# MissionSite top unreached locations



#### MissionSite (TM) Table of Contents

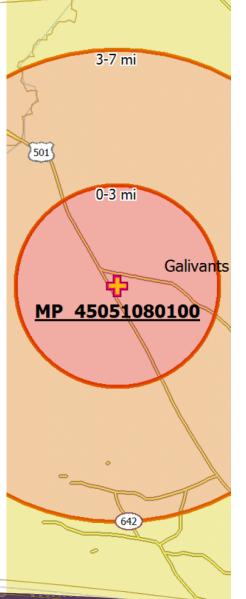
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#### Site Location Summary

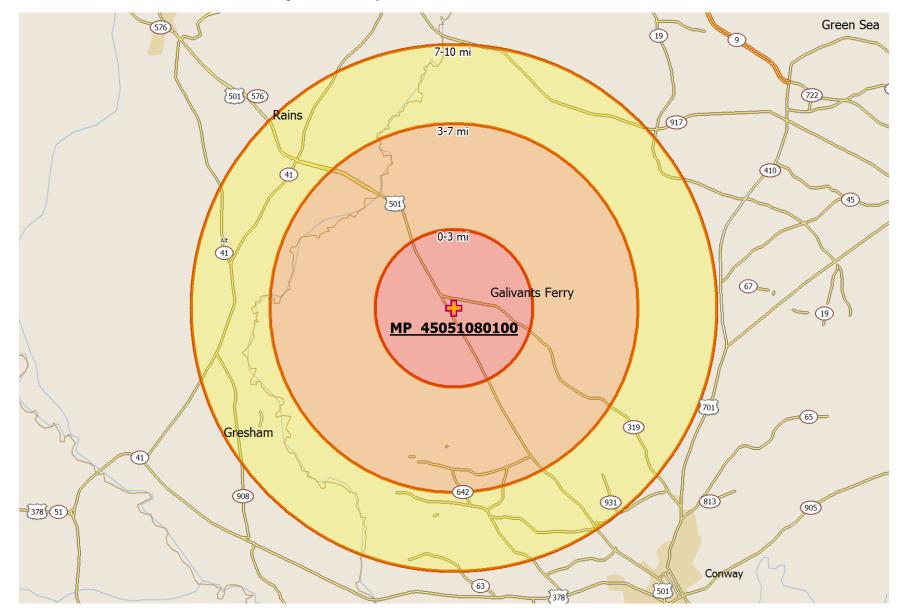
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	4504	Pee Dee Country
2	Association	45AUN	Horry County
3	County Location	45051	Horry
4	Zipcode	29511	Horry
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.13	Small towns adjacent to a small town
8	Sitescape Density Pattern	13	10000-10000-50000



ermick Jenkinsville Swansea Goose Creek Cheraw Blenheim Millwood Hampton Lake City Cherryvale Serville North Kline Cordova Sellers Lake View Hemingway Lowrys Intercultural Institute fountville Newberry Hilda Judson Cokesbury Ridgeland Woodford Trop Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Map of the Site Location



Pine Ridge Latta Trenton Lake Wylie East Gaffney Yemassee Hickory Grove Tatum Eastover Mountville Honea Path Gifford Elloree Five Forks Kline Patrick Olanta Lake in Intercultural Institute ake View Mullins Easley Neeses Greenwood Manning Cope Iva Blue Contextual Ministry Contextual Min

#### 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	CO DE	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 Codes	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

oward Sellers Simpsenville Centerville East Gaffney Jackson Woodruff Sance Mencks Cerner Red Ba He Abbeville Whitmire Seneca West Pelzer India Hook Lake Secession Intercultural Institute Journe Condova Summerton Wagener Dentsville Elloree Joann Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### Site Location Summary - Band Composition

Below is a summary of the composition of the three bands around the center of the census tract. Values for the total population, and various types of group quarters in each band are provided below. In addition to current population estimates, each band has been compared to all of the other census tract bands around the country. Population density, language diversity, foreign born diversity, ancestry diversity and racial (broad census categories) diversity have all been indexed across the country with a "0" value representing the least value and 100 representing the most in each category. For an explanation of these indices please see the Sitescape article at MissionalCyclopedia.org.

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	2,799	6,023	10,422
2010 Households	1,099	2,361	3,948
2010 Group Quarters Population	11	0	214

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	10	10	17
Language Diversity National Index	1	4	23
Foreign Born Diversity National Index	9	1	4
Ancestry Diversity National Index	35	44	21
Racial Diversity National Index	36	25	48

celand Peak Johnsonville New Ellenton Westminster Santee Elgin Cane Savannah Sullivan's Island Multiple availe Troy Gantt Andrews Folly Beach Walhalla Pawleys Island Fort Intercultural Institute idleton Hilton Head Island Jackson Lyman Denmark Oakland Anderson Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Source Spring Contextual Ministry Source Spring Contextual Ministry Source Spring Contextual Ministry Source Spring Spartaphurg Rembert Pinewood Varpville War

## 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

Chesnee Hickory Grove Olanta Mulberry Willington Monetta Golden Grove Taylors Pelzer Waters St. Matthews Sans Souci Swansea Burnettown Mountville Dentsville Intercultural Institute hiloh Fairfax Elgin Oakland Bowman Cane Savannah Cokesbury Gay Jor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 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	0	0%
Mainstay Communities	Established, Diverse Households	110	10.01%
Working Communities	Blue-collar, Working Families	322	29.3%
Country Communities	Rural, Agri. & Mining Families	336	30.57%
Aspiring Communities	Young Singles / Aspiring-Multihousing	183	16.65%
Urban Communities	High Density, Inner-city Neighborhoods	147	13.38%

Hilton Head Island Cope Red Hill Seabrook Island Carlisle Moncks Corner Princeton Yemassee McClella Pelzer Cameron Burnettown Cheraw Chapin Rembert Meggett Centre Intercultural Institute Lodge Winns ide Beach Arcadia Lakes Blythewood West Columbia Abbeville Pendleto Intercultural Institute Istreet Lowrys Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

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.



# 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?

Springdale Lake view Landrum Rockville Clio Edgefield Pendleton Ridgeville Jonesville McColl King Richburg Loris Harleyville Mulberry Dillon York Elgin Antreville in Hammon Fountain Intere Beach Saluda Scotia Watts Mills Donalds Cheraw Seneca Arcadia Lor Intercultural Institute (o) Contextual Ministry (Copyright 2011, Intercultural Institute for Contextual Ministry)

# 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	710	0.9%
Unreached %	67.97%	64.65%	95.11
Religious But NOT Evangelical HH	17,867	189	1.06%
Religious But NOT Evangelical %	15.37%	17.18%	111.82
Spiritual But NOT Relig or Evang HH	14,831	108	0.73%
Spiritual But NOT Relig or Evang %	12.76%	9.86%	77.32
Not Evangelical, Not Interested HH	46,524	415	0.89%
Not Evangelical, Not Interested %	40.02%	37.8%	94.45



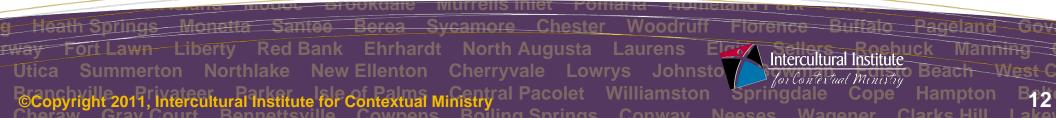
Calhoun Falls Cowpens Trenton Sumter Forest Acres Union Cotter in Atlantic Beach Cane Sava Lane Chapin Hanahan Batesburg-Leesville Lake Murray of Richland For Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Spirituality Indicators - Churchscape**

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of SCBC Churches	122	4	3.28%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	15,175	158	1.04%
Active Evangelical Percent	13.05%	14.37%	110.1
Inactive Evangelical Households	22,060	230	1.04%
Inactive Evangelical Percent	18.98%	20.90%	110.17
# New Churches Needed	0	0	0%





## Spirituality Indicators - 30 Closest SCBC Churches

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

	CHURCHES	DIST.
	Faith	2.04 mi
2	Calvary	2.04 mi
3	Bakers Chapel	2.04 mi
ł	Aynor First	2.04 mi
5	Happy Home	3.00 mi
6	Rehobeth	3.19 mi
7	Grace Baptist Temple	3.41 mi
В	Iglesia Bautista Emanuel	3.55 mi
Э	Salem	4.91 mi
10	Galivants Ferry	5.07 mi
11	Pleasant Union	5.11 mi
12	Newsong Church	5.66 mi
13	Mt Hermon	5.92 mi
14	Horry	6.12 mi
15	Berea	6.16 mi



## Using the Spirituality Indicators

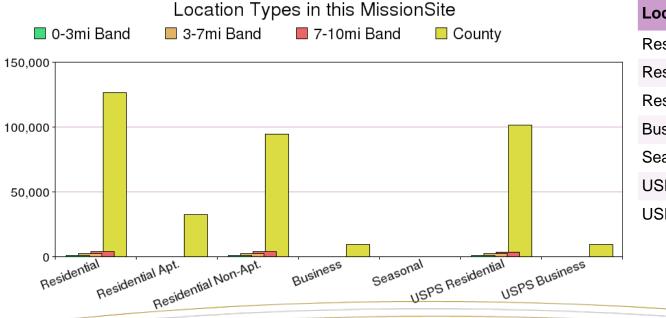
Below are some issues related to the spirituality indicators that you may want to consider as you review this site as a potential location for a new ministry or new congregation.

