MissionSite top unreached locations

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In partnership with the: ak Grove Johnsonville

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CENSUS TRACT: 45051050400 Denr e Inman Mills Mulberry Newberry ^BREGION: Pee Dee Country Cope New Ellenton Society Hill Parker McBee Ridgevill ASSOCIATION: Horry County ath Springs Irmo Gi or Scotia West Pelzer Socastee Eh COUNTY: Horry sville Lexington Brookdale Jenk SISITESCAPE: Townscape Inman Columbia Nichols Vestminster Mullins Lake View Kiawah Islan DENSITY PATTERN: Kgeburg Garden City Landru Intercultural Institute Rest Cane Savannah Ulmer Darlington Myrtle Beach Pinewood Gre Prosperity Tega C South Carolina City View Summerton Baptist Convention St. Stephen Baptist Convention Copyright 2011; Intercultural Institute for Contextual Ministry Millwood Red Bank Easley St. Matthews McClellanvil

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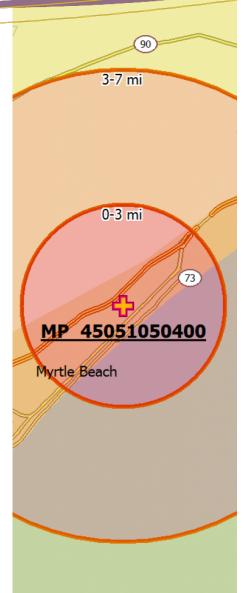
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Site Location Summary

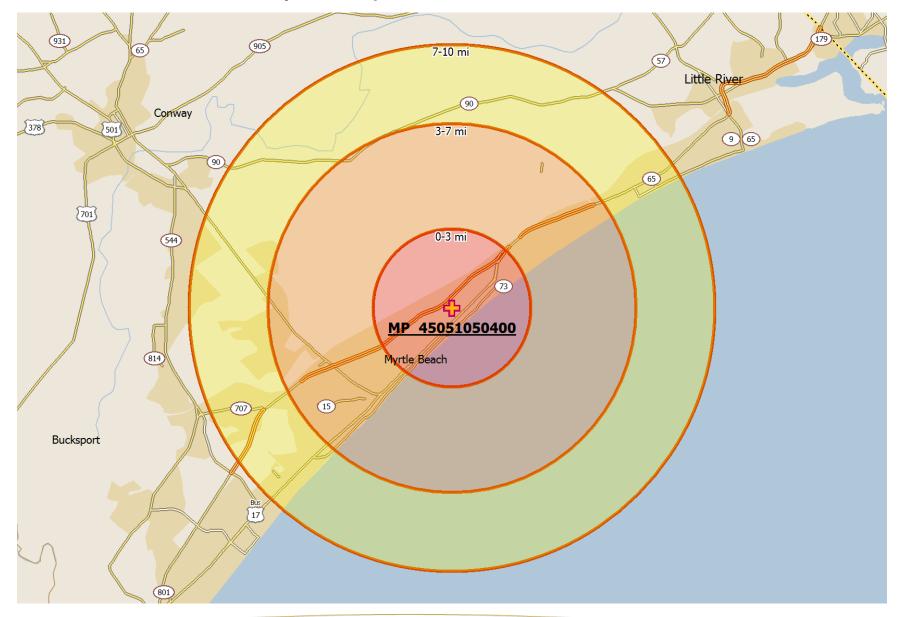
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	4504	Pee Dee Country
2	Association	45AUN	Horry County
3	County Location	45051	Horry
4	Zipcode	29572	Horry
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	K	50000-50000-50000



Hollywood Laurens Springdale Myrtle Beach Great Falls St. Matthews Kershaw Mount Greghan Fort Lough Congaree Bradley Olanta Murphys Estates Murrells Inlet Gray Court Intercultural Institute Stateburg Sax Giawah Island Batesburg-Leesville Mount Carmel East Sumter Lesslie Black Confertual Ministry Ninety Six Gra Coopyright 2011, Intercultural Institute for Contextual Ministry Jamestown Loris Monarch Mill Welcome Lynchburg

Site Location Summary - Map of the Site Location



Goose Creek Lake View Neeses Ridgeway Trenton Pickens Taylors Pelzer North Hartsville Seabra Isle of Palms Eureka Mill Jenkinsville Starr Manning Seven Oaks Lake Intercultural Institute ay Court Johnsonville Mayesville Yemassee Summerton Welcome Red for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999
			population
5	NCES Urban Centric Locale	13	City: Small: Territory inside an urbanized area and inside a principal city with
	Codes		population less than 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting	1	Metropolitan area core: primary flow within an urbanized area
	Value		
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

ia Hoek Princeton Summit Greer Seabrook Island Honea Path Winnsboro Mills Williston Jefferson Wins Smoaks Clinton Eureka Mill Central West Columbia Homeland Park Intercultural Institute Lamar Bennettsville Due West Ridge Spring Mulberry Hemingway Har for Confectual Ministry Corfectual Ministry Chesnee Port Royal Landrum Nichols Clio Gray Cou5

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	17,425	36,718	45,227
2010 Households	8,798	16,074	19,329
2010 Group Quarters Population	151	180	155

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	28	29	29
Language Diversity National Index	55	43	37
Foreign Born Diversity National Index	79	38	57
Ancestry Diversity National Index	92	56	85
Racial Diversity National Index	17	43	41

Seneca Fountain Inn Lamar Princeton Mountville Orangeburg St. George Troy Port Royal Rockville Swansea Gloverville Pacolet Millwood Dillon Startex Lake Murray Intercultural Institute Atlantic Beach Ladson Kingstree Jackson East Sumter Willington Nin Governal Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	1	True

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	1	True
Nonspecialized-dependent county indicator	0	False

Hickory Grove Clemson Reidville Shiloh Pendleton Cayce Springdale Allendale Ruby Surfside Beach Richburg Abbeville Promised Land Dalzell Norway North Augusta Intercultural Institute lico Olanta North Myrtle Beach Powderville Seneca Williamston Little Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,902	21.62%
Mainstay Communities	Established, Diverse Households	3,210	36.49%
Working Communities	Blue-collar, Working Families	1,089	12.38%
Country Communities	Rural, Agri. & Mining Families	88	1%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,933	21.97%
Urban Communities	High Density, Inner-city Neighborhoods	574	6.52%

Ith Sumter Central Silverstreet Lockhart Chapin Luray Wagener Beaufort Winnsbore Mills Holly Hill Content of Seneca Hartsville Pickens Marion Union Windsor Edgefield Optimies Carle Mill Mayesville Travelers Rest Oakland Lodge Woodfield Five Forks Ridge Spring Contextual Institute Myrtle Beach Concernant of Contextual Ministry Contextual Institute for Contextual Ministry Construction Provide Branchville Contextual Ministry Science Shiloh Wade Hampton Brunson Lake Murray of Richlan

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.

The Jamestown McBee Olar Mullins Cane Savannah Lake Wylie Blenheim West Union Burton Shelling Last Sumter Rockville Ware Shoals McColl Willington West Columbian Intercultural Institute North Hartsville Lowrys Folly Beach Honea Path Liberty Hickory Group Lowndesville Mayo Taylors Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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

Correction Contracting Contracting Contracting Contracting Contracting Contracting Contracting Contextual Network Six Fountain Inn Lange Correction Structure Contextual Context

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	79,024	6,207	7.85%
Unreached %	67.97%	70.55%	103.8
Religious But NOT Evangelical HH	17,867	1,297	7.26%
Religious But NOT Evangelical %	15.37%	14.74%	95.89
Spiritual But NOT Relig or Evang HH	14,831	1,221	8.23%
Spiritual But NOT Relig or Evang %	12.76%	13.88%	108.82
Not Evangelical, Not Interested HH	46,524	3,689	7.93%
Not Evangelical, Not Interested %	40.02%	41.93%	104.78



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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	122	2	1.64%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	15,175	1,055	6.95%
Active Evangelical Percent	13.05%	11.99%	91.87
Inactive Evangelical Households	22,060	1,534	6.95%
Inactive Evangelical Percent	18.98%	17.44%	91.89
# New Churches Needed	0	2	0%

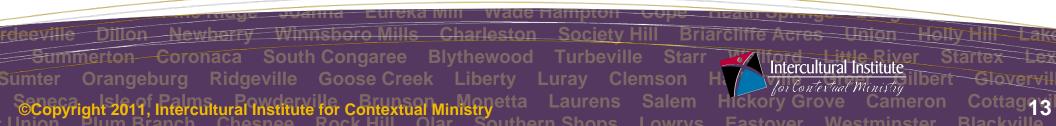




Spirituality Indicators - 30 Closest SCBC Churches

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.
	Ocean View	0.58 mi
2	A Simple Church Network	1.69 mi
3	Myrtle Beach Community	3.06 mi
Ļ	Our Living Savior	3.30 mi
5	Carolina Forest Community	4.68 mi
6	First Brazilian	4.69 mi
7	Myrtle Beach First	4.70 mi
3	Wellspring Church	5.18 mi
9	Victory	5.18 mi
10	West Myrtle Beach First	5.30 mi
11	Midway Missionary	5.43 mi
12	Lakeside	7.61 mi
13	Chapel By The Sea	7.61 mi
14	Forestbrook	7.80 mi
15	United	7.95 mi

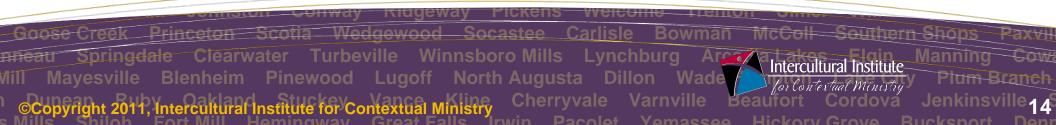


Using the Spirituality Indicators

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.

