MissionSite top unreached locations

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Conway Kiawah Island Rockville Darlington Spr CENSUS TRACT: 45063021201 Mudtiplybert Piedmont Lake City Inman Eut REGION: Midlands Region Caffney Peak Elloree Beach West Pelzer Kline Yemassee ASSOCIATION: Lexington County ord Fort Mill Hampton Mount Croghan Lake Wylie Gantt COUNTY: Lexington Lake Secession Cottageville Pacolet Lakewood Bishopville NSITESCAPE: Townscape states Gayle Mill Newpor Intercultural Institute Five Forks Ninety Six Dillon Santee Olanta Wagener Belton Low for Contextual Ministry Blythewood Socastee **South Carolina** Valley Falls Neeses Mand Northlake Seven Oaks Clinton Paxville **Baptist Convention** Soling Springs Copyright 2011, Shtercultural Institute for Contextual Ministry adia Lakes St. Stephen Blackville Mountville Reidville (

MissionSite (TM) Table of Contents

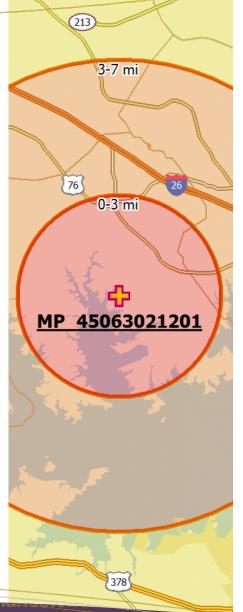
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Site Location Summary

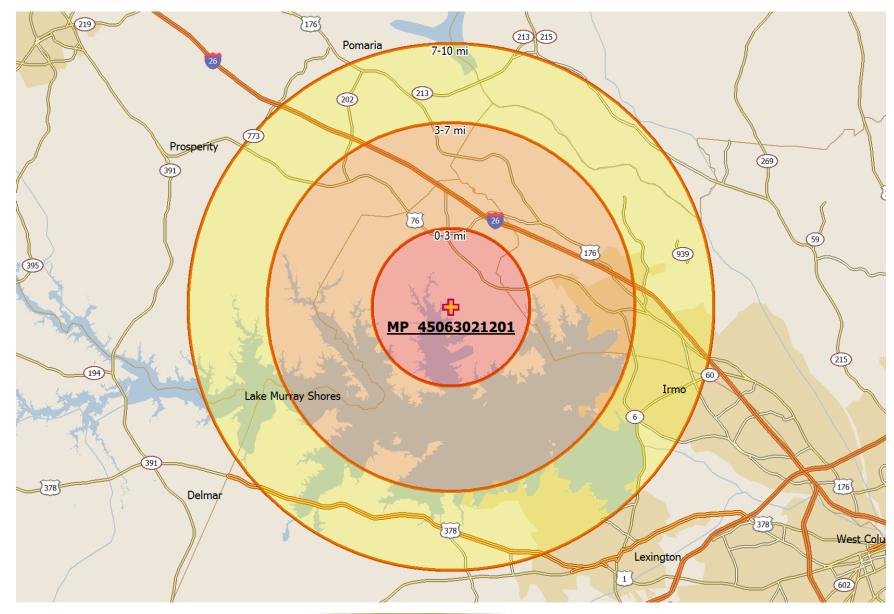
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	4506	Midlands Region
2	Association	45AUN	Lexington County
3	County Location	45063	Lexington
4	Zipcode	29036	Lexington
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
8	Sitescape Density Pattern	11	10000-50000-100000



McClellanville Orangeburg Blythewood Wilkinson Heights Ravenel Seven Oaks Little River Smoaks H Gilbert Edisto Shiloh Newport McCormick Irmo Millwood Parker Intercultural Institute w Awendaw Fountain Inn Saluda Pendleton Summerville Pelzer Land For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Hover Weicome Charleston Forest Acres Cane Savannah Orangeburg Wedgewood Chesterfield West Consistence Chester Saluda Mountville Marion Brookdale Goose Creek Pawler Intercultural Institute Clearwater Laurel Bay Landrum Edisto Furman Newberry Summit Springfield Tra Contextual Ministry Seven Oaks L ©Copyright 2011, Intercultural Institute for Contextual Ministry Varnville Barnwell Pageland Willington Williamston 4