#### 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

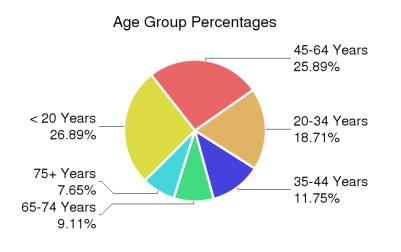


Location Type	0-3mi Band
Residential	1,049
Residential Apt.	61
Residential Non-Apt.	988
Business	38
Seasonal	0
USPS Residential	1,001
USPS Business	27

mson Fort Mill Hilton Head Island Bowman Summerton Salley Saluda Wellford Arial Gloverville Due t Kingstree Pamplico Parker West Columbia Darlington Woodfield Hard Intercultural Institute on Perry Florence Ridgeville Little Mountain Shiloh Berea Bradley Roman Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry North Mullins Illmer Starr Utica Lowrys Oak Contextual Ministry

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

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

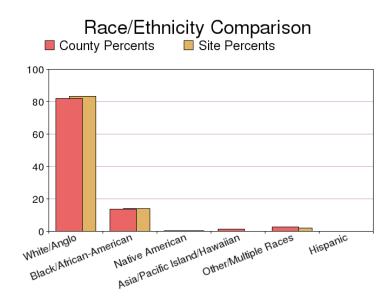


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.28%	6.32%	119.7
4-5 Years	2.41%	2.32%	96.27
6-8 Years	3.5%	3.64%	104
9-11 Years	3.33%	4%	120.12
12-13 Years	2.14%	3.07%	143.46
14-17 Years	4.31%	5.11%	118.56
18-19 Years	2.13%	2.43%	114.08
0-5 Years	7.69%	8.65%	112.48
6-12 Years	7.92%	9.18%	115.91
13-19 Years	7.51%	9.07%	120.77
< 20 Years	23.12%	26.9%	116.35
20-34 Years	18.54%	18.72%	100.97
35-44 Years	12.29%	11.75%	95.61
45-64 Years	26.83%	25.9%	96.53
65-74 Years	11.21%	9.11%	81.27
75+ Years	8.01%	7.65%	95.51
Median Age	42	40	95.31
Median Age (Male)	40	37	92.13
Median Age (Female)	43	43	98.9

Campobello Sumter Salley Bonneau Greenville Eastover Wagener Murrelis Inlet Port Reval Reevest Andrews St. George Iva Utica Furman Gilbert Gifford Plum Branch Intercultural Institute Jenkinsville Ulmer Hilton Head Island Gaston Chester Cherryvale Multiple Intercultural Institute of Ridgeway Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 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%	83.39%	101.81
Black, African-American	13.73%	14.15%	103.07
Native American	0.42%	0.43%	102.39
Asian	1.11%	0.11%	9.63
Pacific Island, Hawaiian	0.07%	0%	0
Other/Multiple Races	2.76%	1.93%	69.82
Hispanic	0%	5.39%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	192,563	1,890	

Total Adults over age 25 years.	192,563	1,890	
Less than 9th Grade	4.27%	8.25%	51.68
No High School Diploma	9.39%	11.43%	82.2
High School Graduate	35.87%	41.11%	87.25
Some College, no degree	19.23%	13.81%	139.27
Associate Degree	10.28%	8.36%	122.92
College Degree	13.77%	10.79%	127.57
Graduate/Prof. degree	7.2%	6.24%	115.25

okdale Andrews Windsor Woodruff North Hartsville Rowesville Edisto Princeton Scranton Johnston Central Pacolet Irwin Pacolet Lancaster Mill Ridgeland Waterloo McBern Intercultural Institute till Travelers Rest Shiloh Utica Bowman Belton Port Royal Pickens Johnston Johnston Johnston And 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%	10.01%	189.89
\$10,000 to \$19,999	12.44%	14.83%	119.26
\$20,000 to \$29,999	13.12%	14.56%	110.93
\$30,000 to \$49,999	24.73%	23.48%	94.94
\$50,000 to \$59,999	8.99%	11.83%	131.51
\$60,000 to \$69,999	7.77%	8.01%	103.07
\$70,000 to \$79,999	6.51%	5.55%	85.24
\$80,000 to \$89,999	4.92%	4.19%	85.04
\$90,000 to \$99,999	3.13%	2.73%	87.31
\$100,000 to \$124,999	5.26%	3%	57.09
\$125,000 to \$149,999	2.76%	0.64%	23.12
\$150,000 to \$199,999	2.04%	0.91%	44.67
\$200,000 to \$249,999	0.53%	0.09%	17.12
\$250,000 or more	0.87%	0.36%	41.69
Median Household	43,205	39,279	90.91
Average Household	57,798	47,551	82.27
Per Capita Household	25,115	18,685	74.4
Family/Non-Family Household			
Income			
Median Family Income	52,281	46,712	89.35
Average Family Income	68,147	54,717	80.29
Median Non-Family Income	30,966	27,122	87.59
Average Non-Family Income	39,462	31,874	80.77

ville Winnsboro Mills Newberry Iva East Sumter Conway Camden Pendleton Gifford Duncan Saxon ast Caliney Pomaria Rembert Pamplico Govan Irwin Cokesbury Greene Intercultural Institute ville Livingston Pickens Ravenel Sycamore Parker Northlake Seabroo for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	63.92%	68.97%	107.9
Families with Children	28.68%	36.76%	128.16
Families without Children	35.24%	32.21%	91.41
Non-Family Households			
% Non-Family Households	36.08%	31.03%	86
Non-Families with Children	0.38	0.27	71.48
Non-Families without Children	35.7	30.76	86.16
Housing Units			Index
Total Housing Units	179,009	1,278	
Vacant percent	35.05%	14.01%	39.96
Owned percent	46.13%	64.55%	139.93%
Rented Percent	18.81%	21.44%	113.96
Households by Size			Index
Avg household size	2.30	2.54	110.43
Avg family hh size	2.89	3.14	108.65
Avg non-family hh size	1.26	1.20	95.24
Households By Count of Persons			Percent
One	32,016	294	0.92%
Тwo	46,487	340	0.73%
Three or Four	30,731	368	1.2%
Five+	7,025	97	1.38%

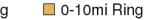
Hampton Rockville North Myrtle Beach Allendale Fort Lawn Smyrna Powderville Garden City Silverstre Rowesville Tega Cay Laurel Bay North Hartsville Campobello Govan ter Williamston McClellanville Calhoun Falls Hanahan Seabrook Island Ar Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry

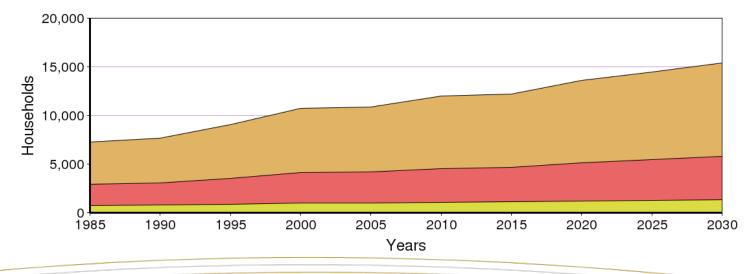
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	2,238	1.55%
2000 Population	196,629	2,706	1.38%
2010 Population	270,347	2,799	1.04%
2015 Population	302,727	2,888	0.95%

Household Change from 1985 to 2030

🗖 0-3mi Ring 👘 🗖 0-7mi Ring

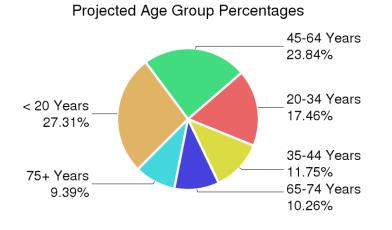




of Park Pendleton Lake View Wellford Blacksburg Lancaster Mill Beaufort Cross Hill Plum Branch Yor Contextual Ministry Plum Branch Yor Contextual Ministry Valley Falls Laurens Greenville Pelzer Fairfax Lake 20 Copyright 2011, Intercultural Institute for Contextual Ministry Valley Falls Laurens Greenville Pelzer Fairfax Lake 20 Shall Plum Branch Yor Contextual Ministry Valley Falls Laurens Greenville Pelzer Fairfax Lake 20 Copyright 2011, Intercultural Institute for Contextual Ministry Valley Falls Laurens Greenville Pelzer Fairfax Lake 20

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

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

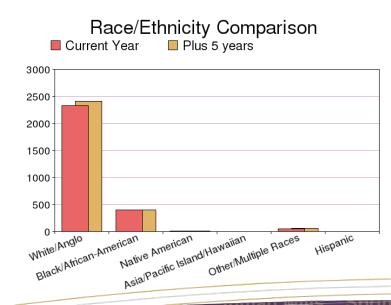


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.32%	6.02%	95.25
4-5 Years	2.32%	2.53%	109.05
6-8 Years	3.64%	4.43%	121.7
9-11 Years	4%	4.4%	110
12-13 Years	3.07%	3.53%	114.98
14-17 Years	5.11%	4.4%	86.11
18-19 Years	2.43%	1.97%	81.07
0-5 Years	8.65%	8.55%	98.84
6-12 Years	9.18%	10.6%	115.47
13-19 Years	9.07%	8.14%	89.75
< 20 Years	26.9%	27.29%	101.45
20-34 Years	18.72%	17.45%	93.22
35-44 Years	11.75%	11.74%	99.91
45-64 Years	25.9%	23.82%	91.97
65-74 Years	9.11%	10.25%	112.51
75+ Years	7.65%	9.38%	122.61
Median Age	42	39	94.04
Median Age (Male)	40	38	93.92
Median Age (Female)	43	43	97.86

mingway Murphys Estates Pamplico Livingston Blackville Taylors Briarcliffe Acres Loris Utica Society Jackson Heath Springs Ulmer Shiloh Jenkinsville Parker Gifford Trover Intercultural Institute Sumter Lowndesville Pelzer Carlisle Wilkinson Heights Sharon Lodge for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	83.39%	83.45%	100.07
Black, African-American	14.15%	13.89%	98.14
Native American	0.43%	0.35%	80.77
Asian	0.11%	0.14%	129.22
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.93%	2.18%	113.07
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,890	1,943	
Less than 9th Grade	8.25%	7.41%	89.79
No High School Diploma	11.43%	9.62%	84.21
High School Graduate	41.11%	42.92%	104.41
Some College, no degree	13.81%	12.66%	91.68
Associate Degree	8.36%	9.37%	112.05
College Degree	10.79%	11.22%	103.95
Graduate/Prof. degree	6.24%	6.79%	108.81