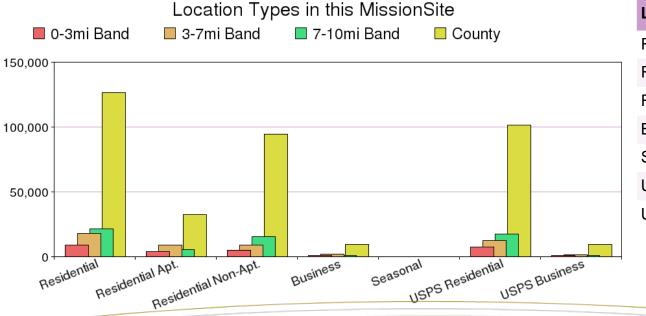
Issues for Your Consideration

- 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	144,053	11,424	7.93%
2000 Population	196,629	13,346	6.79%
2010 Population	270,347	17,425	6.45%

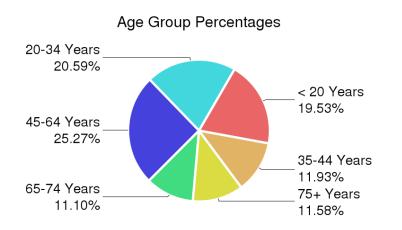


Location Type	0-3mi Band
Residential	8,947
Residential Apt.	3,953
Residential Non-Apt.	4,994
Business	797
Seasonal	1
USPS Residential	7,535
USPS Business	802

Homeland McConnells Park ntercultura Monetta Vountain 15 Contextual |

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

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

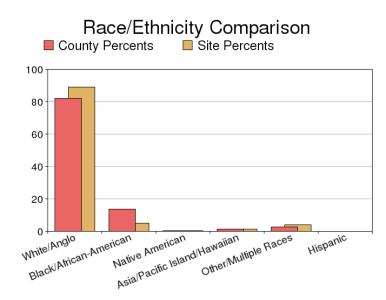


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.28%	4.75%	89.96
4-5 Years	2.41%	1.88%	78.01
6-8 Years	3.5%	2.96%	84.57
9-11 Years	3.33%	2.87%	86.19
12-13 Years	2.14%	1.91%	89.25
14-17 Years	4.31%	3.44%	79.81
18-19 Years	2.13%	1.73%	81.22
0-5 Years	7.69%	6.63%	86.22
6-12 Years	7.92%	6.8%	85.86
13-19 Years	7.51%	6.1%	81.23
< 20 Years	23.12%	19.53%	84.47
20-34 Years	18.54%	20.59%	111.06
35-44 Years	12.29%	11.93%	97.07
45-64 Years	26.83%	25.27%	94.19
65-74 Years	11.21%	11.1%	99.02
75+ Years	8.01%	11.58%	144.57
Median Age	42	45	107.66
Median Age (Male)	40	44	108.47
Median Age (Female)	43	46	106.16

Florence Briarcliffe Acres Luray Aynor Society Hill Pamplico Quinby Five Forks Cherryvale Prosperity Cross Hill Springdale Nichols Beaufort McClellanville Coward Salery Cherryvale Oakland Center Parksville Blacksburg Meggett Inman Estill Dentsville Pendleton Force Tual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Biddeland Clarks Hill Dunean Calboun Falls Gaffney Abbeville Mount

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	81.91%	89.1%	108.78
Black, African-American	13.73%	5.07%	36.92
Native American	0.42%	0.32%	75.38
Asian	1.11%	1.27%	114.47
Pacific Island, Hawaiian	0.07%	0.13%	187.81
Other/Multiple Races	2.76%	4.11%	148.71
Hispanic	0%	5.05%	0
Education of Adults (25 vrs+)			

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	192,563	12,909	
Less than 9th Grade	4.27%	2.4%	177.63
No High School Diploma	9.39%	5.32%	176.51
High School Graduate	35.87%	26.62%	134.72
Some College, no degree	19.23%	20.61%	93.3
Associate Degree	10.28%	10.23%	100.41
College Degree	13.77%	22.31%	61.72
Graduate/Prof. degree	7.2%	12.5%	57.59

Awendaw Newberry Hanning Fort Lawn Kingstree Eutawville Gifford Anderson Gross Hill Honea Path Laurens Coward Pomaria Florence Rembert Clover Lowrys Elgin Intercultural Institute aurel Bay Forestbrook Greer Perry Orangeburg Ehrhardt Calhoun Falls for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	6.93%	4.79%	90.78
\$10,000 to \$19,999	12.44%	9.9%	79.6
\$20,000 to \$29,999	13.12%	12.03%	91.63
\$30,000 to \$49,999	24.73%	23.19%	93.77
\$50,000 to \$59,999	8.99%	8.96%	99.58
\$60,000 to \$69,999	7.77%	6.58%	84.71
\$70,000 to \$79,999	6.51%	5.63%	86.41
\$80,000 to \$89,999	4.92%	4.79%	97.22
\$90,000 to \$99,999	3.13%	3.63%	115.97
\$100,000 to \$124,999	5.26%	8.62%	163.8
\$125,000 to \$149,999	2.76%	4.09%	148.52
\$150,000 to \$199,999	2.04%	3.81%	186.94
\$200,000 to \$249,999	0.53%	1.45%	273.69
\$250,000 or more	0.87%	2.58%	295.53
Median Household	43,205	54,174	125.39
Average Household	57,798	82,720	143.12
Per Capita Household	25,115	41,779	166.35
Family/Non-Family Household			
Income			
Median Family Income	52,281	74,879	143.22
Average Family Income	68,147	102,576	150.52
Median Non-Family Income	30,966	37,467	120.99
Average Non-Family Income	39,462	56,944	144.3

Spartanburg Berea Pelzer Lowrys Hodges Calhoun Falls Cayce Inman Bucksport Lincolnville I minerton Eureka Mill Pickens Winnsboro Mills Surfside Beach Hickory Gree Pelvedere Winnsboro Fa Windsor Olanta Jamestown Gaston Myrtle Beach Irmo West Colum (Intercultural Institute) Confertual Ministry Pine Ridge Bishopville Salem Hampton Iva Glo Salem Hampton Iva Glo

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	63.92%	48.28%	75.54
Families with Children	28.68%	19.3%	67.29
Families without Children	35.24%	28.98%	82.25
Non-Family Households			
% Non-Family Households	36.08%	51.72%	143.34
Non-Families with Children	0.38	0.47	122.02
Non-Families without Children	35.7	51.25	143.57
Housing Units			Index
Total Housing Units	179,009	13,395	
Vacant percent	35.05%	34.32%	97.9
Owned percent	46.13%	38.66%	83.8%
Rented Percent	18.81%	27.03%	143.64
Households by Size			Index
Avg household size	2.30	1.96	85.22
Avg family hh size	2.89	2.75	95.16
Avg non-family hh size	1.26	1.23	97.62
Households By Count of Persons			Percent
One	32,016	3,432	10.72%
Two	46,487	3,420	7.36%
Three or Four	30,731	1,641	5.34%
Five+	7,025	305	4.34%

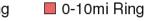
urray of Richland Bamberg Manning Ninety Six Patrick Summerton Fort Lawn Windsor Chapin Mounty Hollywood Kline Olanta Allendale Rock Hill Greenville Lockhart Yer Society Hill Anderson Myrtle Beach Donalds Eutawville McBee Oakland Irmo Johnsonville JorContextual Ministry ill Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Goose Creek Jackson St. Stephen York Bradley A19

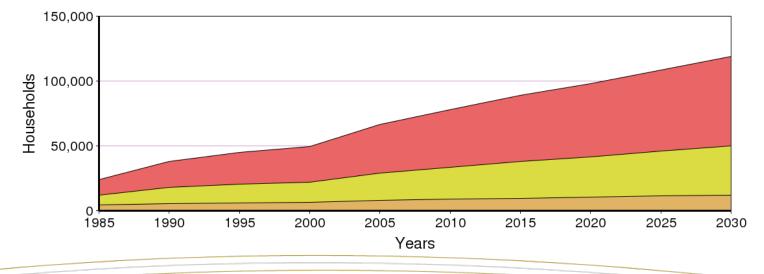
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	144,053	11,424	7.93%
2000 Population	196,629	13,346	6.79%
2010 Population	270,347	17,425	6.45%
2015 Population	302,727	19,727	6.52%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 🔲 0-7mi Ring



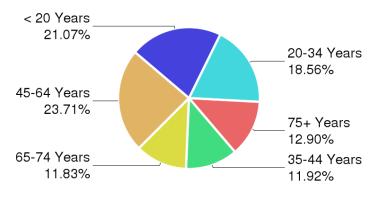


Mount Pleasant Kingstree Gloverville Ravenel Bradley India Hook Ridgeway Woodruff Dillon Cowp Tatum Great Falls Centerville McColl Shiloh Luray Lakewood Intercultural Institute New Ellenton Fort Mill Cross Hill Forestbrook Red Bank Inman Chera for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Modoc Jamestown Ninety Six Inman Mills Jaure

