# MissionSite top unreached locations

Minettsville Bluffton Kline Patrick Lancaster Mill Summerton I CLINTON, SC St Andrews Five Forks Estill

CENSUS TRACT: 45059980800 REGION: Upstate Region ASSOCIATION: Laurens COUNTY: Laurens SITESCAPE: Townscape DENSITY PATTERN: 13 Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

#### MissionSite (TM) Table of Contents

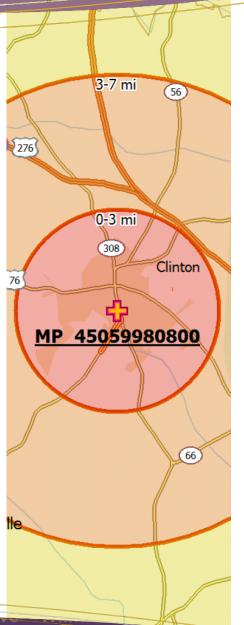
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers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

Harleyville Sumter Arial Waterloo Elgin Landrum Branchville Abbeville Sans Souci Meggett Greer Ridge Shiloh Murrells Inlet Lake City Great Falls Gaston Mount Carmel Intercultural Institute Startex Charleston Turbeville Dillon Walterboro Pawleys Island Loo Joconfextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

#### Site Location Summary

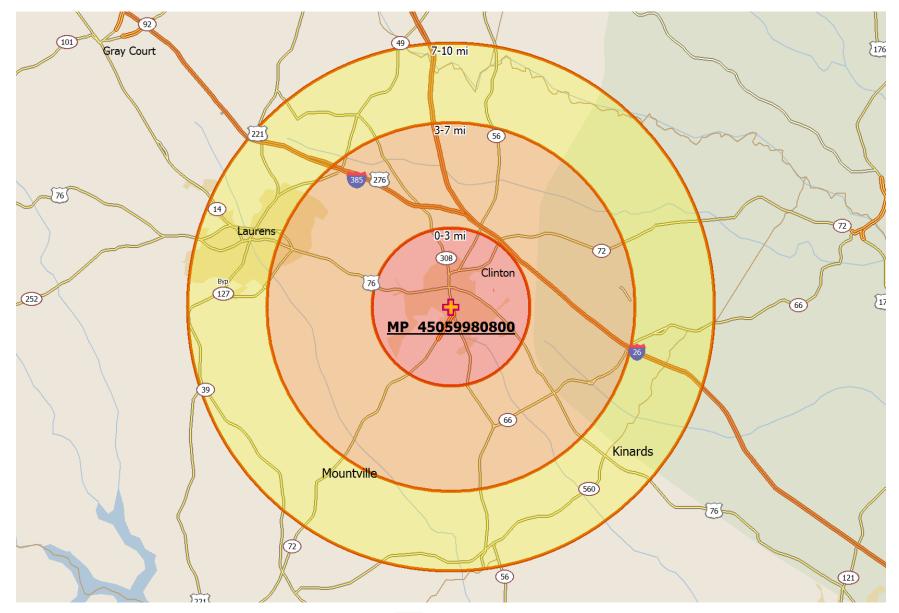
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	4501	Upstate Region
2	Association	45A22	Laurens
3	County Location	45059	Laurens
4	Zipcode	29325	Laurens
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.23	Medium towns adjacent to a small town
8	Sitescape Density Pattern	13	50000-10000-50000



ity Eureka Mill Modoc Imman Landrum Reevesville Wellford Cameron Satuda Carlisle Arcadia Lakes Elgin Garden City Westminster Ulmer Manning McBee Rock Hill Intercultural Institute Intercultural Institute for Section Ridgeland Beaufort Lake Intercultural Institute Urrens Inter For Intercultural Institute for Contextual Ministry

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



Idin Scranton Latta Pinewood Donalds Saluda Eutawville Cayce Pageland Livingston Clarks Hill S Imman Monetta Bowman Cameron Winnsboro Mills Plum Branch Bruto Intercultural Institute Lake Murray of Richland Cope Rembert Monarch Mill Hickory Grove Pic Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999
	Codes		population
5	NCES Urban Centric	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or
	Locale Codes		equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	79	Micropolitan core commuting: No additional code
7	ERS RUCA Commuting	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large
	Value		urban cluster)
8	Percent Commuting to	0	Percent commuting from non metro to metro areas
	Metro		

od McColl Ninety Six Camden Greenwood Pelion Blackville Greenville Kershaw Williston Bluffton Cope Gantt Atlantic Beach Pageland Clover Cowpens Arcadia Lakes Intercultural Institute em Pamplico Whitmire Mulberry Fort Lawn Hanahan Edisto Travelers For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	12,053	7,560	15,013
2010 Households	4,134	2,861	5,788
2010 Group Quarters Population	1,863	249	564

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	25	12	19
Language Diversity National Index	13	12	25
Foreign Born Diversity National Index	45	42	3
Ancestry Diversity National Index	23	25	13
Racial Diversity National Index	59	40	70

Ridgeville Trenton Blackville Powderville Due West Carlisle Pine Ridge St. Stephen Loris Irwin Brittle Mountain Least Columbia Gayle Mill Millwood Meggett Bethune Paxville Spart Contextual Institute Bishopville Least Columbia Gayle Mill Millwood Meggett Bethune Paxville Spart Contextual Institute Bishopville Contextual Ministry Contextual Minis

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

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

th Springs Central Greeleyville Dunean Riverview Smoaks Silverstreet Lane Centerville Batesburg-Lee Abbeville Ridgeway North Charleston Columbia Springfield Blenheim Mindson St Stephen Pacelet rr Ridgeville Santee Boiling Springs Mullins Bluffton Lancaster Dents for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministr

## 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	205	4.96%
Mainstay Communities	Established, Diverse Households	179	4.33%
Working Communities	Blue-collar, Working Families	463	11.2%
Country Communities	Rural, Agri. & Mining Families	418	10.11%
Aspiring Communities	Young Singles / Aspiring-Multihousing	996	24.09%
Urban Communities	High Density, Inner-city Neighborhoods	1,874	45.33%

Isle of Palms Catiney Ridge Spring Burton Gayle Mill Wellford Laurens Southern Shops Centerville Ga eaufort Swansea Spartanburg Perry Santee Dalzell Lake Wylie Inman Intercultural Institute Utica City View Goose Creek Lodge Central Pacolet Riverview Lane ©Copyright 2011, Intercultural Institute for Contextual Ministry Ocopyright 2011, Intercultural Institute for Contextual Ministry Part Part Packs Prosperity Neeses

# 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?



# 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	17,214	2,846	16.53%
Unreached %	65.4%	68.83%	105.25
Religious But NOT Evangelical HH	4,825	947	19.62%
Religious But NOT Evangelical %	18.33%	22.9%	124.92
Spiritual But NOT Relig or Evang HH	2,257	243	10.76%
Spiritual But NOT Relig or Evang %	8.58%	5.88%	68.51
Not Evangelical, Not Interested HH	10,335	1,747	16.9%
Not Evangelical, Not Interested %	39.27%	42.25%	107.61



antic Beach Lake City Lamar Parksville Burton Meggett Boiling Springs Seneca Walhalla Chapin Lang Linean Northlake Heath Springs Wedgewood Gaston McCormick Govand Intercultural Institute Alken Forest Acres Springdale Smoaks Hilton Head Island Marion St. A for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Burnettown Pomaria

## **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	43	8	18.6%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	5,140	728	14.16%
Active Evangelical Percent	19.53%	17.60%	90.14
Inactive Evangelical Households	3,968	562	14.15%
Inactive Evangelical Percent	15.08%	13.59%	90.12
# 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.			CHURCHES
1	Clinton First	0.45 mi		16	16 Laurens Second
2	Calvary	1.22 mi		17	17 Lucas Avenue
3	Davidson Street	1.23 mi		18	18 Beaverdam
4	New Spirit of Hope Baptist Mission	1.26 mi		19	19 Laurens First
5	Cornerstone	1.29 mi		20	20 Mountville
6	Community	1.36 mi		21	21 New Beginning Missionary
7	Community	1.36 mi		22	22 Gateway Community
8	Lydia	2.09 mi		23	23 Hillcrest
9	Hurricane	3.23 mi		24	24 Fairview
10	Holly Grove	4.51 mi		25	25 New Journey
11	Joanna First	5.05 mi		26	26 Al Centro Hispano Cristiano
12	Bellview	5.30 mi		27	27 New Prospect
13	Northside	7.30 mi		28	28 Wayside
14	Eastside	7.31 mi		29	29 Welcome
15	Langston	7.41 mi		30	30 Bethel



## 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

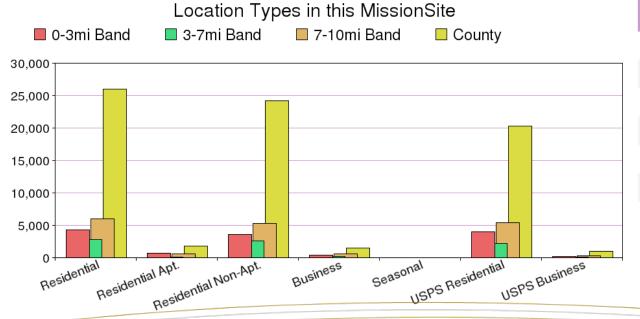
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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.