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	COD	EXPLANATION
		E	
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Stuckey Norway Judson Hilda Chapin Chester Donalds Lockhart Homeland Park Livingston Pelion The MIL Five Forks Gifford Greenwood Johnsonville Smyrna Edgefield in Intercultural Institute M Beaufort Rembert Hodges Mayo Luray St. Matthews Dalzell And Intercultural Institute on Store Lanca ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Bucksport Camden Branchville Bluffton North Jake

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	9,305	18,958	50,995
2010 Households	3,663	7,313	18,332
2010 Group Quarters Population	28	519	449

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	18	23	37
Language Diversity National Index	27	13	28
Foreign Born Diversity National Index	65	88	100
Ancestry Diversity National Index	78	75	75
Racial Diversity National Index	19	24	37

rooutora North Charleston Ruby Julilinetto

Bivthewood Sans Souler McCormick Startex Hollywood East Sumter Gamey Forest Acres Duncan Just Saxon McClellanville Mount Carmel Easley Red Bank Peak Brunson Intercultural Institute Tawah Island West Pelzer Perry Pomaria Eastover Eureka Mill Lyman Copyright 2011, Intercultural Institute for Contextual Ministry ivingston Yemassee Goose Creek Clearwater St. Mat Geopyright 2011, Intercultural Institute for Contextual Ministry ivingston Yemassee Goose Creek Clearwater St. Mat Geopyright 2011, Intercultural Institute for Contextual Ministry ivingston Yemassee Goose Creek Clearwater St. Mat Geopyright 2011, Intercultural Institute for Contextual Ministry intercultural Laurel Bay Stuckey Olar Ultica St Andr

Site Location Summary - County Environment

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

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

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

ork Turbeville Gray Court Eastover Luray Greenwood Six Mile Centerville Newport Lockhart Blythew Lancaster Meggett Lowndesville Trenton Chesnee Wedgewood Black Intercultural Institute Vade Hampton Tega Cay Hardeeville Wellford Ridgeville Dalzell McBee Jor Confertual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	2,390	65.25%
Mainstay Communities	Established, Diverse Households	1,002	27.35%
Working Communities	Blue-collar, Working Families	15	0.41%
Country Communities	Rural, Agri. & Mining Families	222	6.06%
Aspiring Communities	Young Singles / Aspiring-Multihousing	18	0.49%
Urban Communities	High Density, Inner-city Neighborhoods	17	0.46%

aston Norris Jenkinsville Powderville Jonesville Elgin Donalds India Hook Edisto Paxville Bowman Gumby Gayle Mill Seven Oaks Springfield Woodruff Mullins Murrells Intercultural Institute Taylors Scotia Utica Furman McCormick Pageland Hardeeville Trer Intercultural Institute Jos Contestual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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



Using the Site Location Summary

Issues for Your Consideration - continued

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

still Branchville Edisto Beach Duncan Hampton St. Stephen North Myrtle Beach Darlington Judson Brit Northlake Blenheim Waterloo Carlisle Greenwood Lesslie City View Intercultural Institute Port Royal Camden Hardeeville Seabrook Island South Congaree Lyn Intercultural Institute for Contextual Ministry ta Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	68,414	2,509	3.67%
Unreached %	67.51%	68.5%	101.47
Religious But NOT Evangelical HH	17,041	558	3.27%
Religious But NOT Evangelical %	16.81%	15.23%	90.57
Spiritual But NOT Relig or Evang HH	11,319	454	4.01%
Spiritual But NOT Relig or Evang %	11.17%	12.4%	111.01
Not Evangelical, Not Interested HH	40,202	1,497	3.72%
Not Evangelical, Not Interested %	39.67%	40.87%	103.04



Elgin St George Sharon Norris Blythewood Troy Winnsboro Lodge Waterloo North Hartsville Jenk Central Columbia Winnsboro Mills Williston Fairfax Ulmer Joanna Rembert Brunson Lake Murray of Richland Plum Branch Turbeville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Hillon Head Island Norway Inman Mills Belton Little Mon