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

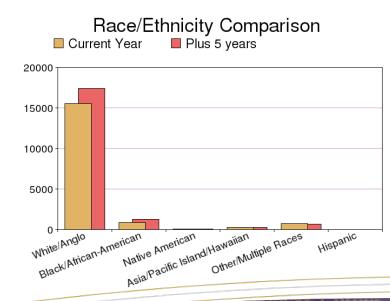


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.75%	4.92%	103.58
4-5 Years	1.88%	2.06%	109.57
6-8 Years	2.96%	3.33%	112.5
9-11 Years	2.87%	3.15%	109.76
12-13 Years	1.91%	2.12%	110.99
14-17 Years	3.44%	3.73%	108.43
18-19 Years	1.73%	1.75%	101.16
0-5 Years	6.63%	6.98%	105.28
6-12 Years	6.8%	7.55%	111.03
13-19 Years	6.1%	6.54%	107.21
< 20 Years	19.53%	21.07%	107.89
20-34 Years	20.59%	18.56%	90.14
35-44 Years	11.93%	11.92%	99.92
45-64 Years	25.27%	23.71%	93.83
65-74 Years	11.1%	11.83%	106.58
75+ Years	11.58%	12.9%	111.4
Median Age	42	46	110.67
Median Age (Male)	40	45	112.77
Median Age (Female)	43	47	108.9

Welcome Andrews Startex Williamston Roebuck Central Pacolet Bamberg Campobello Willington E West Pelzer Summerville Blackville Chesnee Chapin Great Falls Intercultural Institute Intercultural Institute Marietta Jefferson Parker South Sumter Contextual Ministry Intercultural Institute for Contextual Ministry Contextual Manning Walhalla 21

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	89.1%	88.17%	98.96
Black, African-American	5.07%	6.53%	128.84
Native American	0.32%	0.34%	107.6
Asian	1.27%	1.39%	109.02
Pacific Island, Hawaiian	0.13%	0.11%	80.65
Other/Multiple Races	4.11%	3.47%	84.38
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	12,909	14,404	
Less than 9th Grade	2.4%	2.08%	86.44
No High School Diploma	5.32%	4.69%	88.06
High School Graduate	26.62%	27.81%	104.46
Some College, no degree	20.61%	18.28%	88.68
Associate Degree	10.23%	11.55%	112.82
College Degree	22.31%	22.26%	99.77
	10 -01		

12.5%

13.34%

106.79

The Beach Hemingway Edisto Beach Prosperity Lowrys Summerton Andrews Woodford Antreville East West Union Whitmire Clover Lexington Calhoun Falls Privateer Boy Intercultural Institute Bradley Central Pacolet Welcome Due West Batesburg-Leesville Watt Confectual Ministry Confectual Ministry Nichols S22

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	4.79%	4.49%	93.8
\$10,000 to \$19,999	9.9%	9.43%	95.27
\$20,000 to \$29,999	12.03%	11.02%	91.64
\$30,000 to \$49,999	23.19%	21.69%	93.54
\$50,000 to \$59,999	8.96%	8.72%	97.35
\$60,000 to \$69,999	6.58%	6.67%	101.29
\$70,000 to \$79,999	5.63%	5.91%	95.92
\$80,000 to \$89,999	4.79%	5.27%	102.43
\$90,000 to \$99,999	3.63%	3.66%	101.03
\$100,000 to \$249,999	8.62%	9.44%	109.59
\$125,000 to \$149,999	4.09%	4.53%	110.71
\$150,000 to \$199,999	3.81%	4.58%	120.32
\$200,000 to \$249,999	1.45%	1.67%	114.9
\$250,000 or more	2.58%	2.67%	103.58
Median Household	54,174	58,236	107.5
Average Household	82,720	87,444	105.71
Per Capita Household	41,779	42,970	102.85
Fomily/Non Fomily Household			
Family/Non-Family Household Income			
Median Family Income	74,879	79,135	105.68
Average Family Income	102,576	109,820	107.06
Median Non-Family Income	37,467	40,905	109.18
Average Non-Family Income	56,944	60,877	106.91

Murray of Richland Ninety Six Vance Williston Boiling Springs Coronaca Mount Pleasant Little River Ga Cenassee Rembert Lugoff Waterloo Myrtle Beach Bennettsville Mount <u>Intercultural Institute</u> Walterboro Si Seneca Livingston Eureka Mill Lexington Central Pacolet North Harts Contextual Ministry © Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Contextual Contextual Contextual Ministry Contextual Contextual Ministry Contextual Contextual Contextual Ministry

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 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	48.28%	48.01%	99.44
Families with Children	19.3	19.68	101.96
Families without Children	28.98	30.49	105.2
Non-Family Households			
% Non-Family Households	51.72%	51.99%	100.52
Non-Families with Children	0.47	0.5	100.52
Non-Families without	51.25	51.49	100.47
Children			
Housing Units			
Total Housing Units	13,395	14,621	109.15%
Vacant percent	34.32%	33.72%	98.25
Owned percent	38.66%	39.18%	101.35
Rented Percent	27.03%	27.1%	100.3
Households by Size			
Avg household size	1.96	2.02	103.06%
Avg family hh size	2.75	2.88	104.73%
Avg non-family hh size	1.23	1.22	99.19%
Households By Count of			
Persons			
One	3,432	3,788	110.37%
Тwo	3,420	3,594	105.09%
Three or Four	1,641	1,913	116.58%
Five+	305	396	129.84%

nesville Calhoun Falls Hount Pleasant Bethune Jamestown Westminster Winnsboro Gantt South Cong Service Eastover Parksville Bowman Fountain Inn Due West Yemassee Marion Marion Cameron West Pacolet Hardeeville Cross Hill Holly Hill Lake View Allendale Boiling South Contextual Ministry riscopyright 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:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	1,181	1,465	1,392	Eastern Africa	Eastern Africa 20	Eastern Africa 20 6
Northern Europe	113	103	99	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	65	112	129	Northern Africa	Northern Africa 51	Northern Africa 51 30
Southern Europe	122	37	39	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	49	73	41	Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	92	92	90	Oceania	Oceania 11	Oceania 11 0
So. Central Asia	48	42	63	Caribbean	Caribbean 9	Caribbean 9 36
SE Asia	16	71	164	Central Amer.	Central Amer. 157	Central Amer. 157 664
Western Asia	295	32	24	South America	South America 68	South America 68 91
Other Asia	0	0	0	North America	North America 65	North America 65 76
				Born at sea	Born at sea 0	Born at sea 0 0



Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10 MILES
	MILES	MILES	MILES		MILES	MILES	
English only	12,462	21,123	25,823	Other Indo-Euro	44	1	2
Spanish	430	1,115	1,077	Asian/PI languages	0	0	0
Other Indo-Euro	513	554	588	Chinese	38	20	52
language				Japanese	62	45	20
French (incl. Patois,	84	182	156	Korean	0	46	23
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	3	4	Cambodian			
Italian	57	66	51	Miao, Hmong	0	0	0
Portuguese	103	43	0	Thai	0	1	59
German	19	120	210	Laotian	0	0	40
Yiddish	0	12	0	Vietnamese	0	82	40
Other West Germanic	0	1	24	Other Asian	15	29	3
A Scandinavian	0	12	0	Tagalog	0	19	39
Language				Other Pacific Is	0	0	0
Greek	99	33	15	Other languages	352	65	40
Russian	0	0	9	Navajo	6	0	0
Polish	16	4	44	Other Native N.	0	0	0
Serbo-Croatian	14	0	18	American			
Other Slavic Language	0	21	2	Hungarian	6	0	0
Armenian	0	0	0	Arabic	0	0	13
Persian	14	31	0	Hebrew	340	59	0
Gujarathi	52	0	20	African languages	0	0	27
Hindi	0	0	14	Other unspecified	0	6	0
Urdu	0	10	4		-	-	-

Oakland Burton Ward Jenkinsville Hilda Arcadia Lakes Ridge Spring Cheraw Lane Lugoff Statebu Tega Cay City View Lamar Judson Northlake Rowesville Mullins Intercultural Institute Scranton Springdale Inman Summerville St. George Williston Fountai for Confectual Ministry 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	11,058	18,693	22,343	Irish	Irish 1,364	Irish 1,364 1,979
Arab	65	62	58	Italian	Italian 627	Italian 627 1,178
Armenian	0	0	0	Lithuanian	Lithuanian 17	Lithuanian 17 49
Austrian	30	6	21	Norwegian	Norwegian 55	Norwegian 55 80
British	44	66	113	Polish	Polish 262	Polish 262 448
Canadian	49	30	22	Portuguese	Portuguese 49	Portuguese 49 29
Croatian	10	21	19	Romanian	Romanian 15	Romanian 15 16
Czech	17	42	55	Russian	Russian 40	Russian 40 27
Czechoslovak	33	8	55	Scandinavian	Scandinavian 10	Scandinavian 10 23
Danish	13	43	15	Scotch-Irish	Scotch-Irish 578	Scotch-Irish 578 482
Dutch	106	159	289	Scottish	Scottish 517	Scottish 517 461
English	1,873	1,753	2,480	Slovak	Slovak 22	Slovak 22 30
European	27	61	141	Subsaharan African	Subsaharan African 0	Subsaharan African 0 124
Finnish	18	34	9	Swedish	Swedish 110	Swedish 110 112
French (not Basque)	273	466	471	Swiss	Swiss 29	Swiss 29 28
French Canadian	58	123	143	Ukrainian	Ukrainian 17	Ukrainian 17 1
German	1,644	1,839	2,866	US/American	US/American 1,467	US/American 1,467 2,473
Greek	176	94	75	Welsh	Welsh 69	Welsh 69 98
Hungarian	35	61	119	West Indian	West Indian 9	West Indian 9 63
Iranian	14	43	0	Yugoslavian	Yugoslavian 7	Yugoslavian 7 17
				Other	Other 1,307	Other 1,307 6,063

ickory Grove Spartanburg Jamestown Norway Edgefield Johnston Greeleyville Little Mountain Mayo G Herrillamston Wedgewood Lexington Oswego Fountain Inn Govan Willing Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