Loris Lake City Starr Dentsville Mayesville Varnville Eutawville Clearwater Smoaks Pendleton Port Folly Beach Riverview Camden Winnsboro Mills Hampton Cameron Specific Intercultural Institute Powderville Georgetown Belvedere West Union Gloverville Murrells In Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	58,196	13,694	23.53%
2000 Population	69,567	12,837	18.45%
2010 Population	70,254	12,053	17.16%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	20,698	4,378	21.15%
2000 Households	26,290	4,503	17.13%
2010 Households	26,322	4,134	15.71%

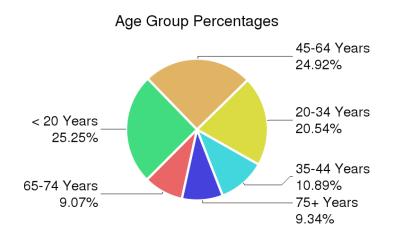


Location Type	0-3mi Band
Residential	4,330
Residential Apt.	748
Residential Non-Apt.	3,582
Business	373
Seasonal	0
USPS Residential	3,997
USPS Business	231

Valley Falls Pageland Society Hill City View Donalds Summerton Greer Ridgeland Seven Oaks Greeks The Acres West Columbia Elko Branchville Gaffney India Hook Coward Intercultural Institute Vindsor Ward Awendaw Tatum Sycamore Newport Lockhart Pelion Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

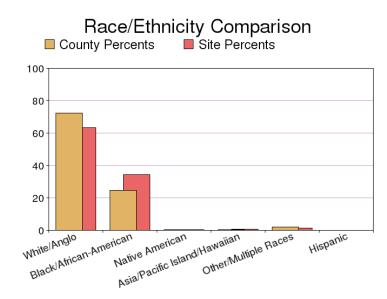


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.33%	3.73%	86.14
4-5 Years	2.36%	2.12%	89.83
6-8 Years	3.64%	3.48%	95.6
9-11 Years	3.7%	3.52%	95.14
12-13 Years	2.49%	2.39%	95.98
14-17 Years	5.39%	5.54%	102.78
18-19 Years	2.83%	4.46%	157.6
0-5 Years	6.69%	5.86%	87.59
6-12 Years	8.58%	8.21%	95.69
13-19 Years	9.46%	11.19%	118.29
< 20 Years	24.73%	25.26%	102.14
20-34 Years	18.71%	20.54%	109.78
35-44 Years	13%	10.89%	83.77
45-64 Years	27.94%	24.92%	89.19
65-74 Years	8.77%	9.07%	103.42
75+ Years	6.84%	9.34%	136.55
Median Age	40	42	104.6
Median Age (Male)	38	39	101.57
Median Age (Female)	42	44	104.7

Spring Seabrook Island Quinby Pine Ridge Simpsonville Cayce West Pelzer North Hartsville Welcome lead Island Woodfield Yemassee Edisto Beach Saxon Wagener Clemson Linecultural Institute Gayle Mill Surfside Beach Brookdale Lake Wylie Elgin Lexington Inma Intercultural Institute Cane Savannah ©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	72.24%	63.49%	87.89
Black, African-American	24.82%	34.28%	138.13
Native American	0.4%	0.29%	73.38
Asian	0.38%	0.68%	178.34
Pacific Island, Hawaiian	0.07%	0.04%	56.05
Other/Multiple Races	2.09%	1.2%	57.65
Hispanic	0%	1.7%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	48,124	7,746	
Less than 9th Grade	10.69%	14.94%	71.59
No High School Diploma	15.48%	13.9%	111.31
High School Graduate	33.74%	28.63%	117.84
Some College, no degree	15.25%	12.83%	118.81

8.94%

11.2%

4.71%

7.88%

15.31%

6.51%

113.49

73.12

72.37

Pelion Seabrook Island Gilbert Central St. Stephen Gloverville Conway Wedgewood North Charleston G Histon South-Sumter Red Hill Snelling Kline Lake Murray of Richland Fair Intercultural Institute Taylors Antreville Mauldin Florence Eureka Mill Moncks Corner Mur Confectual Ministry Jackson Liber Cordova Lakewood Dillon Cordova Lakewood Dillon

Associate Degree

Graduate/Prof. degree

**College Degree** 

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX	
ESTIMATES				
Household Income				
< \$10,000	8.78%	11.66%	176.58	
\$10,000 to \$19,999	16.43%	18.82%	114.54	
\$20,000 to \$29,999	12.32%	13.35%	108.41	
\$30,000 to \$49,999	23.77%	21.99%	92.52	
\$50,000 to \$59,999	9.21%	6.89%	74.86	
\$60,000 to \$69,999	7.94%	6.65%	83.78	
\$70,000 to \$79,999	6.39%	5.66%	88.63	
\$80,000 to \$89,999	4.63%	4.43%	95.51	
\$90,000 to \$99,999	2.7%	2.42%	89.55	
\$100,000 to \$124,999	4.59%	4.93%	107.53	
\$125,000 to \$149,999	1.58%	1.98%	125.21	
\$150,000 to \$199,999	1.21%	0.73%	60.07	
\$200,000 to \$249,999	0.13%	0.15%	115.77	
\$250,000 or more	0.33%	0.19%	58.55	
Median Household	39,207	36,287	92.55	
Average Household	49,008	47,492	96.91	
Per Capita Household	19,186	17,315	90.25	
Family/Non-Family Household				
Income				
Median Family Income	48,941	46,837	95.7	
Average Family Income	57,714	58,440	101.26	
Median Non-Family Income	22,087	24,030	108.8	
Average Non-Family Income	29,065	27,675	95.22	

St. George Dentsville Walterboro Seneca Richburg Tatum Gaffney Spartanburg Golden Grove Cayse uthern Shops Gifford Six Mile Murphys Estates Seven Oaks Elloree Holder Intercultural Institute Irews Bonneau Latta Woodfield Lugoff Clover Oakland Lake Wylie Por Contextual Ministry Co

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	69.61%	64.34%	92.43
Families with Children	30.67%	30.04%	97.94
Families without Children	38.94%	34.3%	88.09
Non-Family Households			
% Non-Family Households	30.39%	35.66%	117.33
Non-Families with Children	1.02	0.6	59.4
Non-Families without Children	29.37	35.05	119.34
Housing Units			Index
Total Housing Units	31,871	4,771	
Vacant percent	17.41%	13.37%	76.81
Owned percent	57.86%	48.42%	83.68%
Rented Percent	24.73%	38.23%	154.61
Households by Size			Index
Avg household size	2.57	2.46	95.72
Avg family hh size	3.17	3.18	100.32
Avg non-family hh size	1.17	1.17	100
Households By Count of Persons			Percent
One	6,909	1,304	18.87%
Two	8,139	1,187	14.58%
Three or Four	8,752	1,252	14.31%
Five+	2,522	390	15.46%

ral Pacelet Ediste Beach Nichols Honea Path Clemson Rembert Blackville Woodfield Livingston Modes Cordova Garden City McColl Winnsboro Mills Isle of Palms Wade Hard Intercultural Institute Cline McConnells West Pelzer Barnwell Great Falls Cameron Williston for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

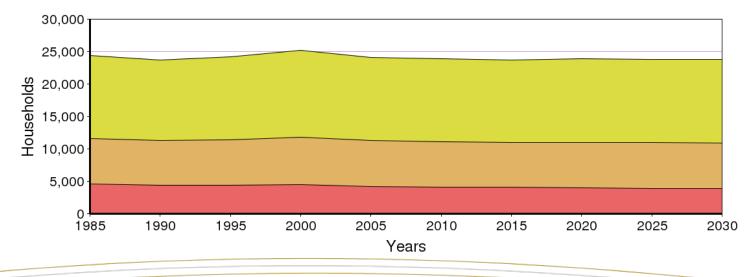
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	58,196	13,694	23.53%
2000 Population	69,567	12,837	18.45%
2010 Population	70,254	12,053	17.16%
2015 Population	71,293	11,962	16.78%

Household Change from 1985 to 2030

📕 0-3mi Ring 👘 🔲 0-7mi Ring

📃 0-10mi Ring

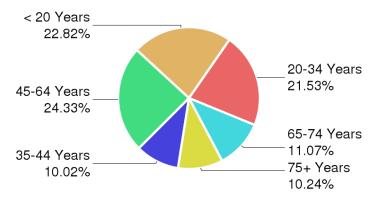


Parksville <u>Gloverville Scotia Parker Iva Vance Judson</u> Pine Ridge Pelzer Abbeville Lugoff Inne St. Stephen Myrtle Beach Mayesville Mullins Cope Dentsville Elgin <u>Intercultural Institute</u> hesterfield Rembert Hampton Allendale Estill Cordova Calhoun Falls <u>Intercultural Ministry</u> Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

Projected Age Group Percentages

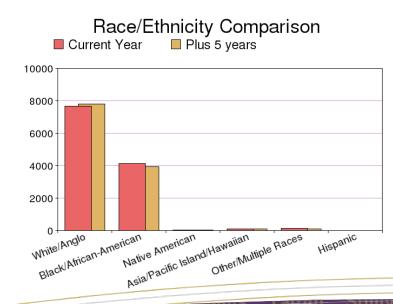


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	3.73%	3.08%	82.57
4-5 Years	2.12%	1.73%	81.6
6-8 Years	3.48%	3.02%	86.78
9-11 Years	3.52%	3.37%	95.74
12-13 Years	2.39%	2.27%	94.98
14-17 Years	5.54%	5.29%	95.49
18-19 Years	4.46%	4.06%	91.03
0-5 Years	5.86%	4.81%	82.08
6-12 Years	8.21%	7.5%	91.35
13-19 Years	11.19%	10.52%	94.01
< 20 Years	25.26%	22.83%	90.38
20-34 Years	20.54%	21.54%	104.87
35-44 Years	10.89%	10.02%	92.01
45-64 Years	24.92%	24.34%	97.67
65-74 Years	9.07%	11.07%	122.05
75+ Years	9.34%	10.24%	109.64
Median Age	40	44	108.51
Median Age (Male)	38	41	105.8
Median Age (Female)	42	45	108.11

