.81%	2.85%	2.85%
Hispanic	2.64%	2.65%	2.77%

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Charleston Hanning Centerville Conway Johnsonville Murphys Estates Cowpens Clemson Easiey Shaw Smoaks North Charleston Furman Campobello Allendale Bamber Intercultural Institute unt Carmel Marion Livingston Pelzer Harleyville Lexington Great Falls for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10		MULTIMEDIA: TV	MULTIMEDIA: TV 0-3	MULTIMEDIA: TV 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	60.51%	61.28%	61.5%	1	Comedy Central	Comedy Central 24.97%	Comedy Central 24.97% 24.97%
Soapnet	51.04%	50.84%	50.72%	ļ	Nick At Nite	Nick At Nite 24.92%	Nick At Nite 24.92% 25.53%
Other Video-On-Demand	50.41%	49.76%	49.4%	В	ET (Black Entertainment	ET (Black Entertainment 23.5%	ET (Black Entertainment 23.5% 23.17%
Satellite Dish	49.78%	50.13%	49.99%	TV)	1	1	1
Sci-Fi Channel	34.71%	35.24%	35.41%	Halln	nark Channel	nark Channel 23.25%	nark Channel 23.25% 23.65%
MSNBC	34.66%	34.8%	34.59%	Lifeti	me	me 22.87%	me 22.87% 22.99%
Adult Pay Per View TV	32.14%	32.8%	33.02%	TV In	fo From Monthly Cable	fo From Monthly Cable 22.4%	fo From Monthly Cable 22.4% 22.56%
Subscribe Digital Cable	31.7%	31.65%	31.93%	Guide	ļ	,	,
TV Info From Sunday TV	27.61%	27.64%	27.71%	TV Info Fr	om Other	om Other 21.47%	om Other 21.47% 21.34%
Magazine				ABC Fam.		21.29%	21.29% 21.31%
Nickelodeon	26.11%	26.79%	26.78%	USA Network		21.27%	21.27% 21.38%
TCM (Turner Classic	25.74%	25.71%	25.53%	The Golf Channe		el 21.1%	el 21.1% 21.53%
Movies)				TV Land		20.69%	20.69% 20.16%
TV Info From Newspapers	25.35%	25.59%	25.57%	ESPN2		20.25%	20.25% 20.11%

Mills Hodges Gaston St. Stephen Fairfax Starr Ruby Estill Salem Little Mountain Spartanburg Wes Gakland Lesslie Judson Kershaw Arcadia Lakes Swansea Woodfield Intercultural Institute andrum Neeses Scotia Mulberry Woodford Lakewood St. Andrews St. Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Mest Copyright 2011, Intercultural Institute for Contextual Ministry Mest Copyright 2011, Intercultural Institute for Contextual Ministry

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.



Rowesville Startex Greenwood Silverstreet Santee Lane Cope Gaston Watts Hills McCennells Tate Mellford Mount Carmel Cowpens Jefferson Clarks Hill Walterboro Intercultural Institute ancaster Lodge Wade Hampton Dalzell West Union Murrells Inlet Pom Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Shilob Burnettown Donalds Manning Arcadia Later 55

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	15.27%	15.62%	15.68%
Medium Users (4-6)	7.67%	7.8%	7.8%
Light Users (1-3)	17.2%	17.32%	17.45%
Quintiles (20%)			
Newspaper I (Heavy)	1%	1.05%	1.01%
Newspaper II	1.41%	1.46%	1.5%
Newspaper III	1.9%	1.86%	1.85%
Newspaper IV	0.53%	0.54%	0.51%
Newspaper V (Light)	1.58%	1.36%	1.24%

0-3	3-7	7-10
MILES	MILES	MILES
22.38%	22.06%	21.76%
9.71%	9.69%	9.62%
11.12%	10.84%	10.73%
14.62%	14.45%	14.25%
1.15%	1.15%	1.17%
9.37%	9.04%	8.99%
5.94%	5.66%	5.52%
5.87%	5.69%	5.6%
16.91%	16.83%	16.93%
25.23%	24.97%	24.94%
17.24%	17.03%	17.03%
8.98%	8.73%	8.74%
11.67%	11.03%	10.73%
26.47%	25.89%	25.75%
5.56%	5.31%	5.21%
	MILES 22.38% 9.71% 11.12% 14.62% 1.15% 9.37% 5.94% 5.87% 16.91% 25.23% 17.24% 8.98% 11.67% 26.47%	MILES MILES 22.38% 22.06% 9.71% 9.69% 11.12% 10.84% 14.62% 14.45% 1.15% 1.15% 9.37% 9.04% 5.94% 5.66% 16.91% 16.83% 25.23% 24.97% 17.24% 17.03% 11.67% 11.03% 26.47% 25.89%