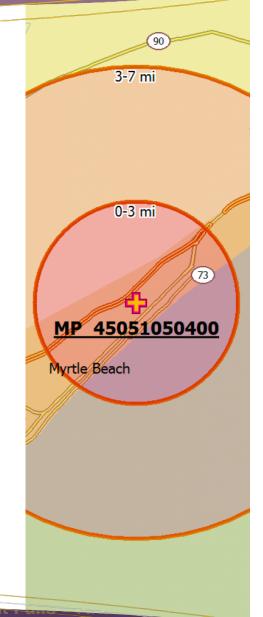
Issues for Your Consideration - continued

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

South Sumter Snelling Springfield Hilton Head Island North Augusta Greenville Irwin Brookdale Hartsville Burton Princeton Goose Creek Ridgeland Smyrna Latta Saluda <u>Intercultural Institute</u> Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



The Liberty St. Stephen Blackville Oakland Saxon Norway Andrews Lugoff Slater-Marietta Lodge Fe Harleyville Bluffton Shiloh Jenkinsville Abbeville Shell Point Parts Intercultural Institute Cayce Eastover Johnston Neeses Eureka Mill Seven Oaks Ruby © Copyright 2011, Intercultural Institute for Contextual Ministry Mountville Bacelet Deptsville Blacksburg Logeling View

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	8,798	100%	6,268	100%
AFFLUENT SUBURBIA	791	8.99%	589	9.4%
America's Wealthiest	258	2.93%	207	3.3%
Dream Weavers	421	4.79%	301	4.8%
White Collar Suburbia	18	0.2%	15	0.24%
Upscale Suburbia	2	0.02%	2	0.03%
Enterprising Couples	0	0%	0	0%
Small Town Success	91	1.03%	63	1.01%
New Suburbia Fam.	1	0.01%	1	0.02%
UPSCALE AMERICA	1,111	12.63%	753	12.01%
Status Conscious Consumers	18	0.2%	13	0.21%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,015	11.54%	681	10.86%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	78	0.89%	59	0.94%
SM TWN SUCCESS	764	8.68%	562	8.97%
Successful Urban Sprawl	90	1.02%	59	0.94%
2nd City Homebodies	662	7.52%	64	1.02%
Prime Middle America	0	0%	431	6.88%
Urban Optimists	0	0%	0	0%
Family Convenience	12	0.14%	0	0%
Mid-Market Enterprise	0	0%	8	0.13%

uray Columbia Inman Bethune Burnettown Florence Cane Savannah Blenheim Seneca Bennettsville Rewesville Nichols Irmo Cordova Ware Shoals Anderson Calhoun Falls Intercultural Institute Trenton Rockville Swansea Ridgeville Valley Falls Walhalla Prosperity 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	8,798	100%	6,268	100%
BLUE COLLAR BACKBONE	42	0.48%	28	0.45%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	42	0.48%	28	0.45%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	2,446	27.8%	1,721	27.46%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	1,381	15.7%	998	15.92%
Urban Advancement	843	9.58%	568	9.06%
Amer. Great Outdoors	145	1.65%	93	1.48%
Mature America	77	0.88%	62	0.99%
METRO FRINGE	1,047	11.9%	723	11.53%
Steadfast Conservative	482	5.48%	330	5.26%
Moderate Conventionalists	169	1.92%	114	1.82%
Southern Blues	396	4.5%	279	4.45%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Modec Six Mile Mount Croghan Parker Tatum Lesslie Privateer Anderson Ridgeland North Slater-Ma West Union Paxville Vance Winnsboro Monetta Sharon Campobeller Intercultural Institute ield Clarks Hill Lowndesville India Hook Troy Allendale Roebuck Olar Intercultural Institute Ida Quinby Lo Confectual Ministry Silverstreet S32 Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 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 & P	Percent
Total	8,798	100%	6,268	100%
REMOTE AMERICA	9	0.1%	5	0.08%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	9	0.1%	5	0.08%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,933	21.97%	1,426	22.75%
Young Cosmopolitans	507	5.76%	397	6.33%
Minority Metro Communities	0	0%	0	0%
Stable Careers	1,426	16.21%	1,029	16.42%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	79	0.9%	48	0.77%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	45	0.51%	0	0%
Comfy Country Living	34	0.39%	28	0.45%
Small Town Connections	0	0%	20	0.32%
Hinterland Fam.	0	0%	0	0%

Pacelet Clearwater Livingston Woodruff Pageland Bucksport Stateburg Snelling Ridgeland Ward Wi Fiedmont Walhalla Branchville Hemingway Pamplico Pendleton Gaffner Intercultural Institute West Columbia McBee Promised Land Lake Murray of Richland Center for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 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	ercent
Total	8,798	100%	6,268	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	574	6.52%	413	6.59%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	545	6.19%	393	6.27%
New Generation Activists	29	0.33%	20	0.32%
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%

Wade Hampton Springfield Little Mountain West Pelzer Pelion Ruby Seabrook Island Kiawah Island La Woodruff Lake View Burnettown Salem Chesnee Five Forks McConfiguration Intercultural Institute Wagener Watts Mills Piedmont Hickory Grove Kingstree East Gaffney Copyright 2011, Intercultural Institute 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?

Five Forks Lakewood Hartsville Holly Hill East Gaffney Branchville McConnells Springfield Scrante Late Irwin Ladson Woodfield Luray Santee Summerton Lugoff Water Intercultural Institute Intercultural Institute The Wedgewood New Ellenton Richburg Lesslie Moncks Corner West Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

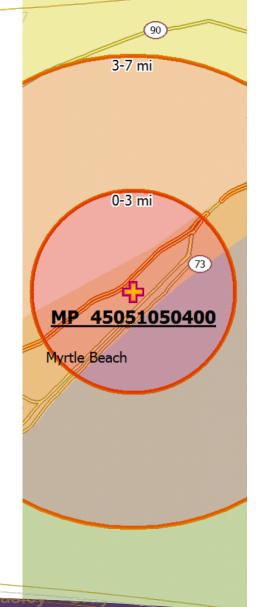
Potential Cultural Bridges

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

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

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

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



oun Falls Rembert Watts Mills Gloverville Greenwood Lincolnville Saluda Duncan Stateburg Roebuck Ulmer Blackville Bishopville Gaffney Bucksport Berea Goose Creek Walterborn Ruby Jonesville Springdale Campobello Pelzer Sumter Orangeburg Winnsboro Mills Professional Institute Confestual Ministry Salley Lake Wylie Kline Blenheim Springfield Ber36 ©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	76%	74%	75%
Use Comp. for Internet/E-mail	62%	59%	59%
Internet Use: E-Mail	54%	51%	51%
Use Comp. for Word Processing	44%	39%	39%
Use Comp. for Shopping	36%	35%	34%
Use Comp. for Comp. Games	36%	34%	35%
Use Comp. for Banking	34%	33%	33%
Use Comp. for Digital Camera	33%	30%	31%
Photo Editing			
Internet Use: News/ Weather	31%	29%	29%
Use Comp. for Education	29%	30%	30%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: Banking	29%	29%	29%
HH Owns DVD Player	29%	28%	28%
Use Comp. for News/Info./Data	27%	25%	24%
Service			
PC-Network-HH Has One	20%	18%	17%
Use Comp. for Personal Financial	16%	14%	14%
Mngmnt			
Internet Use: Shopping: Gathered	15%	14%	14%
Info. for Shopping			
Use Comp. for Accounting	15%	13%	14%
Internet Use: Research/ Education	14%	13%	12%
Internet Use: Shopping: Made A	13%	12%	12%
Purchase			
Internet Use: Travel Reservations	12%	10%	10%



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

0-3	3-7	7-10
MILES	MILES	MILES
65%	66%	66%
62%	59%	59%
60%	57%	56%
39%	38%	39%
38%	36%	36%
36%	37%	37%
31%	27%	28%
29%	30%	31%
24%	22%	22%
20%	20%	20%
	MILES 65% 62% 60% 39% 38% 36% 31% 29% 24%	MILES MILES 65% 66% 62% 59% 60% 57% 39% 38% 38% 36% 36% 37% 31% 27% 29% 30% 24% 22%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	68%	67%	67%
Gen./Fam. Practitioner	41%	39%	40%
Dentist	33%	30%	29%
Eye Dr.	24%	23%	22%
Hypertension/High Blood	20%	19%	19%
Pressure			
None Of These	20%	20%	19%
Backache	19%	19%	20%
High Cholesterol	19%	18%	18%
Any Arthritis	16%	15%	15%
Acid Reflux Disease (GERD)	14%	14%	14%

d Bank Edgefield Valley Falls Lancaster Mill Little Mountain Clio McColl South Congarge Greer Ninety S Enarchitle Acres Richburg Liberty St. Andrews Ridgeland Fairfax North Intercultural Institute Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	31.04%	29.63%	29.41%
Live Theater	26.3%	22.84%	21.92%
Live Theater Most Often	21.5%	18.49%	17.8%
Rock/Pop Concerts Most	14.73%	15.46%	15.22%
Often			
Dance Performance	9.69%	8.84%	8.44%
Classical Concerts Most	9.41%	7.74%	7.22%
Often			
Movies: Comedy	38.94%	38%	38.71%
Movies: Action/Adventure	38.63%	37.75%	38.1%
Movies: Drama	22.16%	21.77%	21.42%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	20.95%	19.7%	19.77%
Movies: Fam.	18.34%	18.17%	18.25%
Movies: Mystery	17.72%	17.78%	17.63%
MLB Baseball Reg. Season	9.06%	8.38%	8.18%
NFL Football Reg. Season	7.53%	7.11%	7.06%
College Football Reg. Season	6.76%	6.03%	5.53%
College Basketball Reg.	3.98%	3.52%	3.31%
Season	0.9070	5.5270	0.0170
NBA Basketball Reg. Season	3.95%	3.93%	3.72%
NHL Hockey Reg. Season	3.48%	3.17%	3.01%