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	82	1	1.22%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	12,389	434	3.51%
Active Evangelical Percent	12.22%	11.86%	97.03
Inactive Evangelical Households	20,544	720	3.51%
Inactive Evangelical Percent	20.27%	19.66%	97.01
# New Churches Needed	0	1	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	DIST.
1	Chapin	1.26 mi	·	16	Riverland Hills	11.36 mi
2	White Rock	3.79 mi		17	Ignition Church	11.40 mi
3	Dreher Island	5.58 mi		18	Still Waters	11.47 mi
4	Dutch Fork	6.48 mi		19	Northwood	11.62 mi
5	Old Lexington	8.27 mi		20	Center Pointe Community	11.84 mi
6	East Lake Community	8.36 mi	2	21	Lexington	12.04 mi
7	Tommy's Interactive Church	9.26 mi		22	First Calvary	12.56 mi
8	Irmo First	9.29 mi		23	Laurel	12.67 mi
9	Harbison Church of the Cross	9.30 mi		24	New Heights	12.81 mi
10	Lake Murray	9.31 mi		25	Crooked Run	13.28 mi
11	Bethel	9.35 mi		26	Little River	13.38 mi
12	Gateway	9.40 mi	2	27	Round Hill	13.60 mi
13	Radius Church	10.45 mi		28	Oakwood	13.95 mi
14	Three Rivers	10.47 mi	2	29	Saluda River	14.27 mi
15	River Springs Church	11.02 mi		30	Gilbert First	14.29 mi



Using the Spirituality Indicators

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

Issues for Your Consideration

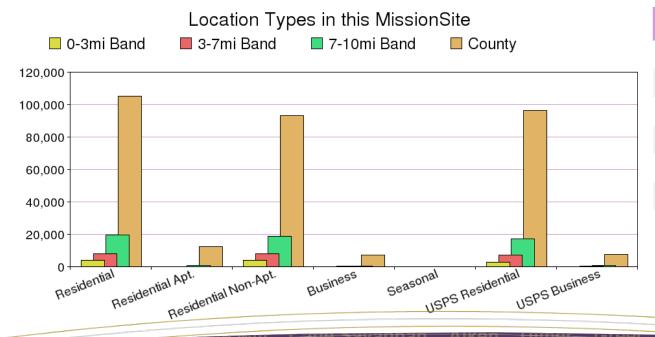
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

Clellanville Winnsbore Gray Court Jamestown Kiawah Island Hickory Grove Georgetown Dalzell Judson Freils Inlet Valley Falls Socastee Blackville Seneca Spartanburg Conway Intercultural Institute ville Murphys Estates St. Andrews St. Matthews Parker Startex Jackson for Confectual Ministry OCopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Comber Startes St. Andrews St. Contextual Ministry Contextual Ministry

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates 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	167,571	4,297	2.56%
2000 Population	216,014	6,058	2.8%
2010 Population	261,421	9,305	3.56%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	61,618	1,613	2.62%
2000 Households	83,240	2,356	2.83%
2010 Households	101,347	3,663	3.61%

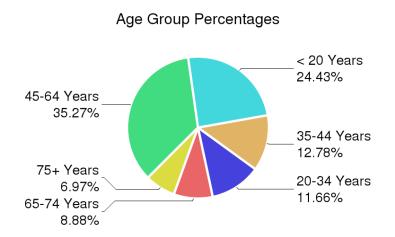


Location Type	0-3mi Band
Residential	4,024
Residential Apt.	0
Residential Non-Apt.	4,024
Business	154
Seasonal	0
USPS Residential	2,846
USPS Business	128

ver Fairfax Ware Shoals Tega Cay Millwood Ruby Estill Ninety Six Honea Path Sellers Cheraw Smy Pine Ridge Wagener Mount Carmel Williamston Lugoff Tatum Kline (Intercultural Institute Springs Pickens Mauldin Goose Creek Startex Murphys Estates Valley) Contextual Ministry Corner Conway Taylors Branchville Atlantic Beach 15 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.