Eastever Hilton Head Island Utica North Fort Mill Bishopville Clarks Hill Port Royal Silverstreet Scrand sterfield Vance Prosperity Surfside Beach Union Ridgeville Due West t. George Wagener Tatum Parker Smoaks Ninety Six Coward Troy Confectual Ministry North Parker Sumter 21

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	63.49%	65.14%	102.59
Black, African-American	34.28%	32.75%	95.52
Native American	0.29%	0.31%	106.52
Asian	0.68%	0.81%	119.19
Pacific Island, Hawaiian	0.04%	0.04%	100.76
Other/Multiple Races	1.2%	0.95%	79.22
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	7,746	7,943	
Less than 9th Grade	14.94%	13.22%	88.5
No High School Diploma	13.9%	12.41%	89.28
High School Graduate	28.63%	28.18%	98.4
Some College, no degree	12.83%	12.73%	99.19
Associate Degree	7.88%	9.32%	118.3
College Degree	15.31%	17.11%	111.74
Graduate/Prof. degree	6.51%	7.04%	108.16

Burten McConnells Pinewood Pine Ridge Pelzer York Ruby St. George Irwin Cottageville Lancaster andrum Antreville Springdale Timmonsville Seven Oaks Scranton River Intercultural Institute kinson Heights Lamar Roebuck Mayesville Little Mountain Whitmire Superforce Union Brunson Saluda Clarks 22 Pecopyright 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	11.66%	10.44%	89.51
\$10,000 to \$19,999	18.82%	19.05%	101.21
\$20,000 to \$29,999	13.35%	12.16%	91.1
\$30,000 to \$49,999	21.99%	21.49%	97.73
\$50,000 to \$59,999	6.89%	6.86%	99.49
\$60,000 to \$69,999	6.65%	6.86%	103.11
\$70,000 to \$79,999	5.66%	6.29%	105.05
\$80,000 to \$89,999	4.43%	5.13%	109.24
\$90,000 to \$99,999	2.42%	2.74%	113.22
\$100,000 to \$249,999	4.93%	5.7%	115.5
\$125,000 to \$149,999	1.98%	2.12%	106.97
\$150,000 to \$199,999	0.73%	0.86%	119
\$200,000 to \$249,999	0.15%	0.12%	85
\$250,000 or more	0.19%	0.15%	76.5
Median Household	36,287	38,685	106.61
Average Household	47,492	50,899	107.17
Per Capita Household	17,315	18,465	106.64
Family/Non-Family Household			
Income			
Median Family Income	46,837	50,333	107.46
Average Family Income	58,440	62,857	107.56
Median Non-Family Income	24,030	24,475	101.85
Average Non-Family Income	27,675	29,797	107.67

Seneca Reidville Mulberry Central Pacolet Reevesville Socastee Heath Springs Neeses Valley Factoric Contageville Columbia Kiawah Island Oakland McCormick Lockhart Intercultural Institute Antreville De Hollywood Chesterfield Arcadia Lakes Greenville Greer Roebuck Red Contextual Ministry New Ellenton Wade Hampton Wade Hampton Science Antreville Contextual Ministry New Ellenton Kingstree

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	64.34%	63.41%	98.55
Families with Children	30.04	27.58	91.82
Families without Children	34.3	32.77	95.52
Non-Family Households			
% Non-Family Households	35.66%	36.59%	102.62
Non-Families with Children	0.6	0.59	102.62
Non-Families without	35.05	36	102.7
Children			
Housing Units			
Total Housing Units	4,771	4,682	98.13%
Vacant percent	13.37%	13.43%	100.46
Owned percent	48.42%	48.1%	99.34
Rented Percent	38.23%	38.47%	100.62
Households by Size			
Avg household size	2.46	2.47	100.41%
Avg family hh size	3.18	3.25	102.2%
Avg non-family hh size	1.17	1.12	95.73%
Households By Count of			
Persons			
One	1,304	1,322	101.38%
Тwo	1,187	1,117	94.1%
Three or Four	1,252	1,219	97.36%
Five+	390	395	101.28%

S Island Bucksport Lockhart Rowesville Red Hill Johnston Springfield Walterboro Shell Point Senec West Pelzer Greeleyville Parker Meggett Olar Elgin Lyman Arce Intercultural Institute Mulberry Murphys Estates Lynchburg Lugoff Prosperity Greenwoo Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# **Ethnographic Summary**

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

BORN IN:	0-3	3-7	7-10		BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	163	121	311		Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	10	7	4	Ν	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	13	11	13	Nort	thern Africa	thern Africa 0	thern Africa 0 0
Southern Europe	0	0	0	Southe	rn Africa	ern Africa 0	rn Africa 0 0
Eastern Europe	4	8	12	Western /	Africa	Africa 0	Africa 0 0
Other Europe	0	0	0	Other Africa	а	a 0	a 0 0
Eastern Asia	3	13	0	Oceania		9	9 0
So. Central Asia	60	0	0	Caribbean		7	7 29
SE Asia	2	3	3	Central Amer.		40	40 45
Western Asia	0	0	0	South Americ	а	a 0	a 0 0
Other Asia	5	0	0	North America		10	10 5
				Born at sea		0	0 0

ancaster Mill Clio Hampton Kershaw Joanna Centerville Wilkinson Heights Piedmont Pamplico Sycard Forks Newberry Port Royal Abbeville Pageland Gaffney McCormick Annual Institute on Cowpens Simpsonville Wedgewood Williston McClellanville Goose For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual

# 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	12,301	8,318	11,427	Other Indo-Euro	8	11	3
Spanish	228	142	521	Asian/PI languages	0	0	0
Other Indo-Euro	163	112	99	Chinese	7	7	0
language	100			Japanese	5	21	0
French (incl. Patois,	72	42	62	Korean	0	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian	-	-	-
Italian	8	1	4	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	6	42	26	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	1	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	0	6
Language				Other Pacific Is	9	0	0
Greek	0	0	0	Other languages	20	0	11
Russian	4	15	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	1	3	Arabic	14	0	11
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	47	0	0	African languages	6	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

Copyright 2011, Intercultural Institute for Contextual Ministry

# Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10		ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	9,666	6,352	8,996		Irish	Irish 689	Irish 689 414
Arab	11	2	2		Italian	Italian 30	Italian 30 33
Armenian	7	1	4		Lithuanian	Lithuanian 8	Lithuanian 8 10
Austrian	0	0	0		Norwegian	Norwegian 39	Norwegian 39 10
British	32	11	14		Polish	Polish 17	Polish 17 25
Canadian	17	2	3		Portuguese	Portuguese 0	Portuguese 0 1
Croatian	0	0	0		Romanian	Romanian 0	Romanian 0 0
Czech	51	0	3		Russian	Russian 25	Russian 25 5
Czechoslovak	0	0	0		Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	5	4	3		Scotch-Irish	Scotch-Irish 424	Scotch-Irish 424 226
Dutch	62	38	30		Scottish	Scottish 241	Scottish 241 75
English	560	499	572		Slovak	Slovak 0	Slovak 0 0
European	62	25	64		Subsaharan African	Subsaharan African 24	Subsaharan African 24 59
Finnish	0	0	0		Swedish	Swedish 29	Swedish 29 6
French (not Basque)	143	75	92		Swiss	Swiss 30	Swiss 30 5
French Canadian	0	0	1		Ukrainian	Ukrainian 9	Ukrainian 9 0
German	438	246	365		US/American	US/American 2,157	US/American 2,157 2,225
Greek	0	2	4		Welsh	Welsh 20	Welsh 20 0
Hungarian	6	0	0		West Indian	West Indian 7	West Indian 7 5
Iranian	0	0	0		Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				_	Other	Other 4,523	Other 4,523 2,348

ksport Cordova Hampton Reidville Murrells Inlet Prosperity Varnville Hollywood North Augusta Hards on Inman Mills Union Wilkinson Heights Blacksburg Willington Bluffton Intercultural Institute Eastover Jenkinsville Seneca Furman Five Forks Campobello Dentsvi Vertual Ministry mick Mayo S Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Using the Demographic Indicators

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

#### Issues for Your Consideration

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

Cope Greenville Lowrys Hilda Judson Sans Souci West Columbia Central Tatum Orangeburg Wade there Northlake Monarch Mill Clover Awendaw Bennettsville Winnsborg Intercultural Institute unt Carmel Brookdale Pelion Irwin Little River Laurel Bay Beaufort Green Little Mountain Charleston Cherr 28 Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Mi

# Using the Demographic Indicators

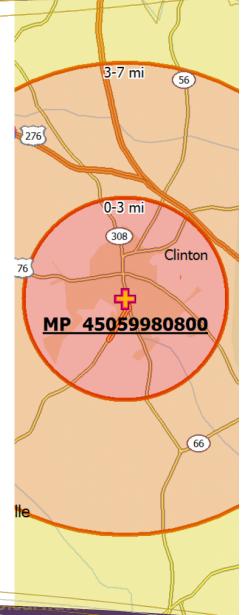
#### Issues for Your Consideration - continued

- 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.