aluda Piedmont Blackville Gayle Mill Springfield Wagener Rowesville Wilkinson Heights Laurens Mour Aiken Six Mile Monarch Mill Richburg Welcome Jonesville Bennetter Intercultural Institute Pageland Garden City Johnsonville St. Stephen Blythewood South Sur Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Saxon Monetta McConnells Slater-Marietta Andersor 39 Vest Union 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	44.58%	41.33%	40.85%	Backpacking/Hiking	Backpacking/Hiking 9.63%	Backpacking/Hiking 9.63% 9.96%
Swimming	32.63%	32.04%	32.39%	Baseball	Baseball 9%	Baseball 9% 9.46%
Bowling	17.83%	18.25%	18.57%	Power Boating	Power Boating 8.31%	Power Boating 8.31% 6.74%
Billiards/Pool	16.33%	17.87%	17.83%	Yoga	Yoga 8.27%	Yoga 8.27% 8.26%
Weight Training	15.99%	15.38%	15.23%	Tennis	Tennis 7.77%	Tennis 7.77% 7.3%
Using Cardio Machine	15.23%	14.25%	14.1%	Soccer	Soccer 7.29%	Soccer 7.29% 7.78%
Golf	14.5%	12.36%	12.19%	Football	Football 7.26%	Football 7.26% 8.66%
Mountain/Road Biking	13.69%	12.75%	12.67%	Softball	Softball 6.43%	Softball 6.43% 6.69%
Jogging/Running	13.69%	14.11%	13.97%	Saltwater Fishing	Saltwater Fishing 6.38%	Saltwater Fishing 6.38% 6.3%
Stationary Cycling	13.25%	12.06%	11.84%	Target Shooting	Target Shooting6.3%	Target Shooting6.3%6.37%
Freshwater Fishing	12.88%	14.11%	14.96%	Canoeing/Kayaking	Canoeing/Kayaking 5.99%	Canoeing/Kayaking 5.99% 5.89%
Camping Trips	12.04%	12.28%	12.44%	Volleyball	Volleyball 5.87%	Volleyball 5.87% 6.08%
Basketball	11.97%	12.98%	13.18%	Hunting	Hunting 5.77%	Hunting 5.77% 6.22%
Aerobics	10.42%	9.61%	9.45%	Motorcycling	Motorcycling 4.93%	Motorcycling 4.93% 5.01%

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

BRIDGES	0-3	3-7	7-10	BRIDGES	0-
	MILES	MILES	MILES		Μ
Downhill & X-Country	4.9%	4.63%	4.44%	Martial Arts	3.
Skiing				Snowboarding	3.
Roller Skating	4.67%	4.91%	4.77%	Archery	3.
Snorkeling	4.65%	4.38%	4.37%	Hockey	3.
Horseback Riding	4.54%	4.83%	5.18%	Racquetball	2.
Ice Skating	4.33%	4.36%	4.16%	Rowing	2.
Sailing	3.73%	3.19%	3.13%	Snowmobiling	2.
Fly Fishing	3.58%	3.61%	3.62%	Auto Racing	2.
Rock Climbing	3.54%	3.68%	3.63%	Skateboarding	2.
Jet Skiing	3.54%	3.42%	3.4%	Surfing & Windsurfing	2.
Water Skiing	3.46%	3.25%	3.21%		

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Martial Arts	3.41%	3.53%	3.55%
Snowboarding	3.07%	3.32%	3.21%
Archery	3.06%	3.19%	3.25%
Hockey	3.02%	3.01%	3.01%
Racquetball	2.92%	2.82%	3.05%
Rowing	2.75%	2.65%	2.69%
Snowmobiling	2.62%	2.54%	2.62%
Auto Racing	2.18%	2.34%	2.25%
Skateboarding	2.17%	2.49%	2.51%
Surfing & Windsurfing	2.15%	2.39%	2.31%

Dunean Startex Blackville Lake City Orangeburg Springfield Barnwell Slater Marietta Summerton Ga Ederville Myrtle Beach Irmo Windsor Lyman Goose Creek Anderson Intercultural Institute Brunson Lane Cowpens Pacolet Roebuck Lowndesville Ridge Spring Copyright 2011, Intercultural Institute for Contextual Ministry Cocopyright 2011, Intercultural Institute for Contextual Ministry Cocopyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

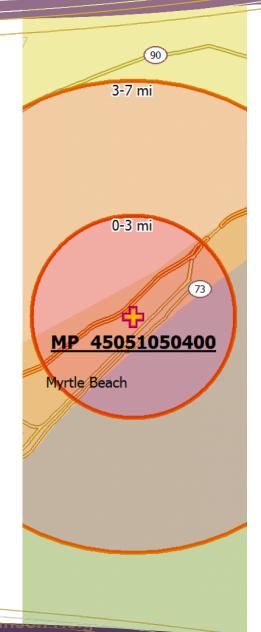
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Hill McBee Peak Sycamore Ulmer Ridgeville Brookdale Bluffton Shell Point Sumter Allendale Goos North Augusta Manning Turbeville Greeleyville Sans Souci Bowman Transit Intercultural Institute Edisto South Congaree Ninety Six Hartsville North Hartsville Hickory Good Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

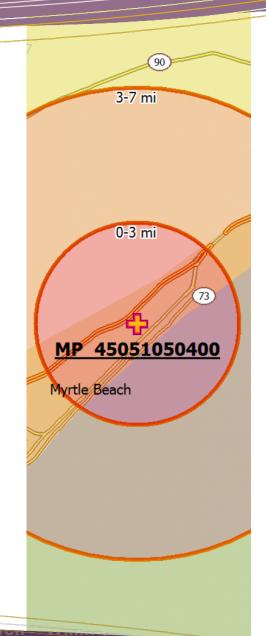
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Cottageville Peak Shell Point Lynchburg Ladson Honea Path Sellers Norway Bradley Rowesville E Woodfield Cokesbury Utica Seneca Oakland Olanta Walterboro Intercultural Institute Iand Plum Branch Lake Murray of Richland Jackson Tega Cay Taylors Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

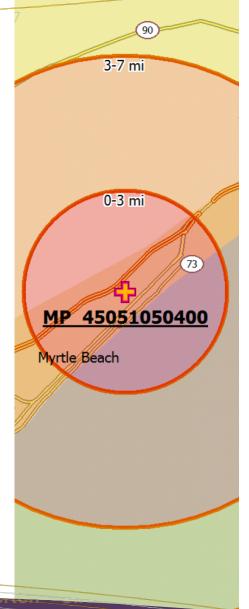
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning	49%	50%	50%	Marijuana Should Be Legaliz		20%	19%
New Things				Too Much Sponsorship In	18%	21%	21%
Prefer To Have Few	39%	36%	35%	Arts/Sports	470/	470/	400/
Possessions As Possible				Like to Stand Out In A Crowe		17%	18%
Find It Difficult To Say No To My Kids	35%	35%	37%	Only Work Current Job for T Money	ne 15%	16%	16%
Speak My Mind Even If It Upsets People	34%	35%	35%	Happy With My Standard Of Living	15%	16%	15%
If Won Lottery Would Never	33%	30%	29%	I Am A Workaholic	15%	17%	18%
Work Again				Rarely Sit Down to a Meal	14%	14%	15%
Woman's Place Is In The Home	32%	33%	33%	Together At Home			
Like Control Over People And Resources	31%	33%	33%	We Should Strive for Equalit for All	/ 13%	15%	15%
Friends More Important Than My Fam.	29%	27%	27%	On Whole People Get What They Deserve	10%	11%	11%
Don't Judge People/Way They Live Life	28%	30%	29%	Indulge My Kids With The Li Extras	tle 9%	10%	10%
Like To Do Unconventional Things	26%	26%	26%	Little I Can Do To Change M Life	y 7%	8%	7%
Money Is Best Measure Of Success	26%	25%	26%	I Am A Perfectionist	7%	8%	8%
Like To Pursue Challenge/Novelty/Change	20%	20%	21%				

Liberty Eastover Yemassee Sellers Jonesville McClellanville Johnston Cane Savannah Perry Six Mi Whitmire Starr Chesterfield Jefferson Marion Heath Springs Mount Centerville Newport La Saffney Estill Joanna Branchville Honea Path Nichols Lancaster Reio Los Contextual Ministry Contextual Ministry Conversion Mayes 44 Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Edisto Beach Joman North Charleston McCormick Beach

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.