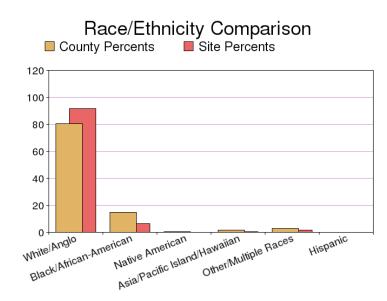


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.39%	4.42%	82
4-5 Years	2.72%	2.01%	73.9
6-8 Years	4.1%	3.34%	81.46
9-11 Years	4.08%	4.11%	100.74
12-13 Years	2.71%	3%	110.7
14-17 Years	5.35%	5.1%	95.33
18-19 Years	2.66%	2.45%	92.11
0-5 Years	8.12%	6.43%	79.19
6-12 Years	9.53%	8.91%	93.49
13-19 Years	9.36%	9.09%	97.12
< 20 Years	27.01%	24.43%	90.45
20-34 Years	18.79%	11.66%	62.05
35-44 Years	13.71%	12.78%	93.22
45-64 Years	27.2%	35.26%	129.63
65-74 Years	7.53%	8.88%	117.93
75+ Years	5.76%	6.97%	121.01
Median Age	38	46	120.55
Median Age (Male)	37	45	122.68
Median Age (Female)	39	46	117.62

halds Wagener <u>Columbia</u> Salley Snelling Jackson Lincolnville Lake Wylie North Myrtle Beach Dunean gefield Luray Ridge Spring Blenheim Rockville Liberty Burnettown Der <u>Intercultural Institute</u> Nichols Murrells Inlet Camden Due West Murphys Estates Estill Quint Haming of Confectual Ministry Copyright 2017, Intercultural Institute for Contextual Ministry Bank Fairfax Myrtle Beach Lesslie Seabrook Island Oak Grove Privateer Stateburg Wilkinson Heights

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	80.58%	91.53%	113.6
Black, African-American	14.71%	6.35%	43.19
Native American	0.39%	0.14%	35.46
Asian	1.43%	0.51%	35.28
Pacific Island, Hawaiian	0.04%	0.01%	24.64
Other/Multiple Races	2.85%	1.47%	51.68
Hispanic	0%	1.98%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	174,841	6,755	

Lucation of Addits (25 yrs+)			
Total Adults over age 25 years.	174,841	6,755	
Less than 9th Grade	3.1%	1.29%	240.43
No High School Diploma	7.83%	6.19%	126.54
High School Graduate	30.81%	25.6%	120.38
Some College, no degree	22.07%	19.36%	113.97
Associate Degree	9.36%	10.02%	93.4
College Degree	17.11%	23.23%	73.68
Graduate/Prof. degree	9.72%	14.32%	67.89

Lakewood Turbeville Dunean Welcome Florence Isle of Palms Stateburg Georgetown Forestbrook Rock Hill Brunson South Congaree Forest Acres Bonneau Lexington Intercultural Institute ouci Murrells Inlet Olanta Laurel Bay Lockhart Awendaw Gantt Belton Forest Confectual Ministry Al Copyright 2011, Intercultural Institute for Contextual Ministry Converting Fast Gatthey Silverstreet Greenville Moncks Corner Burnettown Lake Secession Hampton Beaut

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	6.17%	3.03%	52.93
\$10,000 to \$19,999	9.73%	6.39%	65.69
\$20,000 to \$29,999	10.3%	5.73%	55.66
\$30,000 to \$49,999	21.75%	14.14%	65.01
\$50,000 to \$59,999	8.77%	9.64%	109.89
\$60,000 to \$69,999	8.29%	7.45%	89.87
\$70,000 to \$79,999	7.26%	8.52%	117.38
\$80,000 to \$89,999	5.9%	7.59%	128.69
\$90,000 to \$99,999	4.05%	5.35%	132.1
\$100,000 to \$124,999	8.24%	10.97%	133.11
\$125,000 to \$149,999	4.2%	6.55%	156.13
\$150,000 to \$199,999	3.14%	8.63%	275.11
\$200,000 to \$249,999	0.84%	2.81%	332.92
\$250,000 or more	1.36%	3.25%	238.07
Median Household	52,028	73,660	141.58
Average Household	66,759	98,392	147.38
Per Capita Household	26,201	38,735	147.84
Family/Non-Family Household			
Income			
Median Family Income	63,707	87,694	137.65
Average Family Income	78,715	112,439	142.84
Median Non-Family Income	32,934	44,820	136.09
Average Non-Family Income	41,591	58,277	140.12