Andrews Powderville Judson Brookdale Salley Lake Wylie Inman Eigin Belton Hilda East Gaffney Hecormick Lakewood Carlisle Welcome Woodfield Central Millwood Intercultural Institute Walhalla Gloverville Gaffney Edisto Pine Ridge Westminster Four 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	4,134	100%	2,852	100%
AFFLUENT SUBURBIA	86	2.08%	60	2.1%
America's Wealthiest	3	0.07%	2	0.07%
Dream Weavers	12	0.29%	9	0.32%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	71	1.72%	49	1.72%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	119	2.88%	81	2.84%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	113	2.73%	76	2.66%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	6	0.15%	5	0.18%
SM TWN SUCCESS	81	1.96%	59	2.07%
Successful Urban Sprawl	12	0.29%	5	0.18%
2nd City Homebodies	0	0%	9	0.32%
Prime Middle America	13	0.31%	0	0%
Urban Optimists	56	1.35%	9	0.32%
Family Convenience	0	0%	36	1.26%
Mid-Market Enterprise	0	0%	0	0%

runsen Cope <u>Startex Lancaster Mill Salley Laurel Bay Harleyville</u> Lamar Hartsville Rembert Kiawah B He North Hartsville Ward Blacksburg Kershaw Edisto Beach Irmo Nine <u>Intercultural Institute</u> Paxville Central Johnston Heath Springs Dillon Sharon Ladson Weit *Contextual Ministry* ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,134	100%	2,852	100%
BLUE COLLAR BACKBONE	51	1.23%	33	1.16%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	23	0.56%	14	0.49%
Lower Income Essentials	28	0.68%	19	0.67%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	98	2.37%	70	2.45%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	69	1.67%	50	1.75%
Urban Advancement	29	0.7%	20	0.7%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	412	9.97%	284	9.96%
Steadfast Conservative	281	6.8%	193	6.77%
Moderate Conventionalists	13	0.31%	9	0.32%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	118	2.85%	82	2.88%

Pellon Lowrys Oak Grove Newberry Cameron Garden City North Charleston Cokesbury Eastover Lake isten Privateer Taylors Lane Monarch Mill Easley Oakland Wade Han Intercultural Institute nby Ridge Spring Dentsville Atlantic Beach Brookdale Lancaster Lanc of Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & P	ercent
Total	4,134	100%	2,852	100%
REMOTE AMERICA	21	0.51%	13	0.46%
Hardy Rural Fam.	6	0.15%	4	0.14%
Rural Southern Living	2	0.05%	1	0.04%
Coal & Crops	13	0.31%	8	0.28%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	858	20.75%	635	22.27%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	845	20.44%	626	21.95%
Stable Careers	13	0.31%	9	0.32%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	397	9.6%	230	8.06%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	53	1.28%	0	0%
Comfy Country Living	334	8.08%	32	1.12%
Small Town Connections	10	0.24%	194	6.8%
Hinterland Fam.	0	0%	4	0.14%

d Hanahan Cokesbury Monarch Mill Iva Summit Valley Falls Atlantic Beach Rembert Union Batesburg Mountville Judson Greenville Hardeeville McBee Starr Brookdale Intercultural Institute son Springfield Timmonsville Shiloh Prosperity York Smoaks Wager for Contestual Ministry eccopyright 2011, Intercultural Institute for Contextual Ministry Contestual Ministry Allendale Loris Smyrna Gaston Woodfield Ridgel 33

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,134	100%	2,852	100%
STRUGGLING SOCIETIES	1,646	39.82%	1,116	39.13%
Rugged Southern Style	10	0.24%	6	0.21%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	1,620	39.19%	1,098	38.5%
College Town Communities	0	0%	0	0%
New Beginnings	16	0.39%	12	0.42%
URBAN ESSENCE	228	5.52%	159	5.58%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	28	0.68%	17	0.6%
Af. Amer. Neighborhoods	139	3.36%	97	3.4%
Urban Diversity	31	0.75%	22	0.77%
New Generation Activists	0	0%	0	0%
Getting By	30	0.73%	23	0.81%
VARYING LIFESTYLES	138	3.34%	112	3.93%
Military Family Life	0	0%	0	0%
Major University Towns	138	3.34%	112	3.93%
Gray Perspectives	0	0%	0	0%

Pawleys Island India Hook Blenheim Cayce Joanna North Augusta Holly Hill Caffney Parksville St. Ge Carlisle Winnsboro Mills Andrews Mauldin Branchville Donalds Monard Intercultural Institute Jefferson Olanta Johnsonville Jenkinsville Bluffton Richburg Clems Intercultural Institute rth Hartsville Le Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

Red Bank Oak Greve Moncks Corner Travelers Rest St. Andrews Andrews City View Lincolnville Sta Homeland Park East Gaffney Hanahan Belvedere Greeleyville Abbeville <u>Intercultural Institute</u> View Cordes gdale Pageland Bluffton Landrum Ward Piedmont Gaston Sullivan's <u>Intercultural Institute</u> Pomaria Cave Copyright 2011, Intercultural Institute for Contextual Ministry Ourt Chapin Tega Cay Stater-Marietta Mulberry Clio 35

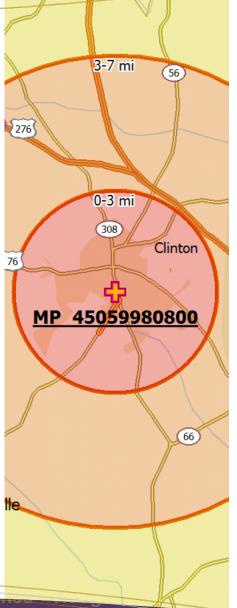
#### **Potential Cultural Bridges**

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).



ester Lane Red Bank Rockville Ravenel Mayo Hanahan Monarch Mill Springdale Williston Meggett S George Furman Ridgeway Folly Beach Parksville Cayce Valley Falls Monarch Mill Allendale Richburg Dor eton Monetta Coward Modoc Branchville Lodge Oak Grove Lakewoo Contextual Institute Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministr

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	68%	70%	70%
Use Comp. for Internet/E-mail	46%	48%	47%
Internet Use: E-Mail	40%	42%	42%
Use Comp. for Comp. Games	35%	35%	35%
Use Comp. for Education	31%	30%	30%
Use Comp. for Word Processing	26%	28%	28%
Use Comp. for Shopping	25%	27%	26%
HH Owns DVD Player	24%	24%	25%
Use Comp. for Digital Camera	23%	24%	24%
Photo Editing			
Internet Use: News/ Weather	21%	22%	22%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Use Comp. for Banking	20%	22%	22%
Internet Use: Banking	18%	20%	20%
PC-Network-HH Has One	15%	16%	17%
Use Comp. for News/Info./Data	13%	15%	15%
Service			
Use Comp. for Filing/DB	12%	11%	11%
Mngmnt			
Internet Use: Play/ Download	10%	9%	9%
Online Games			
Internet Use: Instant Messaging	10%	9%	8%
(lm)			
Internet Use: Research/	10%	10%	10%
Education			
Internet Use: Read Magazines/	10%	9%	9%
Newspapers			
HH Owns Video/Webcam	9%	9%	10%

Seven Oaks Laurei Bay Tega Gay

Source Land Lodge Woodfield Prosperity Chesnee Joanna Newport Parksville Pageland Lotta Diar Norris Dunean Burton Oak Grove Ravenel Isle of Palms <u>Intercultural Institute</u> Scotia Lane West Union Paxville Andrews Ulmer Cope Murrells Interview (on Confectual Ministry Aiken St. G Copyright 2011, Intercultural Institute for Contextual Ministry Kingstree Beaufort Surfside Beach Hickory Grove Hart

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	65%	65%	65%
Reading Books	52%	51%	51%
Dining Out (Not Fast Food)	46%	48%	48%
Card Games	36%	37%	38%
Cooking for Fun	33%	34%	34%
Go To A Beach/Lake	28%	29%	29%
Gardening	26%	29%	29%
Board Games	25%	28%	29%
Visit Museum	15%	16%	16%
Going To	15%	15%	15%
Bars/Nightclubs/Dancing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	70%	69%	69%
Gen./Fam. Practitioner	36%	37%	37%
Dentist	24%	24%	23%
Backache	24%	24%	24%
Hypertension/High Blood	23%	22%	21%
Pressure			
Eye Dr.	20%	20%	20%
Any Arthritis	19%	18%	17%
None Of These	18%	18%	18%
High Cholesterol	18%	18%	18%
Acid Reflux Disease (GERD)	16%	15%	15%

Elgin Lowrys Silverstreet North Charleston Ridgeland Garden City Forest Acres Walhalla Swansea Sho Pains Wade Hampton Port Royal Bethune Olanta Central Pine Ridge Intercultural Institute Burnettown Turbeville Clover Bamberg Lynchburg Edisto Coward for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Blanbeim Mayo Irmo Kingstree Caves St Matthews

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	23.75%	23.6%	24.02%
Live Theater	16.25%	16%	16.11%
Rock/Pop Concerts Most	13.05%	13.08%	13.22%
Often			
Live Theater Most Often	12.99%	12.86%	12.93%
Dance Performance	9.75%	8.8%	8.85%
Comedy Club	8.15%	7.85%	8.13%
Movies: Comedy	42.15%	40.31%	40.07%
Movies: Action/Adventure	39.17%	38.24%	38.47%
Movies: Drama	24.75%	22.39%	22.39%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	23.47%	22.52%	22.69%
Movies: Romantic Comedy	21.33%	20.05%	19.95%
Movies: Mystery	17.78%	17%	17.66%
College Football Reg.	4.68%	4.79%	4.74%
Season			
NFL Football Reg. Season	4.08%	4.18%	4.14%
College Basketball Reg.	3.75%	3.71%	3.69%
Season			
MLB Baseball Reg. Season	3.74%	3.94%	3.84%
NBA Basketball Reg.	2.63%	2.62%	2.7%
Season			
College Basketball	2.1%	1.95%	1.78%
Post-Season			