Buffalo Hodges Woodfield Fountain Inn Greenwood Clearwater Parksville Winnsboro Mills Blythewood Utca Richburg Lakewood Mount Carmel Snelling Ninety Six Watts Miller Harlewille Bethune Socastee ray Arcadia Lakes Wedgewood Lodge Bonneau Belton Willington Ehrophic Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs	62%	61%	62%	Real Men Don't Cry	18%	18%	18%
And Beliefs You Should Seize Opportunities	59%	58%	59%	Consider Myself Interested In The Arts	17%	18%	18%
In Life				Is An Important Part Of Who I Am	15%	16%	16%
Like To Understand About Nature	40%	40%	40%	Try Not To Worry About The Future	15%	14%	14%
Prefer To Have Few Possessions As Possible	39%	36%	35%	Looking for New Ideas To Improve Home	14%	14%	15%
Important Feel Respected By My Peers	34%	35%	35%	Enjoy Spending Time With My Fam.	11%	11%	12%
Prefer Work Part Of Team Than Alone	30%	32%	32%	Provide My Kids With The Little Extras	9%	12%	12%
Important To Juggle Various Tasks	30%	31%	31%	Children Should Be Allowed To Express Themselves	5%	6%	7%
Have Keen Sense Of Adventure	27%	27%	27%	Feel Very Alone In The World	5%	6%	6%
Good At Fixing Things	25%	28%	27%	Like Spending Most Time With	4%	5%	5%
Like To Just Enjoy Life	25%	24%	24%	Fam.			
People Have To Take Me As	24%	24%	25%	Decor Particular Interest To Me	4%	4%	4%
They Find Me				Would Like To Set Up Own	3%	4%	4%
Worried About Pollution Caused By Cars	20%	21%	21%	Business			

odford Pinewood Oswego Johnsonville Holly Hill Bucksport Central Pacolet Gantt Chesnee McClellan Bishopville West Union Murrells Inlet Little Mountain Laurel Bay Lane Intercultural Institute ty Lexington Brookdale Mullins West Pelzer Shiloh Hickory Grove Stop for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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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.

Burton Cheraw St. George Laurel Bay Gantt Rockville City View Golden Grove Walterboro Sparta Winnsboro Mills Liberty Landrum Luray Fairfax Laurens Johnston Ladson Williams Isle of Palms Ridgeway Norway Edgefield Simps for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

3-7 mi

0-3 mi

MP 45051050400

Myrtle Beach

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Potential Shared Places:

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

PLACE	0-3	3-7	7-10		PLACE	PLACE 0-3	PLACE 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fam. Restaurants/Steak	82.24%	80.06%	80.79%		Outback Steakhouse	Outback Steakhouse 16.64%	Outback Steakhouse 16.64% 15.52%
Houses-Visit Any					Red Lobster	Red Lobster 15.99%	Red Lobster 15.99% 15.61%
Fast Food/Drive-In	81.74%	82.64%	83.02%		IHOP (International House Of	IHOP (International House Of 15.3%	IHOP (International House Of 15.3% 15.71%
Restaurant-Visit Any					Pancakes)	Pancakes)	Pancakes)
McDonald's	53.28%	53.97%	54.72%		Chili's Grill and Bar	Chili's Grill and Bar 14.49%	Chili's Grill and Bar 14.49% 13.75%
Burger King	33.88%	36.07%	36.6%		Dairy Queen	Dairy Queen 14.03%	Dairy Queen 14.03% 14.82%
Applebee's	28.41%	28.11%	28.52%		Cracker Barrel	Cracker Barrel 13.7%	Cracker Barrel 13.7% 12.51%
Wendy's	28.01%	27.44%	27.73%		Starbucks	Starbucks 13.12%	Starbucks 13.12% 12.47%
Subway	27.82%	28.75%	28.86%		Denny's	Denny's 12.65%	Denny's 12.65% 13.07%
Taco Bell	27.13%	27.79%	28.53%		Chick-Fil-A	Chick-Fil-A 12.31%	Chick-Fil-A 12.31% 12.19%
Kentucky Fried Chicken (KFC)	21.94%	23.99%	24.9%		TGI Friday's	TGI Friday's 11.95%	TGI Friday's 11.95% 11.9%
Olive Garden	21.59%	20.1%	20.17%		Domino's Pizza	Domino's Pizza 11.94%	Domino's Pizza 11.94% 13.4%
Arby's	18.81%	19.22%	19.6%		Sonic	Sonic 11.72%	Sonic 11.72% 12.24%
Pizza Hut	18.32%	19.48%	19.76%				

hart Hanahan <u>Sharon Harleyville Roebuck Seabrook Island</u> Salley Blythewood Wade Hampton Silverst Alors Winnsboro Lyman West Union Newport Mount Carmel Furman <u>Intercultural Institute</u> Stuckey Timmonsville Parksville Forestbrook Abbeville City View Clever Confectual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

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

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

3-7 mi 0-3 mi 73 MP 45051050400 Myrtle Beach

 Ood
 Springfield
 Branchville
 West Union
 Blacksburg
 South Sumter
 Lincolnville
 West Pelzer
 Multins
 Glacksburg

 Lancaster Mill
 Cottageville
 Irwin
 Woodfield
 St. Matthews
 Promised Lance
 Intercultural Institute
 Briarcliffe
 Acres

 ston
 Riverview
 Scranton
 Elloree
 Eutawville
 Roebuck
 McColl
 Donalds
 Intercultural Institute
 Willington
 G

 ©Copyright 2011, Intercultural Institute for Contextual Ministry
 Campobello
 Hampton
 Dunean
 Little Mountain
 Roc49

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	48.89%	44.11%	44%
Recycled products	40.6%	35.92%	35.4%
Worked as volunteer (non political)	18.73%	16.27%	16.15%
Engaged in fund raising	11.13%	10.04%	9.97%
Religious club member	7.77%	7.24%	7.23%
Wrote to elected offcl about publ bus	7.13%	6.17%	6.08%

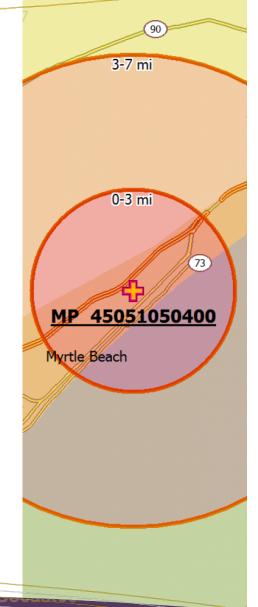
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	6.76%	6.19%	6.03%
newspaper			
Charitable Organization	5.95%	5.27%	5.21%
Took active part in local civic	5.54%	4.95%	4.91%
issue			
Addressed a public meeting	5.15%	4.56%	4.67%
Union member	4.87%	4.49%	4.5%
Fraternal order member	4.81%	4.27%	4.27%

Alley Falls McConnells Duncan Smyrna Modoc Kingstree Rembert Irwin Pine Ridge Clover Blackville He Mountain Salem Union Gayle Mill Hodges Dunean Walterboro Piedmont Gray Court Columbia Pelion Latta Pacolet Startex Wa Governe Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Bisbooyille Bradley, Central Pacolet Lake Secession

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.



aurel Bay Red Hill Beiling Springs Wagener Chapin Simpsonville Luray Fort Mill Folly Beach St. Andre Harleyville Elgin Lowndesville Travelers Rest Lake City Lincolnville <u>Intercultural Institute</u> Lake Wylie Sycamore North Andrews Winnsboro Mills Goose Creek for Confectual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Confectual 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
Novel	21.03%	19.07%	18.64%
Mystery	14.3%	13.1%	13.04%
Children's Books	13.63%	12.77%	12.53%
Cookbooks	12.02%	11.31%	11.28%
History	8.89%	8.08%	7.89%
Religious (not Bibles)	8.65%	8.45%	8.49%
Biography	8.06%	7.2%	7%
Personal/Business	7.87%	7.07%	6.93%
Self-help			
Romance	6.78%	6.58%	6.61%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	70.81%	67.64%	67.19%
Gen. Editorial	48.26%	47.61%	47.02%
Womens	41.82%	42.01%	41.4%
Service	36.48%	34.13%	33.76%
Business/Finance	21.51%	19.06%	18.17%
Mens	20.48%	20.71%	20.45%
Sports	17.27%	16.42%	15.98%
Mature Market	13.45%	11.87%	12.02%
Health	13.32%	13.49%	13.44%

Ver Surfside Beach Darlington Judson Smoaks Gifford Lowndesville Oak Grove Lodge Murphys Estate Blacksburg Bennettsville Andrews Chesterfield Gaffney Piedmont <u>Intercultural Institute</u> Ruby Jackson Stuckey Iva Roebuck Inman McColl Pageland *for Contextual Ministry* Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 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	57.5%	54.07%	53.96%
Business/Finance	33.68%	29.65%	29.2%
Sport	33.5%	31.72%	31.63%
Editorial Page	31.34%	28.77%	29.07%
Classified	29.37%	30.92%	31.24%
Comics	28.21%	27.22%	27.16%
Movie Listings & Reviews	27.41%	25.99%	25.65%
Food/Cooking	26.52%	24.35%	24.32%
TV/Radio Listings	24.6%	23.16%	23.18%
Travel	22.13%	19.39%	19.13%
Home/Gardening	21.67%	19.37%	19.42%
Science/Technology	19.25%	16.74%	16.42%
Fashion	15.08%	14.22%	14.02%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Adult Contemporary	20.35%	19.43%	19.17%
CHR Contemp Hit Radio	19.74%	20.76%	20.66%
Country	16.57%	17.16%	18.1%
News/Talk	14.63%	12.07%	11.64%
Rock	13.13%	12.62%	12.71%
Alternative	11.99%	10.5%	10.15%
Classic Rock	11.82%	10.76%	10.61%
Oldies	11.64%	10.79%	10.63%
Urban Contemporary	10.5%	14.39%	13.74%
Variety	8.91%	9.01%	8.78%
All News	7.67%	6.32%	5.93%
Soft Contemporary	7.05%	6.48%	6.47%
Religious	6.72%	6.2%	6.22%
All Talk	6.63%	5.6%	5.33%
Classical	5.19%	4.32%	4.09%
Jazz	5.07%	4.98%	4.79%
Sports	4.9%	4.12%	4.01%
Classic Hits	4.48%	4.35%	4.38%