Lodge Cayce Homeland Park Oswego Iva Fountain Inn Bluffton Trenton Buffalo Valley Falls H F Pickens Allendale Seneca Johnsonville Eureka Mill Conway Campolity Intercultural Institute kdale Lexington Lake Wylie Reevesville Blenheim Chester Quinby An To Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Confectual Institute for Contextual Ministry Confectual Contextual Ministry Confectual Contextual Ministry Confectual Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	67.79%	73.96%	109.09
Families with Children	32.81%	30.74%	93.68
Families without Children	34.98%	43.22%	123.55
Non-Family Households			
% Non-Family Households	32.21%	26.04%	80.87
Non-Families with Children	0.18	0.05	30.24
Non-Families without Children	32.03	25.99	81.15
Housing Units			Index
Total Housing Units	110,026	4,139	
Vacant percent	7.89%	11.48%	145.49
Owned percent	69.2%	78.26%	113.09%
Rented Percent	22.92%	10.24%	44.7
Households by Size			Index
Avg household size	2.55	2.53	99.22
Avg family hh size	3.17	3.04	95.9
Avg non-family hh size	1.26	1.10	87.3
Households By Count of Persons			Percent
One	26,872	842	3.13%
Two	31,125	1,291	4.15%
Three or Four	34,551	1,273	3.68%
Five+	8,799	258	2.93%

ureka Mill Southern Shaps Taylors Seabrook Island Spartanburg Wedgewood Summerville Chesnee Investor North Hartsville Harleyville Honea Path McClellanville Parker Intercultural Institute Forest Acres Cathered Dillon York Cordova Ridgeville Woodfield Winnsboro Lake City for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Context and Clover Cavle Mill Belton Greenville Socaste

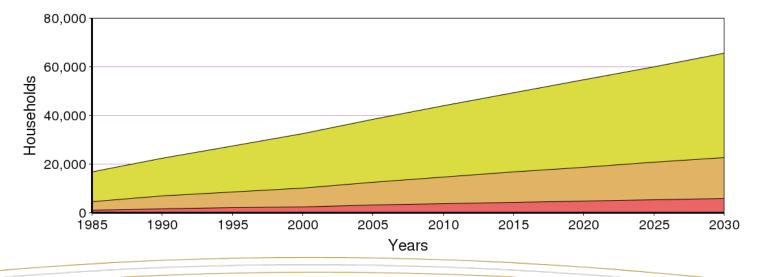
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	167,571	4,297	2.56%
2000 Population	216,014	6,058	2.8%
2010 Population	261,421	9,305	3.56%
2015 Population	290,476	11,142	3.84%

Household Change from 1985 to 2030

📕 0-3mi Ring 🛛 🔲 0-7mi Ring

g 🛛 📃 0-10mi Ring

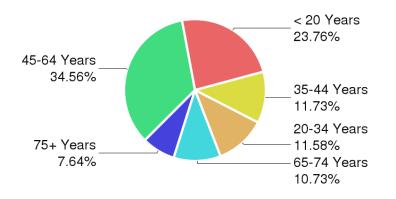


Patrick Cope Bluffton Harleyville Pawleys Island St. Stephen Chapin Lakewood Chesnee Fountain toedfield Belvedere Mountville Berea Hardeeville Troy Ladson Socaster <u>Intercultural Institute</u> erry Norway Ruby Mount Pleasant Clemson Little River Winnsboro Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

Projected Age Group Percentages

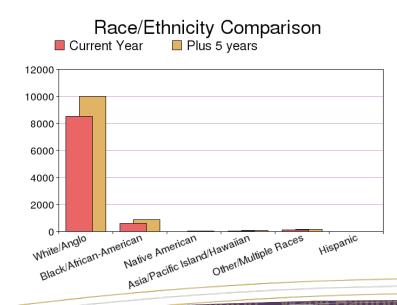


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.42%	4.13%	93.44
4-5 Years	2.01%	1.99%	99
6-8 Years	3.34%	3.42%	102.4
9-11 Years	4.11%	3.98%	96.84
12-13 Years	3%	3.05%	101.67
14-17 Years	5.1%	4.88%	95.69
18-19 Years	2.45%	2.31%	94.29
0-5 Years	6.43%	6.12%	95.18
6-12 Years	8.91%	8.89%	99.78
13-19 Years	9.09%	8.75%	96.26
< 20 Years	24.43%	23.76%	97.26
20-34 Years	11.66%	11.58%	99.31
35-44 Years	12.78%	11.73%	91.78
45-64 Years	35.26%	34.56%	98.01
65-74 Years	8.88%	10.73%	120.83
75+ Years	6.97%	7.64%	109.61
Median Age	38	47	124.48
Median Age (Male)	37	46	124.23
Median Age (Female)	39	49	124.78