Piedmont Batesburg-Leesville Clio Joanna Riverview Centerville Promised Land McCormick Society H Ridgeville Forest Acres Elgin Lyman Bowman Lake Murray of Richland Contextual Institute Stateburg Murphys Estates Yemassee Winnsboro Mills Pelion Berea Mc Jor Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	10.01%	9.59%	95.79
\$10,000 to \$19,999	14.83%	14.34%	96.66
\$20,000 to \$29,999	14.56%	14.16%	97.25
\$30,000 to \$49,999	23.48%	22.13%	94.28
\$50,000 to \$59,999	11.83%	11.56%	97.72
\$60,000 to \$69,999	8.01%	8.15%	101.83
\$70,000 to \$79,999	5.55%	6.27%	103.32
\$80,000 to \$89,999	4.19%	4.93%	109.18
\$90,000 to \$99,999	2.73%	3.23%	118.17
\$100,000 to \$249,999	3%	3.41%	113.4
\$125,000 to \$149,999	0.64%	0.81%	126.61
\$150,000 to \$199,999	0.91%	0.72%	78.78
\$200,000 to \$249,999	0.09%	0.36%	393.91
\$250,000 or more	0.36%	0.54%	147.72
Median Household	39,279	41,183	104.85
Average Household	47,551	50,413	106.02
Per Capita Household	18,685	19,496	104.34
Family/Non-Family Household			
Income			
Median Family Income	46,712	49,269	105.47
Average Family Income	54,717	58,484	106.88
Median Non-Family Income	27,122	28,048	103.41
Average Non-Family Income	31,874	33,786	106

an Joanna Cherryvale Belton Seven Oaks Arcadia Lakes Reevesville Hilda Jonesville Red Bank Park Herews Holly Hill Trenton Bishopville Calhoun Falls Patrick Wedgewood <u>Intercultural Institute</u> Thardt Dillon Central Manning Williamston Inman Mills Irwin Dentsville <u>Intercultural Institute</u> untville **Trov** Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ville For Contextual Ministry Context

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	68.97%	67.47%	97.83
Families with Children	36.76	36.02	97.99
Families without Children	32.21	31.27	97.09
Non-Family Households			
% Non-Family Households	31.03%	32.53%	104.83
Non-Families with Children	0.27	0	104.83
Non-Families without	30.76	32.53	105.76
Children			
Housing Units			
Total Housing Units	1,278	1,305	102.11%
Vacant percent	14.01%	14.48%	103.4
Owned percent	64.55%	64.21%	99.47
Rented Percent	21.44%	21.3%	99.36
Households by Size			
Avg household size	2.54	2.58	101.57%
Avg family hh size	3.14	3.26	103.82%
Avg non-family hh size	1.20	1.16	96.67%
Households By Count of Persons			
One	294	316	107.48%
Two	340	321	94.41%
Three or Four	368	365	99.18%
Five+	97	115	118.56%

Ridge Spring Scranton Sharon Seven Oaks Pickens Neeses Sumter Cherryvale North Hartsville Shiloh Elko Smoaks Laurel Bay Pawleys Island Whitmire Westminster Pelion Buffish Convay Silverstreet Kershaw Saluda Timmonsville Hilda Prosperity Wagener Rivervie Confectual Ministry ClieCopyright 2011, Intercultural Institute for Contextual Ministry Buffalo 2011, Intercultural Institute for Contextual Ministry

# **Ethnographic Summary**

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

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	3-7	7-′
	MILES	MILES	MILES		MILES	MILES	MI
Foreign Born Pop	4	49	209	Eastern Africa	0	0	0
Northern Europe	0	0	8	Middle Africa	0	0	0
Western Europe	0	0	11	Northern Africa	0	0	0
Southern Europe	0	0	0	Southern Africa	0	0	0
Eastern Europe	0	0	0	Western Africa	0	0	0
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	0	0	9	Oceania	0	0	0
So. Central Asia	0	0	0	Caribbean	0	0	4
SE Asia	1	2	1	Central Amer.	3	47	174
Western Asia	0	0	0	South America	0	0	2
Other Asia	0	0	0	North America	0	0	0
				Born at sea	0	0	0

arlisle Johnsonville Edisto Bradley Mountville Sellers Cottageville Cordova Windsor Parker Chesteri Laurei Bay Pine Ridge Red Bank Saxon Startex City View Gray Courter Intercultural Institute Quinby Arial Chesnee New Ellenton Lincolnville Dillon Beaufort Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

# Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	1,794	5,412	7,700	Other Indo-Euro	0	0	0
Spanish	21	95	300	Asian/PI languages	0	0	0
Other Indo-Euro	0	8	79	Chinese	0	0	0
language	U	Ũ		Japanese	0	0	0
French (incl. Patois,	0	6	31	Korean	0	0	0
Cajun)	-	-	-	Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian	-	-	-
Italian	0	0	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	0	0	32	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	7
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	0	0
Language				Other Pacific Is	0	0	0
Greek	0	2	16	Other languages	0	0	0
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

Varnville Saxon Batesburg-Leesville Latta Roebuck Fairfax Florence Smoaks Valley Falls Monarch Hereingway Lesslie Jackson Wedgewood Mullins Andrews <u>Intercultural Institute</u> Wansboro Hills Brookdale Ninety Six Jefferson Luray McColl Orangeburg Bonneau Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Cont

# 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	1,225	3,423	5,585	Irish	Irish 86	Irish 86 278
Arab	0	0	7	Italian	Italian 10	Italian 10 45
Armenian	0	0	1	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	0	0	Norwegian	Norwegian 0	Norwegian 0 10
British	0	12	37	Polish	Polish 16	Polish 16 28
Canadian	0	0	8	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	6	2	Russian	Russian 0	Russian 0 0
Czechoslovak	2	4	0	Scandinavian	Scandinavian 0	Scandinavian 0 4
Danish	0	8	3	Scotch-Irish	Scotch-Irish 10	Scotch-Irish 10 31
Dutch	0	8	12	Scottish	Scottish 4	Scottish 4 36
English	122	376	271	Slovak	Slovak 0	Slovak 0 0
European	19	43	4	Subsaharan African	Subsaharan African 6	Subsaharan African 6 9
Finnish	0	0	0	Swedish	Swedish 0	Swedish 0 0
French (not Basque)	8	29	50	Swiss	Swiss 0	Swiss 0 0
French Canadian	1	2	2	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	49	172	262	US/American	US/American 594	US/American 594 1,521
Greek	0	6	9	Welsh	Welsh 6	Welsh 6 11
Hungarian	0	2	0	West Indian	West Indian 0	West Indian 0 0
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 292	Other 292 781

atrick Clover <u>Clearwater</u> Fort Mill <u>Cane Savannah</u> Ridgeville Five Forks <u>Canden</u> Lake Wylie Welcome Smoaks Denmark Briarcliffe Acres Chapin Furman Lowndesville Shilo <u>Intercultural Institute</u> Irwin Kershaw Socastee Andrews Mayesville Williston Greer Wellt <u>Contextual Ministry</u> Walhalla Mo ©Copyright 2011, Intercultural Institute for Contextual Ministry Easley Union Bowman Clinton St. George Homelan 27

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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

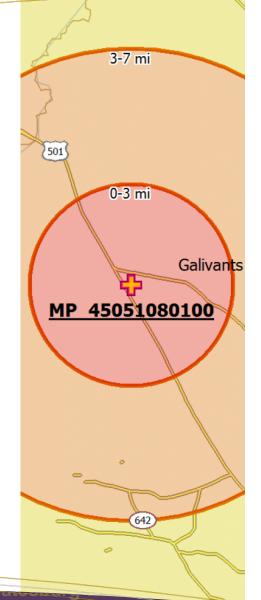
#### Issues for Your Consideration - continued

- 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?



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.