Pine Ridge Williamsten Abbeville Springdale Silverstreet Trenton Sycamore Hountville Mulberry Fe Batesburg-Leesville Greer Pelzer Inman Mills Mount Pleasant Mount Intercultural Institute Oak Grove Arial Little Mountain Inman Edisto Hartsville Charlesto Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry (average Editor Seneca Swansea Chesterfield Parville Kline

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	63.02%	60.94%	61.11%
Soapnet	52.56%	51.29%	51.04%
Satellite Dish	46.44%	44.07%	44.48%
Comedy Central	40.15%	36.33%	35.59%
Other Video-On-Demand	38.31%	39.1%	39.17%
Sci-Fi Channel	33.92%	33.5%	33.72%
Adult Pay Per View TV	31.87%	28.45%	29.05%
MSNBC	31.67%	31.81%	31.95%
TV Info From Sunday TV	30.23%	28.9%	29.06%
Magazine			
ABC Fam.	29.15%	27.71%	27.3%
ESPN Classic	28.34%	25.5%	24.55%
Adult Swim	27.34%	25.74%	25.59%



Nick At Nite

23.4%

22.34%

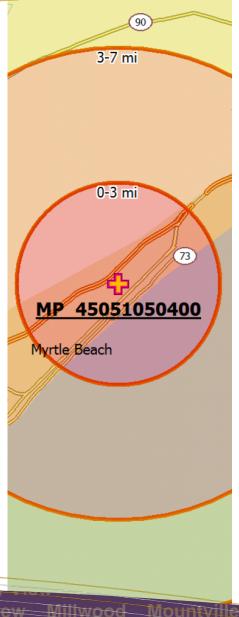
23.5%

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.



Its Mills Willington Benneau Society Hill Cokesbury Cameron Brunson Riverview Millwood Mountville Grove Whitmire Quinby Hemingway Lincolnville Oakland Meggett Clark Hill Awonday Loris Great E foward Lake City Duncan York Chapin Hardeeville Five Forks Santee for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	22.76%	21.02%	20.71%
Medium Users (4-6)	12.54%	11.63%	11.43%
Light Users (1-3)	21.41%	20.74%	20.58%
Quintiles (20%)			
Newspaper I (Heavy)	1.72%	2.52%	2.54%
Newspaper II	1.77%	1.95%	1.94%
Newspaper III	1.67%	1.55%	1.56%
Newspaper IV	0.48%	0.59%	0.65%
Newspaper V (Light)	0.87%	0.86%	0.78%

0-3	3-7	7-10
MILES	MILES	MILES
17.52%	19.27%	19.29%
8.09%	9.23%	9.26%
8.09%	9.33%	9.04%
10.3%	11.17%	11.26%
0.5%	0.6%	0.61%
8.62%	9.23%	8.97%
2.26%	2.77%	2.6%
3.22%	3.63%	3.62%
15.12%	16.15%	16.21%
26.3%	25.06%	24.77%
14.29%	15.21%	15.5%
7.34%	7.88%	7.59%
5.25%	6.84%	6.56%
22%	23.9%	24.38%
3.81%	4.21%	4.23%
	MILES 17.52% 8.09% 8.09% 10.3% 0.5% 8.62% 2.26% 3.22% 15.12% 26.3% 14.29% 7.34% 5.25% 22%	MILESMILES17.52%19.27%8.09%9.23%8.09%9.33%10.3%11.17%0.5%0.6%8.62%9.23%2.26%2.77%3.22%3.63%15.12%16.15%26.3%25.06%14.29%15.21%7.34%7.88%5.25%6.84%22%23.9%

Ounean St. Andrews Northlake Saxon West Columbia Arcadia Lakes Ridge Spring Mayo Sullivan's Island ston Springdale Perry West Pelzer Gloverville St. George Andrews Care Intercultural Institute nor Atlantic Beach Rembert Mullins Central Simpsonville Clio North Care for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Newberry Ravenel Anderson Pine Ridge Marion W56

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	7-10
	MILES	MILES	MILES			MILES	MILES	MILE
Radio Drive Time Quntiles				-	TV Prime Time Quntiles (fifths /			
(fifths / 20%)					20%)			
Drive Time I & II (Heavy)	2.66%	3.31%	3.1%		Prime Time I & II (Heavy)	3.85%	4.22%	4.349
Drive Time III (Medium)	0.67%	0.7%	0.67%		Prime Time III (Medium)	2.18%	1.99%	2.079
Radio IV & V (Light)	2.49%	2.72%	2.64%		Prime Time IV & V (Light)	7.31%	9.54%	9.539
Radio Media Quntiles (fifths /					TV Early/Late Fringe Quntiles			
20%)					(fifths / 20%)			
Radio I & II (Heavy)	7.76%	8.41%	8.45%		Fringe I & II (Heavy)	41.14%	40.32%	40.23
Radio III (Medium)	4.4%	4.69%	4.69%		Fringe III (Medium)	50.53%	51.1%	51.3 ⁻
Radio IV & V (Light)	2.9%	3.63%	3.46%		Fringe IV (Light)	52.38%	53.48%	54.22
Cable TV Quntiles (fifths /					TV All Day Quntiles (fifths /			
20%)					20%)			
Cable I & II (Heavy)	12.41%	12.65%	12.41%		All Day I & II (Heavy)	12.78%	13.21%	12.9
Cable III (Medium)	4.26%	4.8%	4.78%		All Day III (Medium)	22.58%	23.43%	23.3
Cable IV & V (Light)	33.86%	34.54%	34.46%		All Day IV (Light)	13.37%	14.52%	14.04



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]	13.25%	12.34%	12.77%
6:00am - 10:00am	18.88%	16.99%	16.68%
10:00am - 3:00pm	8.24%	8.39%	8.14%
3:00pm - 7:00pm	14.95%	14.8%	14.6%
7:00pm - Midnight	15.69%	14.19%	14.15%
Midnight - 6:00am	7.16%	6.96%	6.59%
Weekend Radio			
Listeners			
Dayparts [summary]	14.29%	14.73%	15.11%
6:00am - 10:00am	5.34%	4.81%	4.99%
10:00am-3:00pm	7.37%	6.77%	6.5%
3:00pm - 7:00pm	6.69%	6.71%	6.54%
7:00pm - Midnight	9.36%	9.4%	9.14%
Midnight - 6:00am	13.46%	12.63%	12.65%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	8.03%	7.49%	7.23%
Saturday: 8:00-11:00pm	8.06%	8.65%	8.57%
Sunday: 7:00-11:00pm	9.62%	9.28%	9.48%
9:00am-1:00pm	22.34%	23.4%	23.5%
9:00am-4:00pm	25.9%	27.25%	27.34%
4:00pm-7:00pm	29.79%	28.55%	28.51%
11:00pm-1:00am	38.47%	39.03%	39.13%
AVG Prime time	2.46%	2.57%	2.44%
Mon-Sun			

heraw Kershaw Gilbert Oak Grove Reidville Central North Myrtle Beach Cherryvale Pamplico Inman E ten East Sumter Bishopville Barnwell York Pelion Piedmont Heming Intercultural Institute sea Aynor Johnston Pelzer Greeleyville Perry Edgefield Sullivan's Is for Contextual Ministry t Copyright 2011, Intercultural Institute for Contextual Ministry t Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-3 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	19.85%	18.93%	18.43%		Sat: 7-10am	Sat: 7-10am 20.29%	Sat: 7-10am 20.29% 19.59%
7-9am	26.47%	24.55%	24.17%		Sat: 10am-1pm	Sat: 10am-1pm 6.96%	Sat: 10am-1pm 6.96% 6.8%
9am-12noon	18.87%	19.16%	19.36%		Sat: 1-4pm	Sat: 1-4pm 25.27%	Sat: 1-4pm 25.27% 24.74%
12noon-4pm	7.03%	8.1%	7.99%		Sat: 4-6pm	Sat: 4-6pm 7.01%	Sat: 4-6pm 7.01% 6.99%
4-6pm	48.35%	46.37%	45.49%		Sat: 6-7pm	Sat: 6-7pm 1.97%	Sat: 6-7pm 1.97% 1.54%
6-7pm	16.34%	16.85%	17.07%		Sat: 7-8pm	Sat: 7-8pm 1%	Sat: 7-8pm 1% 1.11%
7-7:30pm	1.58%	2.03%	1.77%		Sat: 8-11pm	Sat: 8-11pm 8.06%	Sat: 8-11pm 8.06% 8.65%
7:30-8pm	8.77%	9.44%	9.82%		Sat: 11pm-1am	Sat: 11pm-1am 5.05%	Sat: 11pm-1am 5.05% 5.37%
8-11pm	8.03%	7.49%	7.23%		Sat: 1am-7pm	Sat: 1am-7pm 27.3%	Sat: 1am-7pm 27.3% 24.96%
11pm-12am	31.67%	31.81%	31.95%		Sun: 7-10am	Sun: 7-10am 2.19%	Sun: 7-10am 2.19% 2.31%
11pm-1am	38.47%	39.03%	39.13%		Sun: 10am-1pm	Sun: 10am-1pm 6.04%	Sun: 10am-1pm 6.04% 5.9%
1-6am	35.7%	34.02%	33.07%		Sun: 1-4pm	Sun: 1-4pm 6.04%	Sun: 1-4pm 6.04% 6.12%
					Sun: 4-7pm	Sun: 4-7pm 12.17%	Sun: 4-7pm 12.17% 12.25%
					Sun: 7-11pm	Sun: 7-11pm 9.62%	Sun: 7-11pm 9.62% 9.28%
					Sun: 11pm-1am	Sun: 11pm-1am 4.08%	Sun: 11pm-1am 4.08% 4.4%
				_	Sun: 1-7am	Sun: 1-7am 20.53%	Sun: 1-7am 20.53% 20.08%

Cordova Williston Gray Court Lyman Iva McConnells Clinton Pageland Inman Marion Coronaca The Loris Central Lincolnville Hanahan Sumter Burton Salem Charles Intercultural Institute a Golden Grove Laurens Oswego Port Royal McColl McCormick Cherry Intercultural Institute Calnoun Falls Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Salley Folly Beach Seabrook Island Hemingway

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.