Branch Pacolet Williston Neeses Lane Springdale Clemson Williams Bennettsville Great-Falls Gray Blackville Goose Creek Aiken Westminster Prosperity St. Andrews Intercultural Institute odgewood Beaufort Manning Mountville Saluda Varnville Gilbert Shilo For Confectual Ministry n Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	91.53%	89.7%	98
Black, African-American	6.35%	8.01%	126.05
Native American	0.14%	0.22%	154.18
Asian	0.51%	0.71%	140.37
Pacific Island, Hawaiian	0.01%	0.04%	334.05
Other/Multiple Races	1.47%	1.34%	90.83
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	6,755	8,137	
Less than 9th Grade	1.29%	0.96%	74.43
No High School Diploma	6.19%	5.22%	84.41
High School Graduate	25.6%	26.28%	102.65
Some College, no degree	19.36%	19.53%	100.85
Associate Degree	10.02%	10.46%	104.35
College Degree	23.23%	22.49%	96.83
Graduate/Prof. degree	14.32%	15.07%	105.25

Simpsonville Hanahan Sharon Branchville Coronaca Oakland Stateburg Tega Cay Shelling Pomaria tea Path Sullivan's Island Ridgeway Rockville Millwood Blenheim West of Intercultural Institute Lakewood Ulmer Springdale Pageland Arcadia Lakes Blythewood for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Belvedere 22

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	3.03%	2.86%	94.26
\$10,000 to \$19,999	6.39%	5.88%	92
\$20,000 to \$29,999	5.73%	5.13%	89.44
\$30,000 to \$49,999	14.14%	13.65%	96.53
\$50,000 to \$59,999	9.64%	9.04%	93.78
\$60,000 to \$69,999	7.45%	7.12%	95.5
\$70,000 to \$79,999	8.52%	8.27%	89.61
\$80,000 to \$89,999	7.59%	7.66%	92.86
\$90,000 to \$99,999	5.35%	4.94%	92.33
\$100,000 to \$249,999	10.97%	11.66%	106.25
\$125,000 to \$149,999	6.55%	6.77%	103.27
\$150,000 to \$199,999	8.63%	10.04%	116.43
\$200,000 to \$249,999	2.81%	3.11%	110.74
\$250,000 or more	3.25%	3.47%	106.67
Median Household	73,660	77,838	105.67
Average Household	98,392	105,367	107.09
Per Capita Household	38,735	40,392	104.28
Family/Non-Family Household			
Income			
Median Family Income	87,694	93,495	106.62
Average Family Income	112,439	122,974	109.37
Median Non-Family Income	44,820	48,847	108.98
Average Non-Family Income	58,277	63,475	108.92

Colden Grove Due West Mayo Quinby Eastover Red Hill Greenwood Cowpens Coronace St. George Enconsville Nichols Charleston Homeland Park Inman Lincolnville Olarie Intercultural Institute Burton Central Pacolet New Ellenton Landrum Lowrys Liberty Utica Intercultural Institute Intercultural Institute for Contextual Ministry er Copyright 2011, Intercultural Institute for Contextual Ministry Boiling Springs Union Smoaks Wellford Dunean

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.

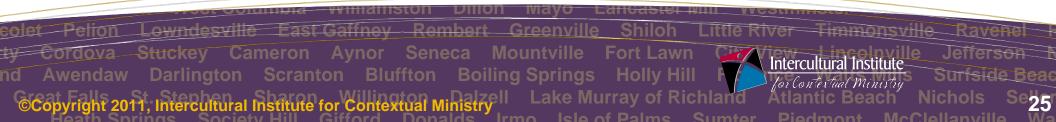
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	73.96%	71.48%	96.66
Families with Children	30.74	28.19	91.71
Families without Children	43.22	45.12	104.4
Non-Family Households			
% Non-Family Households	26.04%	28.52%	109.5
Non-Families with Children	0.05	0.05	109.5
Non-Families without	25.99	28.47	109.55
Children			
Housing Units			
Total Housing Units	4,139	4,811	116.24%
Vacant percent	11.48%	11.22%	97.8
Owned percent	78.26%	77.88%	99.53
Rented Percent	10.24%	10.89%	106.32
Households by Size			
Avg household size	2.53	2.60	102.77%
Avg family hh size	3.04	3.21	105.59%
Avg non-family hh size	1.10	1.09	99.09%
Households By Count of			
Persons			
One	842	1,068	126.84%
Two	1,291	1,309	101.39%
Three or Four	1,273	1,528	120.03%
Five+	258	365	141.47%