Congaree Rock Hill Springdale West Pelzer Willington Jamestown Shell Point Barnwell Laurel Bay Row Call Windsor Ridgeland Bamberg Shiloh Clinton Antreville Ulmer Laurel Institute Intercultural Institute For Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,099	100%	710	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	79	7.19%	51	7.18%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	4	0.36%	0	0%
Prime Middle America	0	0%	3	0.42%
Urban Optimists	75	6.82%	0	0%
Family Convenience	0	0%	48	6.76%
Mid-Market Enterprise	0	0%	0	0%

Six Mile Mayo Leckhart India Hook Great Falls Cross Hill Roebuck Promised Land Belvedere Variative Salem Denmark Berea Burnettown Powderville Trenton Watts Million Intercultural Institute Paxville Green efferson Elko Wagener Lane Loris Central Pacolet Scotia Whitmire For Contextual Ministry Paxville Green Coopyright 2011, Intercultural Institute for Contextual Ministry Scote Scote Scote Contextual Ministry Scote Scote Scote Scote Contextual Ministry Scote Scote Contextual Ministry Scote Scote Scote Contextual Ministry Scote Scote Contextual Ministry Scote Scote Contextual Ministry Scote Scote Scote Contextual Ministry Scote Scote Contextual Ministry Scote Scote Contextual Ministry Scote Scote Scote Contextual Ministry Scote Scote Contextual Ministry Scote Contex

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,099	100%	710	100%
BLUE COLLAR BACKBONE	12	1.09%	7	0.99%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	12	1.09%	7	0.99%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	31	2.82%	20	2.82%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	25	2.27%	16	2.25%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	6	0.55%	4	0.56%
Mature America	0	0%	0	0%
METRO FRINGE	310	28.21%	212	29.86%
Steadfast Conservative	310	28.21%	212	29.86%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Gifford Plum Branch Berea Elgin Eutawville Bethune Westminster Gayle Mill Varnville Isle of Palms Intercultural Institute Bucksport Florence Cowpens Ladson Simpsonville Darlington Port Jor Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry South Sumter Seven Oaks Bambero Smoaks Antreville

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,099	100%	710	100%
REMOTE AMERICA	277	25.2%	162	22.82%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	272	24.75%	159	22.39%
Coal & Crops	5	0.45%	3	0.42%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	183	16.65%	136	19.15%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	183	16.65%	136	19.15%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	59	5.37%	29	4.08%
Aspiring Hispania	19	1.73%	0	0%
Industrious Country Living	0	0%	13	1.83%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	40	3.64%	0	0%
Hinterland Fam.	0	0%	16	2.25%

A Newberry Startex Lynchburg Irwin North-Augusta Lowndesville Livingston Luray Promised Land Parent Denmark Belton Greenwood Ridgeway Cameron Rembert Walkard Intercultural Institute of Sharon Marks Corner Springfield York Campobello Watts Mills New Ellenton Ware for Contextual Ministry Contextual Ministry Contextual Ministry Source Forestbrook

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,099	100%	710	100%
STRUGGLING SOCIETIES	116	10.56%	71	10%
Rugged Southern Style	77	7.01%	45	6.34%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	39	3.55%	26	3.66%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	31	2.82%	22	3.1%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	31	2.82%	22	3.1%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Lugoff Gloverville St. Matthews Hilda Smyrna Little River Rowesville Cowpens Williamston Woodfe amestown Abbeville Cokesbury Turbeville Startex Westminster Edisto intercultural Institute torook Mountville Powderville Lowrys Cope Whitmire Gray Court Way for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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?

Carden City Salem Timmonsville Kershaw Holly Hill Modoc Reidville Duncan Waterloo Paxville Snelling St. Andrews McBee Willington Dunean Port Royal Gayle Mill <u>Intercultural Institute</u> and Chester desville Princeton Southern Shops Bishopville Norway Jenkinsville Neveral Golden Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

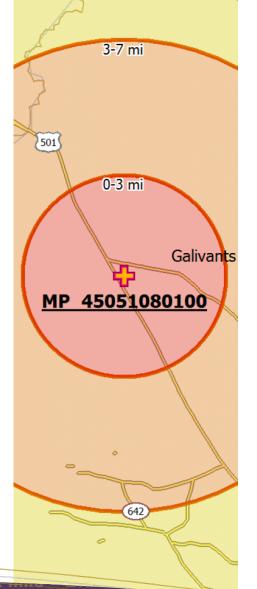
#### **Potential Cultural Bridges**

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).



st Gaffney Edgefield Ehrhardt Campobello Oswego Gloverville Heath Springs Florence Guinby Medoc Williams Rockville Norway Utica Kershaw Ruby Neeses Manning Intercultural Institute ke View Perry Newport Myrtle Beach Mount Carmel Cordova Branchvill (Son Confertual Ministry) ©Copyright 2011, Intercultural Institute for Contextual Ministry Confertual 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	E	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
PC-HH Own	77%	78%	77%		Internet Use: Banking	Internet Use: Banking 26%	Internet Use: Banking 26% 28%
Use Comp. for Internet/E-mail	56%	57%	55%		Internet Use: News/ Weather	Internet Use: News/ Weather 26%	Internet Use: News/ Weather 26% 27%
nternet Use: E-Mail	45%	47%	46%		PC-Network-HH Has One	PC-Network-HH Has One 19%	PC-Network-HH Has One 19% 19%
Jse Comp. for Comp. Games	39%	40%	39%		Use Comp. for News/Info./Data	Use Comp. for News/Info./Data 18%	Use Comp. for News/Info./Data 18% 18%
Use Comp. for Word Processing	34%	35%	32%		Service	Service	Service
Jse Comp. for Shopping	32%	33%	31%		Use Comp. for Accounting	Use Comp. for Accounting 15%	Use Comp. for Accounting 15% 16%
Jse Comp. for Education	31%	32%	32%		Use Comp. for Personal	Use Comp. for Personal 12%	Use Comp. for Personal 12% 12%
Jse Comp. for Banking	29%	31%	30%		Financial Mngmnt	Financial Mngmnt	Financial Mngmnt
Use Comp. for Digital Camera	27%	28%	26%		Internet Use: Shopping: Made	Internet Use: Shopping: Made 12%	Internet Use: Shopping: Made 12% 12%
Photo Editing					A Purchase	A Purchase	A Purchase
HH Owns DVD Player	27%	27%	28%		HH Owns Video/Webcam	HH Owns Video/Webcam 11%	HH Owns Video/Webcam 11% 11%
					Use Comp. for Filing/DB	Use Comp. for Filing/DB 11%	Use Comp. for Filing/DB 11% 11%



Mngmnt

Education

Internet Use: Research/

9%

9%

9%

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	67%	67%	67%
Dining Out (Not Fast Food)	54%	55%	53%
Reading Books	50%	50%	49%
Card Games	42%	42%	41%
Cooking for Fun	36%	37%	37%
Board Games	34%	35%	34%
Gardening	34%	35%	32%
Go To A Beach/Lake	33%	34%	32%
Visit Zoo	20%	21%	20%
Going To	18%	18%	17%
Bars/Nightclubs/Dancing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	69%	69%	69%
Gen./Fam. Practitioner	41%	41%	40%
Dentist	25%	24%	23%
Backache	24%	24%	24%
Eye Dr.	21%	20%	20%
Hypertension/High Blood	20%	19%	19%
Pressure			
None Of These	18%	19%	18%
High Cholesterol	18%	17%	17%
Any Arthritis	16%	15%	15%
Overweight (30 Pounds Or More)	15%	15%	14%

Roebuck Rock Hill Monarch Mill Seven Oaks Lakewood Govan Rowesville Valley Falls Ridgeville Brunse ter Bethune Seabrook Island Laurel Bay Easley Saluda Millwood Ehrbard Intercultural Institute McBee Pacolet McClellanville Bowman Clemson Latta Harleyville W Falls View Honea Path Black an Copyright 2011, Intercultural Institute for Contextual Ministry Burton Socastee Lamar Clinton Donalds Eureka Mi Berea Bigger Burton Socastee Lamar Clinton Donalds Eureka Mi Berea Bigger Bigger Burton Socastee Lamar Clinton Donalds Eureka Mi Berea Bigger Bigger Burton Socastee Lamar Clinton Donalds Eureka Mi Berea Bigger Bigger Bigger Burton Socastee Lamar Clinton Donalds Eureka Mi Berea Bigger B

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

7-10

MILES 19.38% 17.69% 18.02% 5.19% 4.8%

4.35% 3.72%

2.1% 2.28%

BRIDGES	0-3	3-7	7-10		BRIDGES	BRIDGES 0-3
	MILES	MILES	MILES			MILES
Concert	25.75%	25.79%	25.94%		Movies: Fam.	Movies: Fam. 18.96%
Live Theater	14.99%	14.14%	13.91%		Movies: Romantic Comedy	Movies: Romantic Comedy 17.62%
Rock/Pop Concerts Most	13.36%	13.34%	13.41%		Movies: Mystery	Movies: Mystery 16.83%
Often					MLB Baseball Reg. Season	MLB Baseball Reg. Season 5.66%
Live Theater Most Often	12.4%	11.7%	11.48%		College Football Reg.	College Football Reg. 4.86%
Comedy Club	8.32%	7.97%	8.32%		Season	Season
Country Concerts Most	7.55%	8.1%	7.73%		NFL Football Reg. Season	NFL Football Reg. Season 4.73%
Often					College Basketball Reg.	College Basketball Reg. 3.72%
Movies: Comedy	37.74%	37.64%	38.58%		Season	Season
Movies: Action/Adventure	36.48%	36.56%	37.46%		Auto Racing Events	Auto Racing Events 2.5%
Movies: Drama	19.14%	19.04%	20.74%		Rodeo	Rodeo 2.38%