Cottageville Bonneau McColl Hanahan Jackson Blackville Spartanburg Pine Ridge Allendale Piedmont Cameron Salem Bradley Wedgewood Inman Mills Easley Buffalo Manufield Ladson Ruby Greer unt Carmel Sycamore Smoaks City View Lane Gray Court Saxon Slat Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Heath Springs Lamar Pinewood Starr Holly Hill Port Royal Bowman Ridge Spring Hemingwa

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	MILES	
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths /			
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	2.3%	2.32%	2.33%	Prime Time I & II (Heavy)	4.39%	4.15%	
Drive Time III (Medium)	1.05%	1.01%	1.01%	Prime Time III (Medium)	1.29%	1.31%	
Radio IV & V (Light)	2.7%	2.62%	2.6%	Prime Time IV & V (Light)	11.59%	11.05%	
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	12.67%	12.44%	12.2%	Fringe I & II (Heavy)	38.29%	38.26%	
Radio III (Medium)	3.46%	3.6%	3.6%	Fringe III (Medium)	57.03%	56.44%	
Radio IV & V (Light)	4.23%	4.2%	4.2%	Fringe IV (Light)	57.28%	57.16%	
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	11%	11.41%	11.56%	All Day I & II (Heavy)	16.73%	16.07%	
Cable III (Medium)	5.79%	5.64%	5.5%	All Day III (Medium)	26.12%	25.86%	
Cable IV & V (Light)	41.48%	40.83%	40.64%	All Day IV (Light)	22.63%	21.68%	



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.41%	10.72%	10.79%
6:00am - 10:00am	16.14%	15.64%	15.53%
10:00am - 3:00pm	13.6%	12.78%	12.47%
3:00pm - 7:00pm	17.63%	17.13%	16.61%
7:00pm - Midnight	12.92%	12.55%	12.33%
Midnight - 6:00am	9.51%	9.08%	8.9%
Weekend Radio			
Listeners			
Dayparts [summary]	14.67%	14.91%	14.69%
6:00am - 10:00am	2.48%	2.6%	2.57%
10:00am-3:00pm	4.87%	4.79%	4.85%
3:00pm - 7:00pm	7.69%	7.6%	7.44%
7:00pm - Midnight	11.27%	11.14%	10.88%
Midnight - 6:00am	15.8%	15.17%	14.82%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.93%	6.12%	6.07%
Saturday: 8:00-11:00pm	8.4%	8.5%	8.5%
Sunday: 7:00-11:00pm	9.58%	9.76%	9.59%
9:00am-1:00pm	24.92%	25.53%	25.42%
9:00am-4:00pm	28.76%	29.56%	29.56%
4:00pm-7:00pm	32.17%	32.18%	32.11%
11:00pm-1:00am	46.02%	45.98%	45.71%
AVG Prime time	6.33%	6.04%	5.93%
Mon-Sun			

mo Springdale <u>Chesnee</u> Little River <u>Modoc Kiawah Island Gifford</u> Orangeburg Blufton Jefferson Gre Blythewood Parksville Salley Joanna Edisto Ehrhardt Lesslie Lockhard <u>Hickory Grove</u> Windsor Sans Jufort Cayce Winnsboro Mills Ravenel Bowman Red Bank Murphys Est <u>Intercultural Institute</u> Palms Hodge Copyright 2011, Intercultural Institute for Contextual Ministry Folly Beach Summerville Travelers Rest North Lake 58

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	17.19%	16.7%	16.2%	Sat: 7-10am	Sat: 7-10am 16.42%	Sat: 7-10am 16.42% 16.48%
7-9am	20.25%	20.11%	20.01%	Sat: 10am-1pm	Sat: 10am-1pm 8.9%	Sat: 10am-1pm 8.9% 8.8%
9am-12noon	18.37%	19.16%	19.19%	Sat: 1-4pm	Sat: 1-4pm 25.01%	Sat: 1-4pm 25.01% 25.07%
12noon-4pm	10.39%	10.4%	10.37%	Sat: 4-6pm	Sat: 4-6pm 7.31%	Sat: 4-6pm 7.31% 7.3%
4-6pm	47.91%	48.32%	48.45%	Sat: 6-7pm	Sat: 6-7pm 1.57%	Sat: 6-7pm 1.57% 1.63%
6-7pm	16.81%	17.4%	17.5%	Sat: 7-8pm	Sat: 7-8pm 1.05%	Sat: 7-8pm 1.05% 1%
7-7:30pm	1.72%	1.7%	1.75%	Sat: 8-11pm	Sat: 8-11pm 8.4%	Sat: 8-11pm 8.4% 8.5%
7:30-8pm	11.9%	12.05%	12.21%	Sat: 11pm-1am	Sat: 11pm-1am 6.84%	Sat: 11pm-1am 6.84% 6.71%
8-11pm	5.93%	6.12%	6.07%	Sat: 1am-7pm	Sat: 1am-7pm 21.27%	Sat: 1am-7pm 21.27% 21.38%
11pm-12am	34.66%	34.8%	34.59%	Sun: 7-10am	Sun: 7-10am 2.26%	Sun: 7-10am 2.26% 2.31%
11pm-1am	46.02%	45.98%	45.71%	Sun: 10am-1pm	Sun: 10am-1pm 5.16%	Sun: 10am-1pm 5.16% 5.46%
1-6am	32.01%	31.99%	32.01%	Sun: 1-4pm	Sun: 1-4pm 4.27%	Sun: 1-4pm 4.27% 4.67%
				Sun: 4-7pm	Sun: 4-7pm 11.34%	Sun: 4-7pm 11.34% 11.66%
				Sun: 7-11pm	Sun: 7-11pm 9.58%	Sun: 7-11pm 9.58% 9.76%
				Sun: 11pm-1am	Sun: 11pm-1am 5.69%	Sun: 11pm-1am 5.69% 5.75%
				Sun: 1-7am	Sun: 1-7am 20.09%	Sun: 1-7am 20.09% 20.52%