Rockville New Ellenton Latta Five Forks Pelzer Lake Secession Marion Oak Grove Clarks Hill Edge Hardeeville Judson India Hook Chesnee Hemingway Clover South Intercultural Institute Okesbury Charleston Gifford Springdale Landrum Central Furman Provide 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	213	201	1,249		Eastern Africa	Eastern Africa 0	Eastern Africa 0 2
Northern Europe	21	16	112		Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	37	23	129		Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	49	10	123		Southern Africa 0	Southern Africa 0 3	
Eastern Europe	19	23	112		Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	0		Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	24	18	143		Oceania	Oceania 0	Oceania 0 2
So. Central Asia	11	35	143		Caribbean	Caribbean 0	Caribbean 0 8
SE Asia	2	8	100		Central Amer.	Central Amer. 11	Central Amer. 11 24
Western Asia	0	11	33		South America	South America 14	South America 14 5
Other Asia	0	0	0		North America	North America 25	North America 25 13
					Born at sea	Born at sea 0	Born at sea 0 0



Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10
- "	MILES	MILES	MILES		MILES	MILES	MILES
English only	7,279	12,959	34,076	Other Indo-Euro	0	4	68
Spanish	127	303	628	Asian/PI languages	0	0	0
Other Indo-Euro	120	166	789	Chinese	24	16	198
language				Japanese	0	0	36
French (incl. Patois,	9	50	254	Korean	0	12	13
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	5	9	69	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	3
German	14	36	143	Laotian	0	0	89
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	10	4	1	Other Asian	0	0	42
A Scandinavian	0	2	0	Tagalog	2	0	2
Language				Other Pacific Is	0	25	0
Greek	51	23	16	Other languages	16	19	35
Russian	0	5	39	Navajo	0	0	0
Polish	31	1	51	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	1	8	Hungarian	16	10	0
Armenian	0	0	0	Arabic	0	9	25
Persian	0	7	44	Hebrew	0	0	0
Gujarathi	0	0	6	African languages	0	0	10
Hindi	0	6	17	Other unspecified	0	0	0
Urdu	0	3	52	·			

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 Welcome Plum Branch Fort Mill Coronaca Cowpens Simpsonville Greer Batesburg Leesville Little R Hardeeville Bennettsville Easley Edisto Beach Ridge Spring Newport Intercultural Institute Pawleys Island Pelzer Peak Sycamore McClellanville St. Stephen Nort JorContextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministr

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	6,282	10,325	30,260		Irish	Irish 413	Irish 413 842
Arab	26	18	47		Italian 162	Italian 162 249	
Armenian	0	0	7		Lithuanian	Lithuanian 0	Lithuanian 0 4
Austrian	6	9	37		Norwegian	Norwegian 54	Norwegian 54 57
British	50	59	294		Polish	Polish 63	Polish 63 87
Canadian	6	16	43		Portuguese	Portuguese 0	Portuguese 0 6
Croatian	2	3	33		Romanian	Romanian 0	Romanian 0 11
Czech	15	3	70		Russian	Russian 16	Russian 16 22
Czechoslovak	0	9	31		Scandinavian	Scandinavian 19	Scandinavian 19 2
Danish	5	19	22		Scotch-Irish	Scotch-Irish 419	Scotch-Irish 419 597
Dutch	141	111	383		Scottish 206	Scottish 206 251	
English	872	1,100	3,794		Slovak 14	Slovak 14 11	
European	81	126	506		Subsaharan African	Subsaharan African 8	Subsaharan African 8 38
Finnish	0	33	34		Swedish	Swedish 41	Swedish 41 52
French (not Basque)	116	217	628		Swiss	Swiss 0	Swiss 0 5
French Canadian	41	27	37		Ukrainian	Ukrainian 5	Ukrainian 5 6
German	1,686	2,164	5,058		US/American	US/American 1,021	US/American 1,021 2,349
Greek	104	33	112		Welsh	Welsh 7	Welsh 7 18
Hungarian	41	40	113		West Indian	West Indian 0	West Indian 0 0
Iranian	0	24	76		Yugoslavian	Yugoslavian 8	Yugoslavian 8 3
					Other	Other 634	Other 634 1,705