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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	34.34%	35.47%	35.87%	Mountain/Road Biking	Mountain/Road Biking 8.09%	Mountain/Road Biking 8.09% 8.93%
Swimming	23.01%	25.76%	26.14%	Camping Trips	Camping Trips 7.57%	Camping Trips 7.57% 10.99%
Bowling	16.43%	18.4%	19.31%	Volleyball	Volleyball 7.05%	Volleyball 7.05% 7.7%
Basketball	15.77%	16%	16.57%	Yoga	Yoga 5.63%	Yoga 5.63% 5.79%
Billiards/Pool	15.64%	16.16%	16.46%	Power Boating	Power Boating 5.59%	Power Boating 5.59% 5.9%
Jogging/Running	13.56%	13.33%	13.76%	Saltwater Fishing	Saltwater Fishing 5.54%	Saltwater Fishing 5.54% 6.48%
Freshwater Fishing	12.04%	15.15%	15.88%	Tennis	Tennis 5.49%	Tennis 5.49% 5.78%
Weight Training	12%	12.23%	12.51%	Softball	Softball 5.43%	Softball 5.43% 6.07%
Football	11.07%	10.67%	11.01%	Hunting	Hunting 5.37%	Hunting 5.37% 7.86%
Stationary Cycling	9.74%	9.86%	9.84%	Backpacking/Hiking	Backpacking/Hiking 5.19%	Backpacking/Hiking 5.19% 6.7%
Aerobics	9.54%	9.5%	9.76%	Target Shooting	Target Shooting 5.13%	Target Shooting5.13%6.73%
Baseball	9.29%	9.92%	10.08%	Soccer	Soccer 5.07%	Soccer 5.07% 5.72%
Using Cardio Machine	8.83%	9.57%	9.86%	Ice Skating	Ice Skating 4.97%	Ice Skating 4.97% 4.88%
Golf	8.69%	9.35%	9.47%	Roller Skating	Roller Skating 4.7%	Roller Skating 4.7% 4.69%

The Lancaster Timmonsville Perry Newberry Donalds Dunean Greenwood Fountain Inn Shiloh Charles Andesville Lake Murray of Richland Pageland Winnsboro Mills Society Hind Fike Edgefield Lakewood Bi kinson Heights Fort Lawn Orangeburg York Pawleys Island Eutawville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry New Ellenton Starr, Valley Falls, Livingston Dentsville

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Canoeing/Kayaking	4.54%	5.05%	5%
Snorkeling	4.16%	4.02%	3.93%
Fly Fishing	3.91%	4.2%	4.24%
Motorcycling	3.89%	4.45%	4.53%
Jet Skiing	3.56%	3.57%	3.6%
Horseback Riding	3.56%	4.62%	4.8%
Racquetball	3.26%	3.39%	3.45%
Downhill & X-Country	3.1%	3.22%	3.32%
Skiing			
Skateboarding	2.96%	3.15%	3.34%
Rock Climbing	2.93%	3%	2.94%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Hockey	2.9%	3.12%	3.23%
Snowmobiling	2.77%	2.9%	3%
Water Skiing	2.72%	3.13%	3.26%
Snowboarding	2.71%	2.76%	2.79%
Archery	2.69%	3.35%	3.36%
Sailing	2.58%	2.53%	2.54%
Surfing & Windsurfing	2.23%	2.2%	2.18%
Auto Racing	2.07%	2.92%	3.2%
Martial Arts	1.78%	2.29%	2.41%
Rowing	1.52%	1.81%	1.94%



### 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.

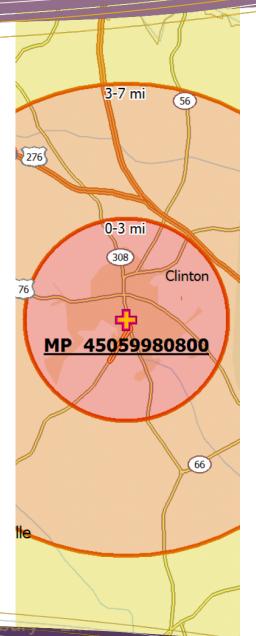
#### **BIBLICAL BARRIERS**

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.



eses Harleyville Columbia Furman Berea Stateburg Shiloh Gray Court Coward Princeton Jefferson Beautort Fairfax Summit Coronaca Brunson McClellanville Hollyword Intercultural Institute Blenheim Chester Elgin Cherryvale Lincolnville West Union Ehrhardt for Confectual Ministry neau Ladson 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.

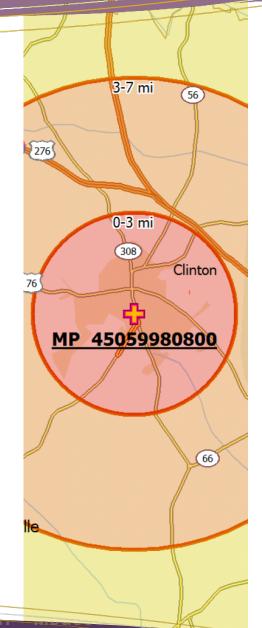
CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Northlake Elgin Smoaks Furman North Augusta Nichols Ravenel Intercultural Institute McBee St. Ster Aynor Ridgeland Lynchburg Lamar Ehrhardt Newport Murphys E Georgetown Jackson Mayo 43 Copyright 2011, Intercultural Institute for Contextual Ministry

### **Potential Cultural Barriers:**

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

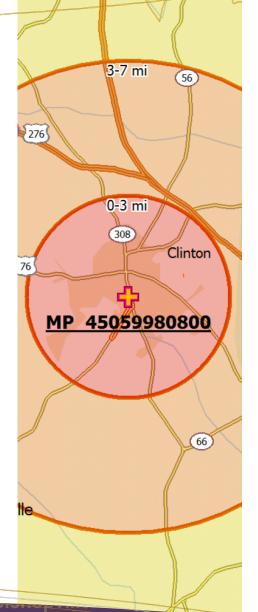
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	56%	54%	54%	Money Is Best Measure Of Success	22%	24%	24%
Speak My Mind Even If It Upsets People	41%	40%	40%	Friends More Important Than My Fam.	22%	22%	21%
Like Control Over People And Resources	39%	38%	39%	Marijuana Should Be Legalize We Should Strive for Equality		20% 17%	20% 17%
Woman's Place Is In The Home Find It Difficult To Say No To My	36% 36%	37% 37%	36% 38%	for All Like To Pursue	19%	18%	18%
Kids	50 /6	51 /0	50 /0	Challenge/Novelty/Change	1970	1070	1070
Don't Judge People/Way They Live Life	33%	32%	32%	Rarely Sit Down to a Meal Together At Home	18%	18%	19%
Too Much Sponsorship In Arts/Sports	31%	30%	30%	Only Work Current Job for Th Money	e 16%	16%	15%
Like To Do Unconventional Things	30%	30%	30%	Happy With My Standard Of Living	12%	12%	12%
Prefer To Have Few Possessions As Possible	28%	28%	28%	On Whole People Get What They Deserve	10%	10%	10%
If Won Lottery Would Never Work Again	26%	25%	25%	More Important Do Duty Thar Enjoy Life	10%	8%	8%
Like to Stand Out In A Crowd	26%	25%	24%	Very Happy With My Life As I	t Is 9%	8%	9%
I Am A Workaholic	24%	22%	22%	Little I Can Do To Change My Life	9%	9%	9%

heraw Clarks Hill Dalzell Alkon Patrick Iva Lancaster Springfield Sumter Tega Cay St. Matthews Will Branchville Central Sycamore Manning Hodges Murphys Estates King the Hampton Denmark Hick geville Ridgeville Williams Paxville Judson Pelzer Pinewood Holly High Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Stuckey Forestbrook Pendleton Norway Spartanburg Cope Woodruff Kiawah Island India Hook Summer

### **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.



 Reach Calhoun Falls Berea Newberry North Charleston Brookdale Salem Livingston Conway Chester Pacolet West Union Batesburg-Leesville Furman Lugoff Greenwood Intercultural Institute Pendleton South Sumter Wagener Easley Lockhart Shell Point Ly for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Winnshore Promised Land Ellored Duncan Mount Plana

## **Potential Cultural Themes:**

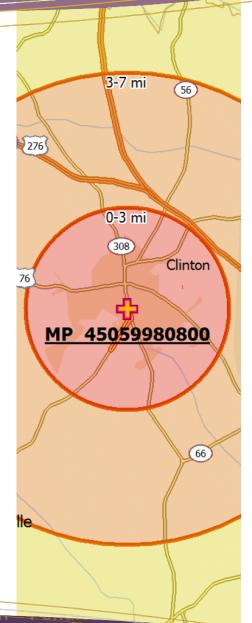
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	60%	59%	58%	Like To Just Enjoy Life Provide My Kids With The Little	22% 22%	21% 19%	20% 19%
Important To Respect Customs And Beliefs	55%	56%	57%	Extras Real Men Don't Cry	20%	19%	18%
Like To Understand About Nature	41%	39%	38%	Try Not To Worry About The Future	18%	16%	16%
Prefer Work Part Of Team Than Alone	39%	37%	38%	Worried About Pollution Caused By Cars	16%	16%	17%
Important To Juggle Various Tasks	37%	36%	35%	Is An Important Part Of Who I Am Enjoy Spending Time With My	15% 13%	15% 13%	15% 14%
Important Feel Respected By My Peers	33%	33%	34%	Fam. Children Should Be Allowed To	8%	8%	7%
Good At Fixing Things	32%	30%	30%	Express Themselves			
Have Keen Sense Of Adventure	29%	27%	27%	Feel Very Alone In The World	6%	6%	6%
Prefer To Have Few Possessions As Possible	28%	28%	28%	Like Spending Most Time With Fam.	5%	5%	5%
Consider Myself Interested In The Arts	25%	23%	23%	Would Like To Set Up Own Business	4%	4%	4%
People Have To Take Me As They Find Me	23%	22%	22%	Decor Particular Interest To Me	3%	3%	3%
Looking for New Ideas To Improve Home	22%	21%	21%				

Pacelet Barnwell Govan Jenkinsville Clover Parksville Trenton Newport Ward Woodruff Rowesville Vance Brunson Sellers Lane Eureka Mill Sumter Roebuck Clio Intercultural Institute Ige Cheraw Mayesville McCormick Heath Springs Piedmont Wade Han for Contextual Ministry 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.