Burton Clearwater Mauldin Rockville Blacksburg Summit Mountville Hampton Snelling Reevesville Elko Gaston Silverstreet Travelers Rest Cheraw Antreville Irmo St. Kiawah Island Wade Ham Beach Kline Olanta Andrews Lockhart Lowrys Saxon Powderville Confectual Ministry Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

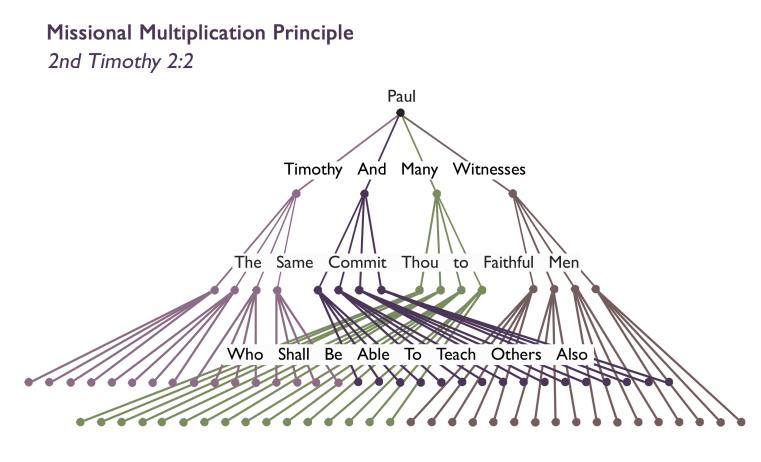
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

North Augusta <u>Moncks Corner Cross Hill Sycamore Laurens</u> Sharon Multins Duncan Oakland Snelling Hulberry Lakewood Aynor Lamar Lake Secession Marion Wellford <u>Intercultural Institute</u> Lodge Lake City St. George Trenton Bonneau Stuckey Elko For for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Description Cortextual Ministry

Biblical Missional Multiplication

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

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



Wilkinson Heights East Gattiney Privateer Slater-Marietta Mayesville Clarks Hill Honea Path Campobe Hartsville Brunson Bamberg Salley Latta Summerville Scranton Contentiat Institute Red Bank Powderville Sharon Ninety Six Hollywood Walterboro Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



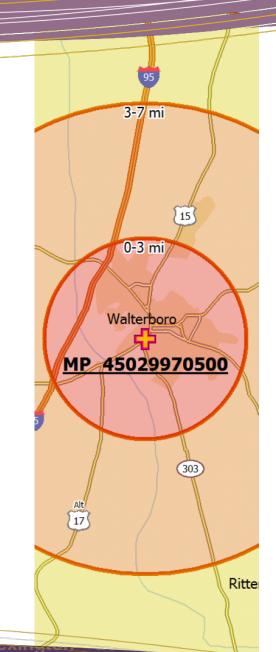


Your MissionSite and the Missional Suite

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

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

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



Reevesville Calhoun Fails Williston Tega Cay Parksville Promised Land Goose Creek Prosperity Oak Tray of Richland McCormick Clarks Hill Gaffney Olanta Meggett Mulling Intercultural Institute Duncan Summerville Belton Fountain Inn Mayo West Pelzer Ches for Confextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Ruby Cordova Edisto Beach Iva Red Hill Livingston

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.