Myrtle Beach Willington Williston Elgin Elloree Riverview Lodge Swansea Scranton Modoc Livingster Connick Shiloh Conway Hickory Grove Wagener Ridgeland St. Andrews Alisle Barnwell Johnsonville antic Beach Cokesbury Lake View Millwood Sycamore Lexington Sumt for Contextual Ministry Falls Shelling Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

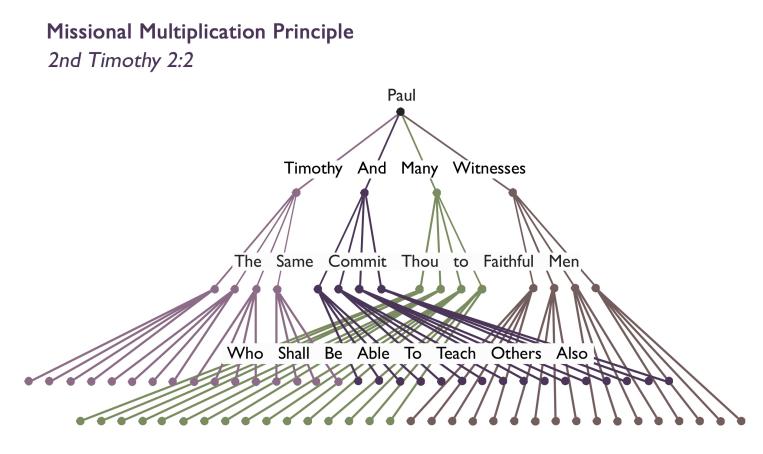
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Waterloo Garden City Central Seneca Iva Ridgeland Varnville Berea Springdale Eigin Promised Lang Ehrhardt Campobello Columbia Ridgeville Socastee Cayce Rower <u>Intercultural Institute</u> Mayesville Sate Salem Camden Burton Isle of Palms Briarcliffe Acres Lexington Jon Confectual Ministry Beach Wade Ha Copyright 2011, Intercultural Institute for Contextual Ministry Whitmire Windsor Manning Cane Savannah Bockville

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.



he Homeland Park Salley Furman Orangeburg Burton Fort Lawn Valley Fails West Union Modoc Benn Oswego Goose Creek Pickens North Myrtle Beach Newberry Great For Intercultural Institute Laurens Pawleys Island Loris Anderson Lodge Murrells Inlet Beau Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Bluffton Lakewood Parker Monetta Cokesbury Rive 62

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.
- 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.



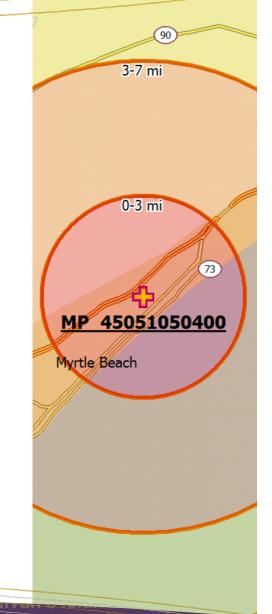
Parksville Hartsville Red Hill Cottageville Central Eastover Cherryvale McConnells Summit Six Mile ggett Gray Court Mayesville Gloverville Oak Grove Lodge Sharon Darks Revend Edisto McCorre West Edgefield Harleyville Patrick Travelers Rest Woodruff Reidville for Contextual Ministry City View So Copyright 2011, Intercultural Institute for Contextual Ministry Parksville Ministry Bamberry Bamberry Bamberry Bamberry Bamberry Bamberry Bamberry Bamberry Contextual Ministry Ellored

Your MissionSite and the Missional Suite

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

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

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





Notes and Sources

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



APPENDIX: SCBC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG IICM CGR
1	Ocean View	7300 N Kings Hwy	0.58 mi	
I		Myrtle Beach, SC 29572		-
2	A Simple Church Network	4403 Boxwood Street Myrtle Beach, SC 29577	1.69 mi	0
3	Myrtle Beach Community	557 George Bishop Parkway Myrtle Beach, SC 29579	3.06 mi	0
4	Our Living Savior	PO Box 3070 North Myrtle Beach, SC 29572	3.30 mi	0
5	Carolina Forest Community	1381 Carolina Forest Boulevard Myrtle Beach, SC 29579	4.68 mi	0
6	First Brazilian	500 4th Avenue North Myrtle Beach, SC 29577	4.69 mi	0
7	Myrtle Beach First	500 4th Ave N Myrtle Beach, SC 29577	4.70 mi	0
8	Wellspring Church	1341 44th Avenue North Myrtle Beach, SC 29577	5.18 mi	0
9	Victory	950 38th Avenue North Myrtle Beach, SC 29577	5.18 mi	0
10	West Myrtle Beach First	2099 Haystack Way Myrtle Beach, SC 29579	5.30 mi	0
11	Midway Missionary	PO Box 1526 Myrtle Beach, SC 29578	5.43 mi	0
12	Lakeside	PO Box 237 North Myrtle Beach, SC 29597	7.61 mi	0
13	Chapel By The Sea	PO Box 786 North Myrtle Beach, SC 29597	7.61 mi	0
14	Forestbrook	2051 Forestbrook Rd Myrtle Beach, SC 29588	7.80 mi	0
15	United	6950 Highway 90 Longs, SC 29568	7.95 mi	0

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Lancaster Mill Golden Grove Laurel Bay Lodge Liberty Clemson Yemassee Kershave Lynchburg Wedge Beach Chapin Campobello Elgin Hilda Privateer Paxville Oswego Walhalla Central Pacolet Riverview Inman Mills Bamberg Berea Shi for Contextual Institute Jor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Sharon	7610 Highway 90 Longs, SC 29568	8.34 mi	0	
17	North Strand Community	P.O. Box 536 Little River, SC 29566	8.54 mi	0	
18	Timberlake	9850 Highway 707 Myrtle Beach, SC 29588	9.29 mi	0	
19	Seaside Community	PÓ Box 16647 Myrtle Beach, SC 29587	9.29 mi	0	
20	South Strand Community	PO Box 16712 Surfside Beach, SC -2958	9.30 mi	0	
21	Pine Grove	5010 Old Reaves Ferry Rd Conway, SC 29526	9.70 mi	0	
22	North Myrtle Beach First	200 Highway 17 S North Myrtle Beach, SC 29582	10.92 mi	0	
23	Wampee	9530 Highway 90 Longs, SC 29568	11.16 mi	0	
24	Living Water	1569 Highway 9 East Longs, SC 29568	11.16 mi	0	
25	Buck Creek	11483 Hwy 905 North Longs, SC 29568	11.16 mi	0	
26	Surfside Beach First	711 16th Ave N Surfside Beach, SC 29575	11.17 mi	0	
27	Ridgefield	891 Highway 90 Conway, SC 29526	11.19 mi	0	
28	Waccamaw	4235 Beaverdam Run Galivants Ferry, SC 29544	11.25 mi	0	
29	Pleasant Hill	6907 Highway 905 Conway, SC 29526	11.38 mi	0	
30	Bible Fellowship	1014 Sand Dollar Court North Myrtle Beach, SC 29582	11.45 mi	0	

Anden City Belton Stateburg Lake Secession Livingston Yemassee Isle of Palms Irmo Ware Shoals Ware Waterloo Jamestown Pine Ridge Shell Point Perry India Hook Carlier Intercultural Institute Irwin Paxville New Ellenton Wedgewood Oswego Chapin Conway Montestual Ministry Ston Pomaria Confectual Ministry Slater-Marietta 67 Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31			11.48 mi		
	Redemption Church	1200 Medlen Pkwy Conway, SC 29526		0	
32	Socastee	3690 Socastee Boulevard Myrtle Beach, SC 29588	11.53 mi	0	
33	Solid Rock	675 Highway 17 S Surfside Beach, SC 29575	11.83 mi	0	
34	Bethlehem	5201 Highway 905 Conway, SC 29526	11.99 mi	0	
35	PSC2: Legacy Church	6250 Old Highway 544 Myrtle Beach, SC 29588	12.28 mi	0	
36	Palmetto Shores Church	6250 Old Highway 544 Myrtle Beach, SC 29588	12.28 mi	0	
37	Live Oak Church	710 Lilly Naz Ln Myrtle Beach, SC 29588	12.28 mi	0	
38	Sweetwater Branch	1436 Highway 544 Conway, SC 29526	12.31 mi	0	
39	Glenns Bay	1835 Glenns Bay Rd Surfside Beach, SC 29575	12.51 mi	0	
40	The Dwelling Place	8106 Star Bluff Rd. Longs, SC 29582	12.96 mi	0	
41	Tilly Swamp	4619 Highway 90 Conway, SC 29526	13.33 mi	0	
42	Maple	4500 Highway 65 Conway, SC 29526	13.33 mi	0	
43	Kingston	3260 Highway 19 Conway, SC 29526	13.33 mi	0	
44	Hickory Grove	2710 Highway 905 Conway, SC 29526	13.33 mi	0	
45	Good Hope	6101 Privetts Rd Conway, SC 29526	13.33 mi	0	

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