Jonesville Ware Sheals Lexington Gayle Mill Pelion Kingstree Cane Savannah Sellers Jenkinsville Belton Antreville Lesslie Wellford Burnettown Lake View Coward Treve Intercultural Institute Pelzer Clover Eutawville Irwin Lugoff Springfield Rowesville Smyrna for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry 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
alking for Exercise	36.17%	35.36%	34.29%	I	Mounta	iin/Road Biking	in/Road Biking 11.11%	in/Road Biking 11.11% 11.17%
Swimming	33.23%	34.71%	33.21%		Target Sho	oting	ooting 10.52%	ooting 10.52% 11.03%
reshwater Fishing	24.14%	25.94%	24.54%		Stationary Cyc	ling	ling 9.94%	ling 9.94% 9.87%
Bowling	22.59%	22.94%	22.52%		Volleyball		9.1%	9.1% 9.14%
Billiards/Pool	19.84%	20.66%	20.43%		Backpacking/Hiking	g	g 8.8%	g 8.8% 8.99%
Camping Trips	16.1%	17.69%	15.57%		Saltwater Fishing		8.32%	8.32% 8.8%
Basketball	15.78%	15.46%	16.03%		Aerobics		8.22%	8.22% 7.65%
Weight Training	13.65%	13.75%	13.5%		Softball		7.99%	7.99% 7.73%
Jogging/Running	13.24%	12.48%	12.67%		Power Boating		7.16%	7.16% 7.14%
Football	12.14%	12.21%	12.86%		Soccer		7.14%	7.14% 6.97%
Baseball	11.98%	12.12%	12.07%		Horseback Riding		6.93%	6.93% 7.41%
Hunting	11.91%	12.76%	11.08%		Motorcycling		6.89%	6.89% 7.13%
Golf	11.5%	11.35%	10.35%		Canoeing/Kayaking		6.12%	6.12% 6.09%
Using Cardio Machine	11.17%	11.14%	10.67%		Tennis		5.9%	5.9% 5.81%

Reidville Jefferson Union Greeleyville Anderson Folly Beach Gaston Windsor Chesnee Ulmer H Taylors Neeses Rockville Trenton Marion North Myrtle Beach Priver Intercultural Institute Laurens St. Matthews Cokesbury Wellford St. Andrews York Clearwork Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Mount Pleasant Wagener Pinewood Bucksport Winnsto

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

0-3	3-7	7-10	
MILES	MILES	MILES	
5.4%	5.13%	5.16%	
5.07%	5.33%	5.12%	
5.04%	5.33%	4.56%	
4.92%	4.54%	4.38%	
3.99%	3.94%	3.58%	
3.96%	3.53%	3.52%	
3.94%	3.8%	3.78%	
3.82%	3.56%	3.12%	
3.68%	3.39%	2.95%	
3.61%	3.54%	3.34%	
	MILES 5.4% 5.07% 5.04% 4.92% 3.99% 3.96% 3.96% 3.94% 3.82% 3.82%	MILES   MILES     5.4%   5.13%     5.07%   5.33%     5.04%   5.33%     4.92%   4.54%     3.99%   3.94%     3.96%   3.53%     3.94%   3.8%     3.82%   3.56%     3.68%   3.39%	MILES   MILES   MILES     5.4%   5.13%   5.16%     5.07%   5.33%   5.12%     5.04%   5.33%   4.56%     4.92%   4.54%   4.38%     3.99%   3.94%   3.58%     3.96%   3.53%   3.78%     3.82%   3.56%   3.12%     3.68%   3.39%   2.95%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Snorkeling	3.52%	3.38%	3.11%
Hockey	3.16%	2.86%	2.61%
Skateboarding	2.87%	2.69%	2.6%
Sailing	2.77%	2.65%	2.53%
Auto Racing	2.65%	2.54%	2.32%
Martial Arts	2.47%	2.43%	2.06%
Rock Climbing	2.43%	2.33%	2.17%
Rowing	2.36%	2.3%	2.14%
Snowboarding	2.34%	2.16%	2.04%
Surfing & Windsurfing	1.94%	1.79%	1.67%

Clarks Hill Socastee Woodruff Latta Princeton Pomaria Williston Waterloo Pickens Sycamore Eastove Cordova Gantt Burnettown Dillon Northlake Calhoun Falls Abbeville Intercultural Institute r-Marietta Florence Lancaster Brookdale Welcome Ridgeway Ware Show Govertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Walhalla Andrews St Andrews Mayesville Loris

### 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.

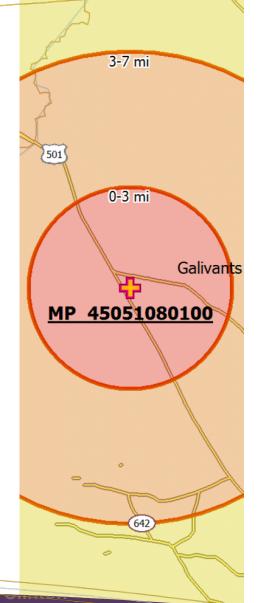
#### **BIBLICAL BARRIERS**

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.



on Hampton Abbeville Ridgeville Eutawville Garden City Newberry Springfield Mulberry Inman Mills Fores Rowesville Silverstreet Burnettown Watts Mills Columbia Socard Intercultural Institute St. Matthews Due West Pageland Fairfax Neeses Chester Dalzell H Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### Potential Cultural Barriers -- Introduction (part 2)

#### CULTURAL BARRIERS OF UNDERSTANDING

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

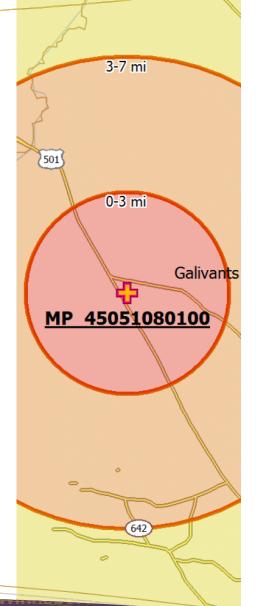
CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

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

#### **Unreached People Group**

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



rt Westminster Joanna Meggett Golden Grove Southern Shops Red Hill Promised Land Elko Patrick S Sakland Elorence Cross Hill Hickory Grove McConnells Timmonsville Red Stater Marietta Hampton Marion Livingston Clarks Hill Estill Ward Mount Croghan Yemassee for Contextual Institute Richburg Ma ©Copyright 2011, Intercultural Institute for Contextual Ministry Kershaw St. Stephen Wilkinson Heights Wagener Inm43

## **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	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES	Friende Manalasse attact These	MILES	MILES	MILE
Important Continue Learning New Things	50%	49%	50%	Friends More Important Than My Fam.	21%	20%	19%
Find It Difficult To Say No To My	40%	41%	40%	I Am A Workaholic	18%	18%	20%
Kids				Marijuana Should Be Legalized	18%	17%	18%
Like Control Over People And Resources	36%	35%	37%	Rarely Sit Down to a Meal Together At Home	18%	18%	18%
Woman's Place Is In The Home	36%	36%	36%	Like To Pursue	17%	17%	17%
Speak My Mind Even If It Upsets	35%	34%	35%	Challenge/Novelty/Change			
People				Only Work Current Job for The	15%	14%	14%
Like To Do Unconventional	32%	33%	33%	Money			
Things				We Should Strive for Equality	14%	13%	14%
Don't Judge People/Way They	28%	27%	28%	for All			
Live Life				On Whole People Get What	10%	10%	10%
Prefer To Have Few	27%	26%	25%	They Deserve			
Possessions As Possible				Happy With My Standard Of	10%	9%	10%
Money Is Best Measure Of	27%	26%	26%	Living			
Success				Indulge My Kids With The Little	9%	9%	9%
Too Much Sponsorship In	25%	24%	26%	Extras			
Arts/Sports				Little I Can Do To Change My	8%	8%	8%
If Won Lottery Would Never	22%	22%	22%	Life			
Work Again				I Am A Perfectionist	6%	5%	6%
Like to Stand Out In A Crowd	21%	21%	22%				

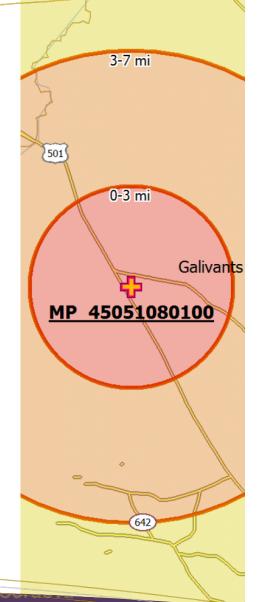
uville Summerville Glibert Sumer OSWC

e Forks Laurel Bay Pickens Bamberg Elgin Bowman York Dillon Cordova Cane Savannah Saluda Plum Branch West Pelzer Barnwell Burnettown Hampton Port Roya Cortextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### **Potential Cultural Themes**

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

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



ing Springs Lynchburg Millwood South Congaree Ward Georgetown Willington Jefferson Slater-Mariett Encolnville Williamston Charleston Surfside Beach Hanahan Prosperies Holly Hill Startex Lexington Hodges Bonneau Mulberry Andrews Edisto Roebuck Southern Show Intercultural Institute Intercultural Institute for 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.