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APPENDIX: SCBC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Walterboro First	PO Box 650 Walterboro, SC 29488	0.43 mi	0	
2	Edgewood	138 Wildwood Dr Walterboro, SC 29488	1.39 mi	0	
3	Mission of Hope	7411 Cane Branch Road Ruffin, SC 29475	1.49 mi	0	
4	North Walterboro	PO Box 905 Walterboro, SC 29488	2.35 mi	0	
5	Bedon	2410 Cottageville Hwy Walterboro, SC 29488	3.54 mi	0	
6	Great Swamp	3396 Hendersonville Hwy Walterboro, SC 29488	4.38 mi	0	
7	Zion	152 Ruffin Road Walterboro, SC 29488	4.54 mi	0	
8	Doctor's Creek	PO Box 2 Walterboro, SC 29488	4.54 mi	0	
9	Bethel	3481 Sydneys Rd Walterboro, SC 29488	5.84 mi	0	
10	Hendersonville	893 Bachelor Hill Rd Walterboro, SC 29488	7.11 mi	0	
11	Pleasant Grove	7345 Jefferies Hwy Walterboro, SC 29488	7.37 mi	0	
12	Pine Grove 1	99 Pine Grove Rd Walterboro, SC 29488	7.94 mi	0	
13	Bethlehem	PO Box 577 Round O, SC 29474	8.59 mi	0	
14	Black Creek	4931 Black Creek Rd Walterboro, SC 29488	9.83 mi	0	
15	Shiloh	10565 Low Country Highway Ruffin, SC 29475	10.92 mi	0	

Hardeeville Luray Lancaster Mill Buffalo Stuckey Hilton Head Island Clinton Easley Lynchburg North Society Hill Ridge Spring Lake Murray of Richland Ward Orangeburg Intercultural Institute Carden City Lockhart arcliffe Acres Lyman Ulmer Woodford Duncan Irwin Mount Pleasant For Contextual Ministry Dalzell Sycamore Carden Currey Contextual Ministry Burnettown Wedgewood Pine Ridge Moncks Corner

APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Ruffin	PO Box 151 Ruffin, SC 29475	11.36 mi	0	
17	Canadys First	699 Red Bank Road Walterboro, SC 29488	11.36 mi	0	
18	Canaan	12760 Augusta Hwy Walterboro, SC 29488	11.65 mi	0	
19	Spring Hill	2682 Wesley Grove Rd Cottageville, SC 29435	11.87 mi	0	
20	Cottageville	PO Box 97 Cottageville, SC 29435	12.00 mi	0	
21	Green Pond	PO Box 265 Green Pond, SC 29446	12.07 mi	0	
22	Peniel	3300 Rum Gully Road Islandton, SC 29929	12.28 mi	0	
23	Marion	PO Box 125 Williams, SC 29493	13.76 mi	0	
24	Jacksonboro	PO Box 129 Jacksonboro, SC 29452	13.92 mi	0	
25	Maple Cane	21287 Augusta Highway Cottageville, SC 29435	14.79 mi	0	
26	St Matthews	2593 Wire Rd Saint George, SC 29477	15.41 mi	0	
27	Mt Olive	21219 Pocotaligo Rd Early Branch, SC 29916	15.75 mi	0	
28	Smoaks	PO Box 101 Smoaks, SC 29481	15.85 mi	0	
29	Hopewell	6869 Parkers Ferry Rd Adams Run, SC 29426	16.87 mi	0	
30	Yemassee	PO Box 68 Yemassee, SC 29945	17.55 mi	0	

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APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Ridgeville	PO Box 623 Yemassee, SC 29945	17.66 mi	0	
32	Givhans	2140 Old Beech Hill Rd Ridgeville, SC 29472	18.22 mi	0	
33	Beulah	189 Beulah Church Road Branchville, SC 29432	18.44 mi	0	
34	Carter's Ford	PO Box 1 Lodge, SC 29082	18.97 mi	0	
35	Ashton	3614 Willow Swamp Road Islandton, SC 29929	19.03 mi	0	
36	Old St George	509 Old Saint George Rd Saint George, SC 29477	19.10 mi	0	
37	Lighthouse Community	918 Mt Zion Rd St George, SC 29477	19.40 mi	0	
38	Grace Pointe Church	100 Rigby Street Reevesville, SC 29477	19.40 mi	0	
39	Memorial	PO Box 566 Saint George, SC 29477	20.52 mi	0	
40	Pine Grove 2	285 Temple Road Ridgeville, SC 29472	20.67 mi	0	
41	Open Arms Fellowship	402 Hoover Street North Hampton, SC 29924	21.14 mi	0	
42	Calvary	147 Smoak Road Dorchester, SC 29437	21.20 mi	0	
43	Reevesville	PO Box 86 Reevesville, SC 29471	21.39 mi	0	
44	Sandy Run	2100 Sandy Run Road Hampton, SC 29924	21.68 mi	0	
45	Sheldon	PO Box 37 Sheldon, SC 29941	21.84 mi	0	

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