North Charleston Peak Dunean McConnells New Ellenton Rock Hill Lane Northlake Lincolnville Par Blenheim McCormick York Taylors Sharon Burnettown Blackville <u>Intercultural Institute</u> Latta Willing City View Swansea Central Pacolet Gloverville Reevesville Chapin Kers <u>Contextual Ministry</u> sourg-Leesville ©Copyright 2011, Intercultural Institute for Contextual Ministry

### **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	84.81%	86.02%	86.8%
Restaurant-Visit Any			
Fam. Restaurants/Steak	74.16%	77%	77.9%
Houses-Visit Any			
McDonald's	55.76%	56.1%	56.44%
Burger King	37.73%	38.11%	38.43%
Kentucky Fried Chicken (KFC)	37.62%	36.14%	36.55%
Wendy's	33%	32.2%	32.58%
Subway	30.64%	30.92%	31.37%
Pizza Hut	25.84%	26.44%	27.08%
Taco Bell	25.65%	26.82%	27.17%
Applebee's	25.39%	26.06%	26.55%
Arby's	20.7%	21.75%	22.55%
Red Lobster	19.4%	18.9%	19.18%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Dairy Queen	19.19%	19.3%	19.3%
Olive Garden	18.19%	17.87%	17.71%
Popeyes	17.8%	14.84%	14.8%
Domino's Pizza	17.62%	16.97%	17.17%
Sonic	15.64%	16.68%	16.73%
Golden Corral	15.18%	15.2%	15.76%
IHOP (International House Of	14.25%	13.95%	14.53%
Pancakes)			
Hardee's	14.19%	14.3%	14.45%
Outback Steakhouse	13.53%	13.02%	13.05%
Chili's Grill and Bar	12.96%	12.44%	12.24%
Church's Fried Chicken	12.83%	11.23%	11.47%
Chick-Fil-A	12.67%	13%	13.74%

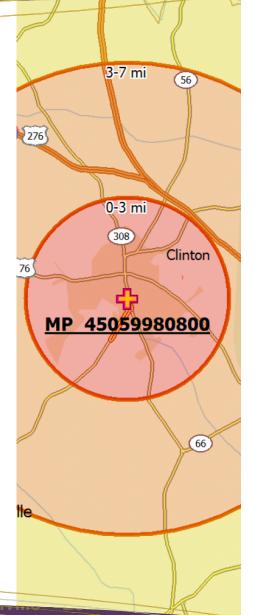


### **Potential Shared Projects**

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!



Lakewood Cane Savannah St. Andrews Garden City Six Mile Ehrhardt Hickory Grove McClellanville Shi Sycamore Easley Florence Honea Path Eureka Mill Inman Mills Lake Mile South Sumter Joanna Johnsonville Lane Clemson Gayle Mill Union Confertual 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	41.53%	41.54%	41.34%
Recycled products	25.25%	26.08%	25.82%
Worked as volunteer (non political)	12.72%	13.19%	13.11%
Engaged in fund raising	9.94%	10.16%	10.26%
Religious club member	7.87%	7.92%	8.01%
Church Board	6.48%	6.33%	6.51%

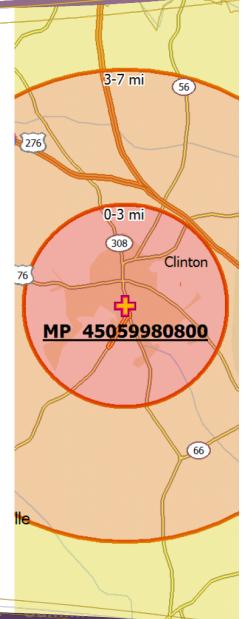
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	4.71%	4.81%	4.77%
newspaper			
Took active part in local civic	4.68%	4.57%	4.55%
issue			
Wrote to elected offcl about	4.28%	4.39%	4.28%
publ bus			
Union member	4.12%	4.44%	4.61%
Charitable Organization	4.1%	4.31%	4.34%
Addressed a public meeting	3.95%	3.98%	3.94%

Aurens Windsor Lake City Tega Cay Chesnee East Sumter Pendleton Willington Sans Souci Calhoun F Hodges Isle of Palms Northlake Bonneau Peak Cayce Piedmont Book Intercultural Institute Campobello Yemassee Santee Bishopville Pinewood Cherryvale Gay Toto ontextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Ridgeville Newberry Ridge Spring Lynchburg Wedge 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.



dgewood Pendleton Reidville Smyrna Hollywood Promised Land Anderson Rembert Gayle Mill Gordov Society Hill Wilkinson Heights Bonneau Gilbert Ridgeway Murphys Estates Intercultural Institute Vinnsboro Mills Trenton Hanahan Lugoff Norris Jamestown Six Mile For Contextual Ministry Sellers Mull V Copyright 2011, Intercultural Institute for Contextual Ministry Coversignt 2011, Intercultural Institute for Contextual Ministry

## **Potential Print Media Content:**

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	12.77%	13.06%	12.98%
Children's Books	12.19%	12.41%	12.57%
Religious (not Bibles)	8.93%	9.15%	9.38%
Cookbooks	8.41%	8.56%	8.51%
Mystery	8.18%	8.77%	8.73%
Romance	6.36%	6.46%	6.49%
Personal/Business	5.41%	5.6%	5.69%
Self-help			
Biography	5.15%	5.2%	5.18%
History	4.76%	5.05%	5.04%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	65.2%	63.55%	63.32%
Gen. Editorial	53.08%	50.72%	51.12%
Womens	46.03%	44.56%	44.99%
Service	30.46%	31.22%	31.11%
<b>Business/Finance</b>	20.14%	18.29%	18.5%
Mens	19.96%	19.35%	19.27%
Music	19.25%	17.4%	17.7%
Parenthood	15.36%	14.88%	14.8%
Sports	14.27%	13.92%	13.78%

rleyville West Columbia Hampton Welcome Furman Travelers Rest Sumter Santee Hanahan Lynchburg man Mills Sycamore McClellanville Campobello Little Mountain Shell Point <u>Intercultural Institute</u> tephen Belvedere Eureka Mill Peak Dunean Ladson Pacolet Pine Ridger Viour Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 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	48.42%	49.6%	49.38%
Classified	31.73%	32.81%	32.81%
Sport	29.07%	29.1%	29.01%
Editorial Page	25.29%	26.24%	26.06%
Comics	23.61%	24.3%	24.07%
Business/Finance	23.34%	23.09%	22.99%
Movie Listings & Reviews	22.19%	22.08%	22.03%
TV/Radio Listings	22.11%	22.11%	22.19%
Food/Cooking	21.59%	22.02%	22.24%
Home/Gardening	16.81%	17.68%	17.98%
Travel	15.64%	15.58%	15.67%
Fashion	14.69%	14.46%	14.76%
Science/Technology	13.6%	14.08%	14.14%

0-3	3-7	7-10
MILES	MILES	MILES
37.55%	31.51%	32.51%
15.44%	16.42%	16.62%
12.58%	16.42%	16.2%
12.05%	12.59%	12.2%
10.91%	9.36%	9.87%
9.83%	9.08%	9.12%
9.5%	9.41%	9.22%
7.72%	6.95%	7.29%
6.79%	7.6%	7.25%
6.49%	6.84%	6.68%
5.65%	5.67%	5.27%
5.47%	5.08%	5.4%
5.08%	6.09%	5.8%
5.02%	5.56%	5.63%
4.56%	4.57%	4.61%
2.74%	2.74%	2.75%
2.69%	2.7%	2.67%
2.55%	2.45%	2.42%
	MILES   37.55%   15.44%   12.58%   12.05%   10.91%   9.83%   9.5%   7.72%   6.79%   6.49%   5.65%   5.47%   5.02%   4.56%   2.74%   2.69%	MILESMILES37.55%31.51%15.44%16.42%12.58%16.42%12.05%12.59%10.91%9.36%9.83%9.08%9.5%9.41%7.72%6.95%6.79%7.6%6.49%6.84%5.65%5.67%5.08%6.09%5.02%5.56%4.56%4.57%2.74%2.74%2.69%2.7%



### **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	0-3	3-7	7-10
	MILES	MILES	MILES			MILES	MILES	MILES
Fox News Channel	59.6%	60.26%	60.48%	-	TV Info From Newspapers	24.76%	25.06%	25.32%
Soapnet	51.57%	51.3%	51%		BET (Black Entertainment	24.36%	22.71%	22.17%
Satellite Dish	50.76%	52.54%	52.34%		TV)			
Other Video-On-Demand	49.31%	48.31%	49.2%		Nick At Nite	23.24%	23.35%	24.1%
MSNBC	34.27%	33.65%	33.4%		TV Info From Monthly Cable	22.58%	23.17%	23.38%
Sci-Fi Channel	34.16%	34.91%	35.19%		Guide			
Adult Pay Per View TV	30.27%	31.79%	32.45%		Hallmark Channel	22.41%	22.29%	22.51%
Subscribe Digital Cable	30.2%	30.38%	31.4%		USA Network	22.12%	22.45%	22.26%
TV Info From Sunday TV	28.06%	28.27%	27.96%		Lifetime	21.46%	20.95%	21.23%
Magazine					ABC Fam.	20.9%	19.36%	19.16%
Comedy Central	27.13%	24.86%	24.01%		The Golf Channel	20.81%	20.13%	20.28%
TCM (Turner Classic	26.29%	25.32%	24.89%		TV Land	20.74%	18.29%	17.69%
Movies)					TV Info From Other	20.71%	20.62%	20.83%
Nickelodeon	25.23%	25.92%	25.97%		ESPN2	20.46%	18.78%	18.46%