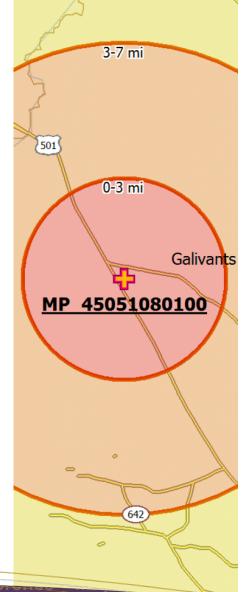
THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	62%	62%	62%	Looking for New Ideas To Improve Home		17%	18%
You Should Seize Opportunities In Life	56%	56%	56%	Worried About Pollution Caused By Cars	16%	16%	16%
Like To Understand About	37%	36%	37%	Real Men Don't Cry	15%	15%	15%
Nature				Is An Important Part Of Who I Am	15%	16%	15%
Prefer Work Part Of Team Than Alone	36%	35%	35%	Provide My Kids With The Little Extras	14%	13%	15%
Important Feel Respected By My Peers	32%	32%	31%	Try Not To Worry About The Future	14%	13%	14%
Important To Juggle Various Tasks	31%	30%	30%	Enjoy Spending Time With My Fam.	13%	13%	14%
Prefer To Have Few Possessions As Possible	27%	26%	25%	Children Should Be Allowed To Express Themselves	6%	6%	6%
Have Keen Sense Of Adventure	26%	25%	25%	Feel Very Alone In The World	5%	5%	5%
Good At Fixing Things	25%	24%	24%	Like Spending Most Time With	5%	5%	5%
People Have To Take Me As	22%	22%	22%	Fam.			
They Find Me				Decor Particular Interest To Me	4%	4%	4%
Like To Just Enjoy Life	19%	19%	18%	Would Like To Set Up Own	3%	3%	3%
Consider Myself Interested In The Arts	19%	18%	18%	Business			

Lexington Parker Shelling nonicianu ra

Reg Bank Travelers Rest Slater-Marietta Sans Souci Socastee Sum <u>Intercultural Institute</u> Lake Murray of Richland Dalzell Atlantic Beach McClellanville Clover Jos Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### **Potential Shared Places**

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



Awendaw Gloverville Hollywood Greenville Cordova Modoc Carlisle Bolling Springs Charleston For Contextual Ministry South Sumter Andrews Pageland Edgefield Woodfield Pelzer New Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministr

## **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10	
	MILES	MILES	MILES	
Fast Food/Drive-In	87.22%	87.43%	87.34%	
Restaurant-Visit Any				
Fam. Restaurants/Steak	82.47%	83.02%	81.72%	
Houses-Visit Any				
McDonald's	58.69%	59.21%	59.38%	
Burger King	39.1%	39.44%	39.35%	
Kentucky Fried Chicken (KFC)	32.29%	31.73%	33.22%	
Applebee's	32.16%	32.69%	32.43%	
Subway	31.24%	31.31%	31.38%	
Wendy's	31.2%	31.13%	32.08%	
Taco Bell	30.39%	31.3%	30.97%	
Arby's	25.11%	25.05%	24.49%	
Pizza Hut	24.21%	24.25%	25.2%	
Dairy Queen	20.22%	20.44%	19.99%	

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	19.65%	19.84%	19.61%
Cracker Barrel	17.87%	18.73%	18.56%
Red Lobster	17.13%	16.47%	17.03%
Sonic	17.04%	18.25%	18.7%
Chick-Fil-A	15.33%	15.43%	16.17%
Golden Corral	14.66%	14.58%	15.53%
Domino's Pizza	14.48%	14.13%	15.17%
Hardee's	14.44%	15.09%	15.25%
IHOP (International House Of	12.9%	12.3%	13.16%
Pancakes)			
Outback Steakhouse	12.7%	12.86%	13.56%
Ruby Tuesday	12.32%	12.61%	13.57%
Denny's	11.18%	11.01%	10.84%

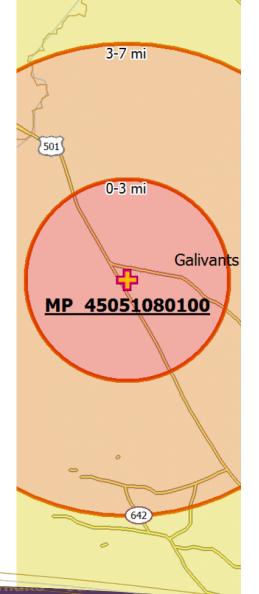


### **Potential Shared Projects**

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

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

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



Whitmire Lake City Williams Little River Brookdale Cottageville Willington Coronaca Elgin Folly Bear Wedgewood Ninety Six Santee Monarch Mill North Lynchburg Louis Intercultural Institute Due West Piedmont Mullins Burton West Union Cope City View Later for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### **Potential Shared Projects**

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	43.2%	42.08%	40.25%
Recycled products	28.76%	28.36%	26.26%
Worked as volunteer (non political)	14.04%	14.04%	13.15%
Engaged in fund raising	10.17%	9.72%	9.38%
Religious club member	7.54%	7.18%	7.14%
Church Board	5.56%	5.04%	5.29%

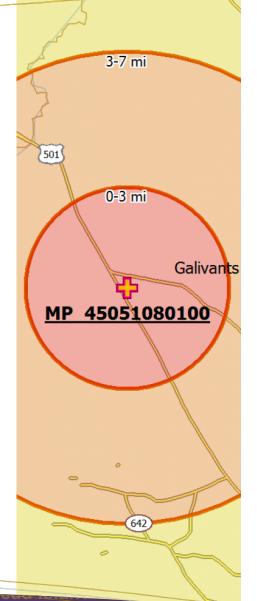
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Union member	5.17%	4.89%	4.61%
Charitable Organization	4.9%	4.83%	4.49%
Wrote to elected offcl about	4.6%	4.49%	4.06%
publ bus			
Wrote to editor of mag or	4.52%	4.44%	4.32%
newspaper			
Addressed a public meeting	4.47%	4.49%	4.29%
Took active part in local civic	4.46%	4.21%	4.02%
issue			

Andrews Oak Grove Woodford Olanta Carlisle Wilkinson Heights Newport Batesburg-Leesville Souther Hanahan Homeland Park Windsor Red Bank Moncks Corner Bowman Contextual Institute Furman Manning Central Briarcliffe Acres Cane Savannah Willington Charles Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Bamberg Clinton Gaston Bradley Lane Lake Murray 50

### **Communication Media Content**

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

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



Bluffton Ridgeville Lane South Congaree Barnwell Privateer Isle of Paims Jenkinsville Edgefield Bon Gakland Eutawville Tatum Hampton Anderson Cowpens Chester Paims Pelion Fort Mill Cite rerview Gantt Brookdale Jefferson Sans Souci St. Matthews Jamestown For Contextual Ministry Gallon Contextual Ministry Clarks Hill Gayle Mill Ward 51 Studies Dalader Contextual Ministry Studies Dalader Contextual Ministry Studies South Sumter Parker Willington Awendaw

## **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	13.45%	13.17%	12.64%
Children's Books	11.78%	11.62%	11.61%
Mystery	10.5%	11%	10.49%
Cookbooks	9.75%	9.92%	9.44%
Religious (not Bibles)	9.11%	8.99%	9.17%
Romance	6.68%	6.82%	6.9%
History	5.68%	5.78%	5.48%
Personal/Business	5.2%	4.96%	4.81%
Self-help			
Biography	4.87%	4.67%	4.53%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	63.06%	61.47%	60.62%
Gen. Editorial	45.52%	44.03%	45.76%
Womens	40.12%	38.6%	39.94%
Service	33.03%	33.74%	32.96%
Mens	16.93%	16.3%	16.54%
Fishing/Hunting	14.29%	15.28%	14.24%
<b>Business/Finance</b>	14.13%	12.71%	13.86%
Health	13.83%	13.9%	14.39%
Automotive	13.3%	13.8%	12.84%

Seneca Gilbert Scranton McCormick East Sumter Pelion Burnettown Oakland Darlington Greeleyville Celeville Elko Loris Watts Mills Chester Vance Awendaw Pickens Nord Intercultural Institute n Princeton Modoc Branchville Parksville Utica Rock Hill Wedgewood for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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	52.57%	52.65%	50.8%
Classified	35.87%	36.65%	35.74%
Sport	31.6%	31.3%	30.18%
Editorial Page	30.17%	30.57%	28.88%
Comics	27.27%	27.72%	26.41%
Food/Cooking	24.24%	24.29%	23.77%
Business/Finance	24.1%	23.4%	22.46%
TV/Radio Listings	23.57%	23.57%	22.96%
Movie Listings & Reviews	22.48%	22.07%	21.43%
Home/Gardening	20.46%	20.24%	19.24%
Travel	16.53%	15.91%	15.34%
Science/Technology	14.96%	14.34%	13.35%
Fashion	13.33%	12.62%	12.9%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	26.59%	29.57%	26.68%
Urban Contemporary	18%	14.29%	19.88%
CHR Contemp Hit Radio	16.6%	16.31%	15.91%
Adult Contemporary	14.81%	15.47%	14.25%
Rock	10.33%	10.75%	9.31%
Oldies	9.67%	9.68%	9.19%
Classic Rock	7.57%	8.08%	6.93%
News/Talk	7.49%	7.39%	6.43%
Variety	6.81%	5.88%	6.53%
Religious	6.26%	6.29%	6.04%
Alternative	5.54%	5.87%	5.13%
Jazz	5.52%	3.91%	5.45%
Gospel	4.87%	4.66%	5.88%
Soft Contemporary	4.71%	4.66%	4.58%
All News	4.04%	3.13%	3.5%
Classic Hits	3.5%	3.79%	3.29%
Hispanic	2.75%	2.67%	2.4%
Adult Standards	2.62%	2.5%	2.39%

roy Central Richburg Ridgeland St. George Clover Cross Hill Wilkinson Heights Lake City Mullins Be Branchville Ladson Murphys Estates Snelling Burnettown Sellers Brown Contextual Institute Eutawville Darlington Neeses Piedmont Mauldin Paxville Sullivan Intercultural Institute Contextual Ministry Contextual Ministry South Sellers Brown Contextual Ministry Contextua