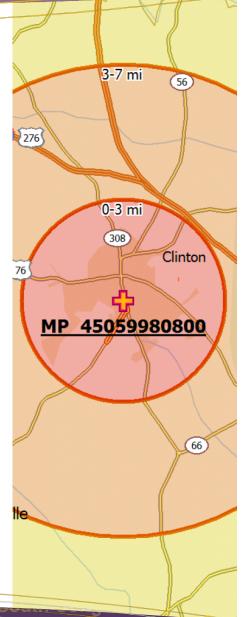
Awendaw Fort Lawn Gloverville Norway Bonneau Belton West Union Pacolet Harleyville Branchville Southern Shops Greer Loris Five Forks Union Mount Croghan Picker File halds Reevesville Lexington Chesnee St. Matthews Waterloo Due West For Confestual Ministry Alex Bennettsville Abbeville Abbeville Kingstree Murrells Intercultural Institute Michael Ministry Alex Bennettsville Abbeville Abbeville Kingstree Murrells Intercultural Institute Ministry

### **Communication Media Usage**

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

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

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



Sville Petion Mullins Vance Salem Bennettsville Rock Hill Campobello Rowesville Perry Charleston Tega Cay Golden Grove Monetta Awendaw Pinewood Westminster Intercultural Institute Rockville Ware Shoals Promised Land Lancaster Sans Souci McCormic Park Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Clarks Hill Holly Hill Bamberg South Sumter Marion

# 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+)	16.02%	16.04%	15.86%
Medium Users (4-6)	7.95%	8.33%	8.29%
Light Users (1-3)	17%	17.99%	18.01%
Quintiles (20%)			
Newspaper I (Heavy)	1.09%	1.05%	1.02%
Newspaper II	1.4%	1.36%	1.38%
Newspaper III	1.64%	1.86%	1.93%
Newspaper IV	0.64%	0.62%	0.6%
Newspaper V (Light)	2.47%	1.91%	1.47%

0-3	3-7	7-10
MILES	MILES	MILES
21.73%	20.74%	20.5%
8.99%	8.97%	9.11%
11.19%	10.61%	10.23%
13.75%	12.99%	13%
0.89%	0.79%	0.86%
8.48%	7.86%	8%
5.42%	4.69%	4.69%
5.25%	4.67%	4.79%
16.98%	17.92%	18.18%
26.76%	25.82%	25.4%
17.77%	16.89%	16.5%
8.57%	7.68%	7.73%
10.93%	9.37%	9.4%
27.23%	26.62%	26.19%
5.14%	4.78%	4.89%
	MILES   21.73%   8.99%   11.19%   13.75%   0.89%   8.48%   5.42%   5.25%   16.98%   26.76%   17.77%   8.57%   10.93%   27.23%	MILES MILES   21.73% 20.74%   8.99% 8.97%   11.19% 10.61%   13.75% 12.99%   0.89% 0.79%   8.48% 7.86%   5.42% 4.69%   16.98% 17.92%   26.76% 25.82%   17.77% 16.89%   10.93% 9.37%   27.23% 26.62%

West Columbia Jenkinsville Luray Laurel Bay Travelers Rest Lexington Edisto Newberry Little River Southern Shops Mauldin Ulmer Sans Souci Startex Simpsonville Water Tatum Troy West Union Iva East Sumter Central Springdale Newport Elloree Rowesville Dar Confectual Ministry rth Copyright 2017, Intercultural Institute for Contextual Ministry andrum Wade Hampton Jackson Berea Northlake H56

# 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.

MILESMILESMILESMILESRadio Drive Time Quntiles (fifths / 20%)	7-10
(fifths / 20%) 20%)   Drive Time I & II (Heavy) 2.16% 2.43% 2.51%   Prime Time I & II (Heavy) 4.88% 4.57%	MILE
Drive Time III (Medium)   0.86%   0.89%   0.9%   Prime Time III (Medium)   1.55%   1.66%	4.22%
	1.68%
Radio IV & V (Light)   2.59%   2.46%   2.41%   Prime Time IV & V (Light)   12.6%   10.77%	9.97%
Radio Media Quntiles (fifths / TV Early/Late Fringe Quntiles	
20%) (fifths / 20%)	
Radio I & II (Heavy)   11.98%   11.12%   11.11%   Fringe I & II (Heavy)   39.28%   39.21%	38.85
Radio III (Medium)   3.32%   3.69%   3.77%   Fringe III (Medium)   58.08%   57.96%	57.56
Radio IV & V (Light)   3.57%   3.52%   3.6%   Fringe IV (Light)   57.93%   57.62%	57.15
Cable TV Quntiles (fifths / TV All Day Quntiles (fifths /	
20%) 20%)	
Cable I & II (Heavy)   10.32%   11.06%   11.33%   All Day I & II (Heavy)   16.02%   15.59%	15.76
Cable III (Medium)   5.54%   5.65%   5.86%   All Day III (Medium)   26.15%   26.33%	26.14
Cable IV & V (Light)   39.56%   38.47%   39.37%   All Day IV (Light)   20.73%   17.87%	17.91

Donalds Estill Jackson Wellford Southern Shops Privateer Homeland Park Waterloo Ayner Hilda Are Startex Mount Croghan Inman Mills Ridge Spring Winnsboro Socastee Intercultural Institute orestbrook Windsor Shell Point Port Royal Blenheim Springdale Sycar (Jor Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bay Shell Point Port Royal Blenheim Springdale Sycar Olar Pacolet Princeton 57

# 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]	9.98%	9.96%	10.2%
6:00am - 10:00am	17.17%	15.02%	14.44%
10:00am - 3:00pm	12.24%	10.13%	10.37%
3:00pm - 7:00pm	16.61%	15.57%	15.56%
7:00pm - Midnight	13.21%	11.98%	11.75%
Midnight - 6:00am	8.94%	7.36%	7.33%
Weekend Radio			
Listeners			
Dayparts [summary]	13.86%	13.49%	13.8%
6:00am - 10:00am	2.64%	2.55%	2.61%
10:00am-3:00pm	4.81%	4.4%	4.49%
3:00pm - 7:00pm	7.53%	6.98%	7.18%
7:00pm - Midnight	10.78%	9.61%	9.57%
Midnight - 6:00am	16.82%	13.92%	13.42%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.73%	5.68%	5.6%
Saturday: 8:00-11:00pm	7.76%	7.66%	7.75%
Sunday: 7:00-11:00pm	9.76%	9.06%	8.87%
9:00am-1:00pm	23.24%	23.35%	24.1%
9:00am-4:00pm	26.64%	26.77%	27.71%
4:00pm-7:00pm	31.52%	29.66%	29.46%
11:00pm-1:00am	45.88%	44.07%	43.72%
AVG Prime time Mon-Sun	5.76%	4.99%	5.16%

Tatum Sycamore Lake Murray of Richland Johnston Pomaria Welcome Bonneau Buffalo Yemassee Re Moncks Corner Batesburg-Leesville North Augusta Walterboro Snelling Intercultural Institute gstree Dunean Kiawah Island Lancaster Arial Fort Mill Cheraw McCle Gontextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Stree Burger Statesburg-Leesville Red Barger Moncks Corner Batesburg-Leesville North Augusta Walterboro Snelling Intercultural Institute for Contextual Ministry Stree Burger Street Burger Street Barger Street Burger Street Burger Street Burger Street Burger Moncks Corner Batesburg-Leesville Street Street Burger Burger Burger Street Burger Street Burger Street Burger Burger Burger Burger Street Burger Burg

## 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	<b>TV VIEWERS</b>	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	18.17%	16.35%	15.58%	Sat: 7-10am	Sat: 7-10am 17.24%	Sat: 7-10am 17.24% 16.7%
7-9am	20.46%	18.78%	18.46%	Sat: 10am-1pm	Sat: 10am-1pm 7.77%	Sat: 10am-1pm 7.77% 7.69%
9am-12noon	17.01%	17.9%	18.68%	Sat: 1-4pm	Sat: 1-4pm 25.43%	Sat: 1-4pm 25.43% 25.19%
12noon-4pm	9.63%	8.87%	9.03%	Sat: 4-6pm	Sat: 4-6pm 6.58%	Sat: 4-6pm 6.58% 6.88%
4-6pm	46.17%	44.53%	44.84%	Sat: 6-7pm	Sat: 6-7pm 1.35%	Sat: 6-7pm 1.35% 1.39%
6-7pm	16.75%	17.22%	17.18%	Sat: 7-8pm	Sat: 7-8pm 0.87%	Sat: 7-8pm 0.87% 0.82%
7-7:30pm	1.48%	1.46%	1.49%	Sat: 8-11pm	Sat: 8-11pm 7.76%	Sat: 8-11pm 7.76% 7.66%
7:30-8pm	11.27%	11.49%	11.79%	Sat: 11pm-1am	Sat: 11pm-1am 5.85%	Sat: 11pm-1am 5.85% 5.3%
8-11pm	5.73%	5.68%	5.6%	Sat: 1am-7pm	Sat: 1am-7pm 22.12%	Sat: 1am-7pm 22.12% 22.45%
11pm-12am	34.27%	33.65%	33.4%	Sun: 7-10am	Sun: 7-10am 2.2%	Sun: 7-10am 2.2% 2.29%
11pm-1am	45.88%	44.07%	43.72%	Sun: 10am-1pm	Sun: 10am-1pm 5.34%	Sun: 10am-1pm 5.34% 5.42%
1-6am	30.92%	29.01%	28.98%	Sun: 1-4pm	Sun: 1-4pm 4.45%	Sun: 1-4pm 4.45% 4.77%
				Sun: 4-7pm	Sun: 4-7pm 11.73%	Sun: 4-7pm 11.73% 11.73%
				Sun: 7-11pm	Sun: 7-11pm 9.76%	Sun: 7-11pm 9.76% 9.06%
				Sun: 11pm-1am	Sun: 11pm-1am 5.41%	Sun: 11pm-1am 5.41% 4.8%
				Sun: 1-7am	Sun: 1-7am 20.61%	Sun: 1-7am 20.61% 19.78%