## **Potential Multimedia Content:**

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

MULTIMEDIA: TV	0-3	3-7	7-10			MULTIMEDIA: TV	MULTIMEDIA: TV 0-3	MULTIMEDIA: TV 0-3 3-7
	MILES	MILES	MILES				MILES	MILES MILES
Fox News Channel	62.7%	62.56%	61.72%	-	-	Adult Swim	Adult Swim 25.43%	Adult Swim 25.43% 26.15%
Satellite Dish	51.25%	51.96%	50.89%		(	Comedy Central	Comedy Central 25.33%	Comedy Central 25.33% 24.63%
Soapnet	48.72%	48.64%	49.23%		-	TCM (Turner Classic	TCM (Turner Classic 24.19%	TCM (Turner Classic 24.19% 24.2%
Other Video-On-Demand	41.29%	40.97%	42.27%		I	Movies)	Movies)	Movies)
Sci-Fi Channel	36.21%	35.91%	35.35%		1	Hallmark Channel	Hallmark Channel 22.91%	Hallmark Channel 22.91% 22.88%
MSNBC	33.69%	33.43%	33.2%		-	TV Info From Monthly Cable	TV Info From Monthly Cable 22.78%	TV Info From Monthly Cable 22.78% 23.29%
Adult Pay Per View TV	32.85%	33.3%	32.65%		(	Guide	Guide	Guide
Nickelodeon	29.24%	29.76%	28.89%		l	USA Network	USA Network 22.01%	USA Network 22.01% 21.77%
Subscribe Digital Cable	29%	28.39%	29.22%			BET (Black Entertainment	BET (Black Entertainment 21%	BET (Black Entertainment 21% 20.91%
TV Info From Sunday TV	28.51%	28.88%	29.01%		-	TV)	TV)	TV)
Magazine						The Golf Channel	The Golf Channel 20.4%	The Golf Channel20.4%19.8%
TV Info From Newspapers	25.8%	25.75%	25.79%		-	TV Info From Other	TV Info From Other 20.15%	TV Info From Other 20.15% 19.9%
Nick At Nite	25.69%	25.69%	25.78%			Lifetime	Lifetime 19.75%	Lifetime 19.75% 19.15%
						ABC Fam.	ABC Fam. 19.53%	ABC Fam. 19.53% 19.08%



ESPN2

19.26%

18.96%

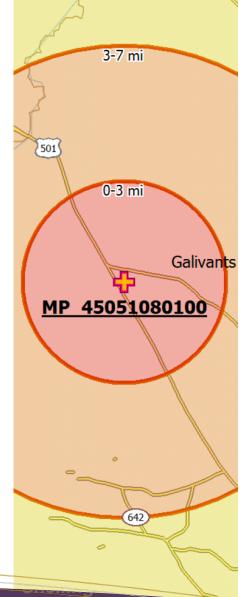
19.19%

### **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.





## 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+)	17.06%	17.08%	16.55%
Medium Users (4-6)	8.3%	8.38%	8.03%
Light Users (1-3)	18.7%	18.39%	17.53%
Quintiles (20%)			
Newspaper I (Heavy)	1.38%	1.47%	1.46%
Newspaper II	1.69%	1.65%	1.68%
Newspaper III	1.98%	1.91%	1.77%
Newspaper IV	0.69%	0.74%	0.73%
Newspaper V (Light)	0.87%	0.98%	0.97%

0-3	3-7	7-10
MILES	MILES	MILES
-		
20.59%	20.7%	21.47%
9.09%	9.16%	9.44%
10.23%	10.25%	10.6%
12.74%	12.87%	13.71%
0.65%	0.56%	0.75%
5.94%	5.35%	5.86%
2.86%	2.55%	3.04%
4.1%	3.87%	4.35%
16.92%	17.19%	17.2%
24.31%	24.06%	23.57%
16.66%	17.01%	17.39%
6.64%	6.27%	6.94%
5.35%	4.83%	6.06%
23.79%	23.83%	24.24%
3.61%	3.53%	3.97%
	MILES   20.59%   9.09%   10.23%   12.74%   0.65%   5.94%   2.86%   4.1%   16.92%   24.31%   16.66%   5.35%   23.79%	MILES MILES   20.59% 20.7%   9.09% 9.16%   10.23% 10.25%   10.23% 10.25%   12.74% 12.87%   0.65% 0.56%   5.94% 5.35%   2.86% 2.55%   4.1% 3.87%   16.92% 17.19%   24.31% 24.06%   16.66% 17.01%   5.35% 4.83%   23.79% 23.83%



## 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 MI	EDIUM			
MILES MILES MILES				
Radio Drive Time Quntiles TV Prin	me Time Quntiles (fifths /			
(fifths / 20%) 20%)				
Drive Time I & II (Heavy) 3.66% 3.54% 3.2% Prime Time I &	k II (Hea∨y)			
Drive Time III (Medium) 0.82% 0.74% 0.73% Prime Time III (Medium)	edium)			
Radio IV & V (Light)   2.18%   2.12%   2.07%   Prime Time IV & V (	Light)			
Radio Media Quntiles (fifths / TV Early/Late Fringe Quntiles				
20%) (fifths / 20%)				
Radio I & II (Heavy)   10.13%   10.25%   11.34%   Fringe I & II (Heavy)				
Radio III (Medium)4.56%4.64%4.5%Fringe III (Medium)				
Radio IV & V (Light)   3.46%   3.35%   3.63%   Fringe IV (Light)				
Cable TV Quntiles (fifths / TV All Day Quntiles (fifth	ns /			
20%) 20%)				
Cable I & II (Heavy)   11.32%   11.36%   11.29%   All Day I & II (Heavy)				
Cable III (Medium)   4.25%   4.35%   4.66%   All Day III (Medium)				
Cable IV & V (Light) 33.02% 32.02% 33.87% All Day IV (Light)				



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.96%	12.08%	12.08%
6:00am - 10:00am	12.78%	11.78%	12.34%
10:00am - 3:00pm	5.7%	4.77%	6.34%
3:00pm - 7:00pm	12.81%	12.51%	13.11%
7:00pm - Midnight	10.22%	10.13%	10.76%
Midnight - 6:00am	4.85%	4.33%	5.18%
Weekend Radio			
Listeners			
Dayparts [summary]	14.71%	14.87%	15.3%
6:00am - 10:00am	3.64%	3.96%	4.14%
10:00am-3:00pm	3.84%	3.32%	3.45%
3:00pm - 7:00pm	6.44%	6.34%	6.68%
7:00pm - Midnight	8.93%	9.06%	9.81%
Midnight - 6:00am	10.35%	9.93%	11.37%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.45%	6.43%	6.29%
Saturday: 8:00-11:00pm	8.73%	8.84%	9.33%
Sunday: 7:00-11:00pm	9.64%	10.12%	10.12%
9:00am-1:00pm	25.69%	25.69%	25.78%
9:00am-4:00pm	30.05%	29.9%	30.01%
4:00pm-7:00pm	27.13%	26.21%	27.04%
11:00pm-1:00am	41.99%	41.31%	41.88%
AVG Prime time	2.86%	2.51%	3.29%
Mon-Sun			

MS Arial Manning Denmark Williamston Camden Timmonsville Whitmire Mountville Bonneau McClell Cordova Irmo Lincolnville Chester Hilda Laurel Bay Startex Prince Saluda Lexington NewBerry Piedmont Santee Gloverville Bucksport Pacolet Parksville Eastover Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-3 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	14.54%	14.62%	14.99%	Sat: 7-10am	Sat: 7-10am 16.82%	Sat: 7-10am 16.82% 17.02%
7-9am	19.26%	18.96%	19.19%	Sat: 10am-1p	Sat: 10am-1pm 8.22%	Sat: 10am-1pm 8.22% 8.24%
9am-12noon	21.5%	21.47%	21.07%	Sat: 1-4pm	Sat: 1-4pm 24.07%	Sat: 1-4pm 24.07% 24.42%
12noon-4pm	8.55%	8.43%	8.94%	Sat: 4-6pm	Sat: 4-6pm 6.64%	Sat: 4-6pm 6.64% 6.42%
4-6pm	43.01%	41.67%	42.03%	Sat: 6-7pm	Sat: 6-7pm 1.82%	Sat: 6-7pm 1.82% 1.8%
6-7pm	19.21%	19.41%	18.71%	Sat: 7-8pm	Sat: 7-8pm 0.43%	Sat: 7-8pm 0.43% 0.33%
7-7:30pm	1.07%	0.88%	0.96%	Sat: 8-11pm	Sat: 8-11pm 8.73%	Sat: 8-11pm 8.73% 8.84%
7:30-8pm	11.36%	11.13%	11.49%	Sat: 11pm-1a	Sat: 11pm-1am 4.91%	Sat: 11pm-1am 4.91% 4.62%
8-11pm	6.45%	6.43%	6.29%	Sat: 1am-7pn	Sat: 1am-7pm 22.01%	Sat: 1am-7pm 22.01% 21.77%
11pm-12am	33.69%	33.43%	33.2%	Sun: 7-10am	Sun: 7-10am 2.22%	Sun: 7-10am 2.22% 2.28%
11pm-1am	41.99%	41.31%	41.88%	Sun: 10am-1	Sun: 10am-1pm 7.11%	Sun: 10am-1pm 7.11% 7.54%
1-6am	26.12%	24.54%	25.3%	Sun: 1-4pm	Sun: 1-4pm 6.82%	Sun: 1-4pm 6.82% 7.48%
				Sun: 4-7pm	Sun: 4-7pm 13.31%	Sun: 4-7pm 13.31% 13.81%
				Sun: 7-11pm	Sun: 7-11pm 9.64%	Sun: 7-11pm 9.64% 10.12%
				Sun: 11pm-1a	Sun: 11pm-1am 5.49%	Sun: 11pm-1am 5.49% 5.71%
				Sun: 1-7am	Sun: 1-7am 21.76%	Sun: 1-7am 21.76% 22.5%

nter Central Hellywood McClellanville Jenkinsville Duncan Clemson Northlake Springdale Anderson File Williamston Rock Hill Powderville Estill Forest Acres Bennettsville <u>Intercultural Institute</u> Red Bank Summerton Yemassee Ladson Orangeburg Edisto Ehrha Confectual Ministry East Gattney Copyright 2011, Intercultural Institute for Contextual Ministry Beraw Bank Summerton Promised Land Image Kers

# 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.

Chester Sumter Suffside Beach Lancaster Mill Denmark Garden City Travelers Rest Belvedere Cave Central Pacolet Dentsville Calhoun Falls Bradley Windsor Plum Branch Intercultural Institute Bowman North Myrtle Beach St. George Wellford Goose Creek Powder 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

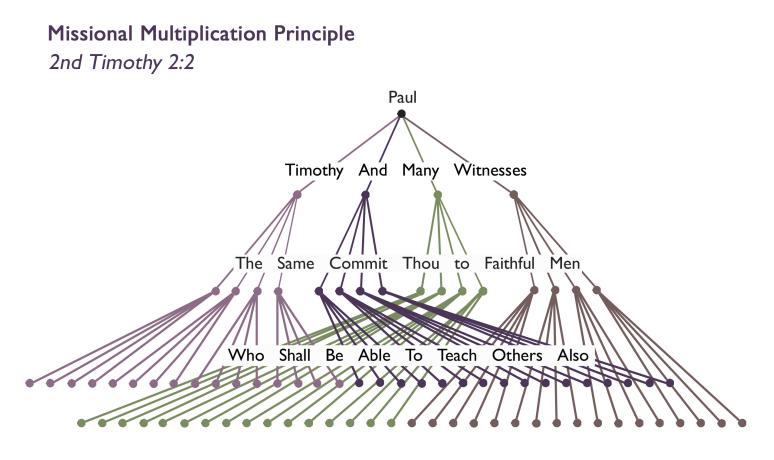
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Blenheim Silverstreet Parker Cordova Port Royal Chapin Gray Court Jenkinsville Edisto Antreville Privateer Homeland Park Waterloo Greenwood Tega Cay Startex Intercultural Institute Dunean Neeses Cherryvale Charleston Dalzell Mayo Burton Est Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Biblical Missional Multiplication**

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

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



Seneca Olanta India Hook Golden Grove Hickory Grove Cowpens Snelling Cheraw Andrews Holly Hampton Lake Murray of Richland Cokesbury York Wagener Centerville Intercultural Institute Bantt Lake View Simpsonville Due West Millwood West Columbia Ninet for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Establishing Redemptive Relationships**

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

### **Communication Steps**

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



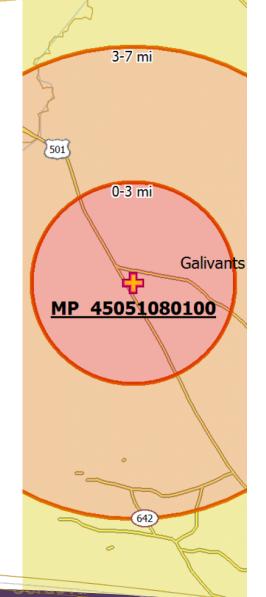
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### Your MissionSite and the Missional Suite

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



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### 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.

Litton Head Island Cayce Socastee Tatum Conway Winnsboro Summit Saxon Slater Marietta Blenheim Gloverville Surfside Beach Forestbrook St. Stephen Rockville Vance Intercultural Institute Carlisle Pickens Rock Hill Inman Laurel Bay Olanta Branchville Rowes (or for the full Ministry). Matthews Ma Contestual Ministry Beaufort Kline Lamar Fountain Inn Laurens Osweg65

## APPENDIX: SCBC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	<b>IICM CGR</b>
1	Faith	PO Box 117 Aynor, SC 29511	2.04 mi	0	
2	Calvary	2575 Bakers Chapel Rd Aynor, SC 29511	2.04 mi	0	
3	Bakers Chapel	3261 Bakers Chapel Rd Aynor, SC 29511	2.04 mi	0	
4	Aynor First	PO Box 651 Aynor, SC 29511	2.04 mi	0	
5	Happy Home	2864 Nichols Highway Galivants Ferry, SC 29544	3.00 mi	0	
6	Rehobeth	PO Box 190 Aynor, SC 29511	3.19 mi	0	
7	Grace Baptist Temple	PO Box 856 Aynor, SC 29511	3.41 mi	0	
8	Iglesia Bautista Emanuel	1773 Highway 9 Business East Loris, SC 29569	3.55 mi	0	
9	Salem	4008 Salem Rd Aynor, SC 29511	4.91 mi	0	
10	Galivants Ferry	183 Highway 216 Galivants Ferry, SC 29544	5.07 mi	0	
11	Pleasant Union	2940 Minnick Road Aynor, SC 29511	5.11 mi	0	
12	Newsong Church	851 Horry Road Conway, SC 29526	5.66 mi	0	
13	Mt Hermon	2453 Brunson Spring Rd Galivants Ferry, SC 29544	5.92 mi	0	
14	Horry	PO Box 2184 Conway, SC 29528	6.12 mi	0	
15	Berea	4312 Joyner Swamp Rd Galivants Ferry, SC 29544	6.16 mi	0	

Batesburg-Leesville Bradley Tega Cay Cross Hill Sycamore McConnells Buffalo Little River Cottageville Carlisle Wagener Estill Conway Jackson Jenkinsville Taylors Society Intercultural Institute Gayle Mill Pawleys Island Furman Modoc Monarch Mill Lake Murray of Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	<b>IICM CGR</b>
16	Pine View	5201 Johnson Rd	7.59 mi	0	
		Galivants Ferry, SC 29544	1.00	U U	
17	Valley Forge	4440 Valley Forge Rd	7.68 mi	0	
		Aynor, SC 29511			
18	Mt Pisgah	535 Nichols Hwy S	8.46 mi	0	
10	Drive and ille	Nichols, SC 29581	0.40	0	
19	Princeville	941 Apple Valley Road Loris, SC 29569	8.49 mi	0	
20	Ariel	3803 S Highway 501	8.73 mi	0	
		Mullins, SC 29574			
21	Centenary	PO Box 333	9.22 mi	0	
		Centenary, SC 29519	0.04	<u>^</u>	
22	Nebo	6411 Highway 908 Brittania Nagle SC 20546	9.24 mi	0	
22	Now Life Marchin Contor	Britton's Neck, SC 29546	0.25 mi	0	
23	New Life Worship Center	4441 Highway 319 E Conway, SC 29526	9.35 mi	0	
24	Homewood	3296 Highway 319 E	9.60 mi	0	
-		Conway, SC 29526			
25	Bayboro	3901 Green Sea Rd S Aynor, SC 29511	10.21 mi	0	
26	Gethsemane	4465 Nichols Hwy	10.37 mi	0	
		Galivants Ferry, SC 29544			
27	Antioch	2080 Highway 129	10.37 mi	0	
		Galivants Ferry, SC 29544		-	
28	Oakey Swamp	7725 Hunting Swamp Rd Conway, SC 29527	11.07 mi	0	
29	Gurley	425 Highway 67 West	11.20 mi	0	
		Loris, SC 29569			
30	Piney Grove	PO Box 179 Gresham, SC 29546	11.34 mi	0	

ised Land Klawah Island Monetta Gayle Mill McCormick Westminster McBee Marion Springdale Calho River Aynor Mauldin Mount Croghan Union Edisto Beach Rowesville Intercultural Institute Indesville Bradley Shiloh Snelling Hilton Head Island Kingstree Stateb for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Mare Shoals Bluttton Cokesbury Norris Boebuck

## APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	<b>IICM CGR</b>
31	Reedy Creek	2508 S Highway 501 Marion, SC 29571	11.34 mi	0	
32	Gapway	2305 S Highway 41 Mullins, SC 29574	11.63 mi	0	
33	Cedar Grove	5025 Highway 378 Conway, SC 29527	11.98 mi	0	
34	Bethany	263 Holly View Ln Loris, SC 29569	12.51 mi	0	
35	Rivertown Community	PO Box 2334 Conway, SC 29528	12.67 mi	0	
36	North Conway	1608 Sessions St Conway, SC 29526	12.85 mi	0	
37	Pee Dee	5607 Hwy 908 Gresham, SC 29546	13.06 mi	0	
38	Harvest	4619 Highway 9 Green Sea, SC 29545	13.22 mi	0	
39	Lake Swamp	4075 Highway 917 Loris, SC 29569	13.39 mi	0	
40	Jamestown	2501 9th Ave Conway, SC 29527	13.57 mi	0	
41	Little Bethel	3811 Bluff Rd Mullins, SC 29574	13.62 mi	0	
42	Crossway	3065 Highway 701 S Loris, SC 29569	13.73 mi	0	
43	The Rock	PO Box 375 Conway, SC 29528	13.85 mi	0	
44	University	PO Box 638 Conway, SC 29528	13.92 mi	0	
45	Thee Baptist Worship Center	1137 Highway 90 Conway, SC 29526	13.92 mi	0	

ron Pendleton Turbeville Pickens Edisto Beach Privateer Fort Mill Pelzer Jenkinsville Centerville Che Hanning Calhoun Falls Forest Acres Columbia Antreville Saxon Hanakov Brianelitte Acres Lynchburg Society Hill Walterboro Roebuck Burton Newberry Burnettown War for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry



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