Hill Ulmer Hardeeville Ravenel Brookdale Forest Acres Cowpens Piedmont Dalzell Modec Hampton Abbeville Watts Mills Lamar Pawleys Island Ruby Five Forks Briar Intercultural Institute Seneca Startex Anderson Scotia Swansea Goose Creek Saluda Store for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



# Using the Shared Places, Projects, Media Content and Usage

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

#### Issues for Your Consideration

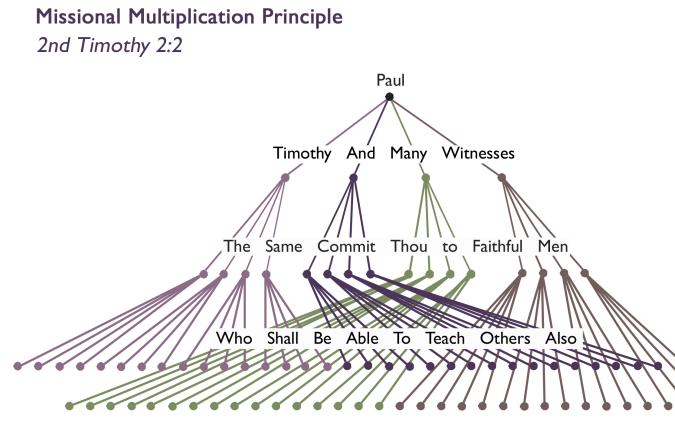
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

ourg Patrick Helly Hill Butfalo Mullins Perry Valley Falls Bradley East Gatthey Blythewood Lake Murra Sett New Ellenton Cheraw Ware Shoals Chesnee Meggett Ravenel Sourg Intercultural Institute mettown Ninety Six Summerville Conway Mayesville Folly Beach Nees for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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.



Stuckey Sans Souci Cowpens Kershaw Plum Branch St. Andrews Slater-Marietta Taylors Bennettsville Jamestown Six Mile Pacolet York Cottageville Edisto Ulmer Five For Port Royal Buffalo Cross E see Woodruff East Gaffney Newberry Carlisle Modoc Bucksport Snell for Contestual Institute Matthews Edge ©Copyright 2011, Intercultural Institute for Contextual Ministry

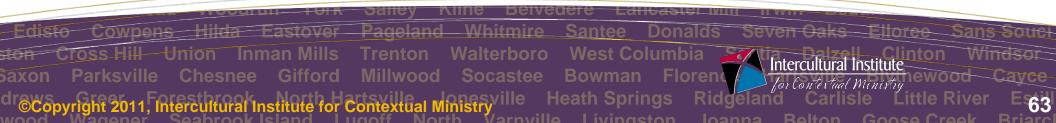
## **Establishing Redemptive Relationships**

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

### **Communication Steps**

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



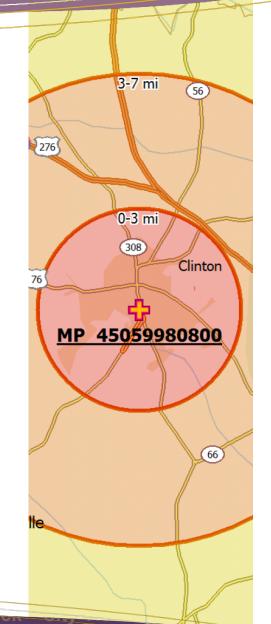


### Your MissionSite and the Missional Suite

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

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

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



Chesterfield West Union Hilton Head Island Burton Woodford Awendaw Lowndesville Cherryvale Date St. Stephen Watts Mills Oak Grove Centerville Cowpens Newberry Source Intercultural Institute Red Bank Hanahan Sycamore Chester Piedmont Rowesville New Fort Contextual Ministry of Copyright 2011, Intercultural Institute for Contextual Ministry Hemingway, Holly Hill, Edgefield, Lake Murray of Richland

### Notes and Sources

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



### APPENDIX: SCBC Churches by Distance

			<b></b>		
	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Clinton First	PO Box 95 Clinton, SC 29325	0.45 mi	0	
2	Calvary	702 N Sloan St Clinton, SC 29325	1.22 mi	0	
3	Davidson Street	PO Box 629 Clinton, SC 29325	1.23 mi	0	
4	New Spirit of Hope Baptist Mission	1100 North Sloan Street Clinton, SC 29325	1.26 mi	0	
5	Cornerstone	PO Box 1629 Clinton, SC 29325	1.29 mi	0	
6	Community	704 N Adair St Clinton, SC 29325	1.36 mi	0	
7	Community	121 East Windsor Street Westminster, SC 29693	1.36 mi	0	
8	Lydia	99 Palmetto St Clinton, SC 29325	2.09 mi	0	
9	Hurricane	2917 Hurricane Church Road Clinton, SC 29325	3.23 mi	0	
10	Holly Grove	92 Holly Grove Church Road Laurens, SC 29360	4.51 mi	0	
11	Joanna First	301 Magnolia St Joanna, SC 29351	5.05 mi	0	
12	Bellview	757 Bellview Church Road Laurens, SC 29360	5.30 mi	0	
13	Northside	818 Northside Church Road Laurens, SC 29360	7.30 mi	0	
14	Eastside	355 Conway Ave Laurens, SC 29360	7.31 mi	0	
15	Langston	1609 Cattle Drive Laurens, SC 29360	7.41 mi	0	

Timmonsville Slater-Marietta Rockville Burnettown Hilda Blacksburg Lake View Powderville Lane E Inn Myrtle Beach Sycamore Cherryvale Lockhart Norway Elgin Belver Millisten Westminster Me Brookdale Mauldin Blenheim Joanna Paxville Ridgeville Red Hill Follow Mountville Northlake India Ho ©Copyright 2011, Intercultural Institute for Contextual Ministry

## APPENDIX: SCBC Churches by Distance - Continued

			DIOTANOE		
	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Laurens Second	416 Fleming Street Laurens, SC 29360	7.56 mi	0	
17	Lucas Avenue	101 Lucas Ave Laurens, SC 29360	7.92 mi	0	
18	Beaverdam	1555 Beaverdam Church Road Mountville, SC 29370	8.16 mi	0	
19	Laurens First	300 W Main St Laurens, SC 29360	8.35 mi	0	
20	Mountville	PO Box 484 Mountville, SC 29370	8.65 mi	0	
21	New Beginning Missionary	PO Box 8 Laurens, SC 29360	8.67 mi	0	
22	Gateway Community	22088 Hwy 76 E Laurens, SC 29360	9.07 mi	0	
23	Hillcrest	PO Box 192 Laurens, SC 29360	9.09 mi	0	
24	Fairview	4419 Indian Creek Rd Kinards, SC 29355	9.26 mi	0	
25	New Journey	410 Anderson Dr. Laurens, SC 29360	9.76 mi	0	
26	Al Centro Hispano Cristiano	101 Lucas Ave Laurens, SC 29360	9.76 mi	0	
27	New Prospect	4996 Highway 221 S Laurens, SC 29360	9.77 mi	0	
28	Wayside	PO Box 1077 Laurens, SC 29360	10.11 mi	0	
29	Welcome	PO Box 328 Laurens, SC 29360	11.07 mi	0	
30	Bethel	885 Bethel Church Road Laurens, SC 29360	11.67 mi	0	

urens Murphys Estates City View Olar Forest Acres Paxville Atlantic Beach Golden Grove Salem Lyman elianville Lesslie Port Royal Pine Ridge Rembert West Union Seven Oak Intercultural Institute Myrtle Beach De Kiawah Island South Congaree Allendale Fairfax Summerville Mauldin Copyright 2011, Intercultural Institute for Contextual Ministry Eutawville Timmonsville Vance Heath Springs James 67

## APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	<b>IICM CGR</b>
31	Mt Pleasant	2536 Indian Mound Road Laurens, SC 29360	11.84 mi	0	
32	Bush River	8936 Bush River Rd Newberry, SC 29108	11.92 mi	0	
33	Chestnut Ridge	499 Chestnut Ridge Road Laurens, SC 29360	12.27 mi	0	
34	Cross Hill First	PO Box 126 Cross Hill, SC 29332	12.31 mi	0	
35	Waterloo	PO Box 188 Waterloo, SC 29384	12.60 mi	0	
36	New Hope	PO Box 100 Cross Anchor, SC 29331	12.66 mi	0	
37	Lanford	27760 Highway 221 North Enoree, SC 29335	13.12 mi	0	
38	Warrior Creek	139 Cumlaude Way Gray Court, SC 29645	13.18 mi	0	
39	Bethabara	PO Box 395 Cross Hill, SC 29332	13.61 mi	0	
40	Padgetts Creek	4264 Cross Keys Hwy Union, SC 29379	13.61 mi	0	
41	Enoree First	PO Box 216 Enoree, SC 29335	14.09 mi	0	
42	Central Avenue	PO Box 133 Whitmire, SC 29178	15.02 mi	0	
43	Union	536 Old Quaker Church Road Laurens, SC 29360	15.18 mi	0	
44	Whitmire First	PO Box 137 Whitmire, SC 29178	15.40 mi	0	
45	Highland Home	21 Equinox Drive Gray Court, SC 29645	15.40 mi	0	

Hliamston New Ellenton Cowpons Plum Branch Jackson Blackville Monarch Mill North Wilkinson Height Hile Berea West Union Richburg Pelzer Ninety Six St. Matthews North Intercultural Institute Ehrhardt Latta Parker Govan Sumter Rowesville Ulmer Belvede for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry



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

#### **South Carolina** Baptist Convention

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

#### CONTACT US:

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