Hlisten Loris <u>Clio Laurel Bay Olanta Marion Travelers Rest</u> Wedgewood Winnsboro North Liberty Code Contesting West Pelzer Pacel City Lyman Ware Shoals Privateer Cayce Kershaw Mauldin Piedmon *Libertual Institute* en ale Forest Contestinal Ministry Reidville Brookdale Scranton Gifford Greer Blackvi 27

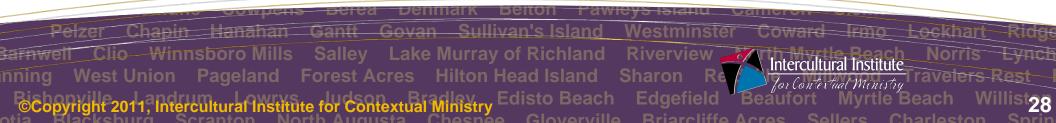
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Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

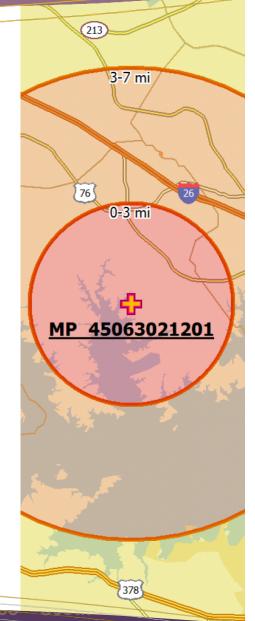
Issues for Your Consideration - continued

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

Willington Oswego Gayle Mill Peak Wilkinson Heights Eutawville Cheraw Sycamore Chesnee Atlant Due West India Hook Murrells Inlet Lake View Walterboro Latta More Intercultural Institute In Salem Clio Ehrhardt Brunson Riverview Oakland Irwin Branchvil for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



Provide Lessie Calhour Fails Lodge Piedmont Eastover Meggett Homeland Park Six Mile Joanna Mong Arititams Sellers Surfside Beach Livingston Mount Croghan Wellford Intercultural Institute Bethune Gray Court Denmark Judson Central Pacolet Cayce Black for Contextual Ministry Coopyright 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	3,663	100%	2,509	100%
AFFLUENT SUBURBIA	1,255	34.26%	881	35.11%
America's Wealthiest	21	0.57%	17	0.68%
Dream Weavers	430	11.74%	308	12.28%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	28	0.76%	19	0.76%
Small Town Success	776	21.18%	537	21.4%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,135	30.99%	775	30.89%
Status Conscious Consumers	441	12.04%	309	12.32%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	694	18.95%	466	18.57%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	914	24.95%	622	24.79%
Successful Urban Sprawl	503	13.73%	0	0%
2nd City Homebodies	249	6.8%	357	14.23%
Prime Middle America	0	0%	162	6.46%
Urban Optimists	162	4.42%	0	0%
Family Convenience	0	0%	103	4.11%
Mid-Market Enterprise	0	0%	0	0%

McCleilanville Privateer Central Pacolet West Pelzer Perry Wagener Orangeburg Mount-Pleasant L Florence Brunson Bowman Central Mount Croghan Murrells Inlet Intercultural Institute Sourg Lowndesville Hilton Head Island Blythewood Judson Calhoun Fall Confectual Ministry Wade Have Fort Lawn Fort Mill Lynchburg Wade Have Sourd Sourd

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	3,663	100%	2,509	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	88	2.4%	64	2.55%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	88	2.4%	64	2.55%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	15	0.41%	10	0.4%
Steadfast Conservative	15	0.41%	10	0.4%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Geose Creek Troy Manning Smoaks Sycamore McConnells South Sumer Allendale Lynchburg Mul Parksville Elgin Newport Salley Inman Mills Oakland Laurel Bay Loder Nichels Pickens Norris Con t Croghan Heath Springs Barnwell St. George Socastee Jackson Ellore for Contextual Ministry Contextual Ministry McColl Buffalo Luray Gayle Mill Berea Rock Hill 32

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 & Perce	ent
Total	3,663	100%	2,509	100%
REMOTE AMERICA	202	5.51%	120	4.78%
Hardy Rural Fam.	70	1.91%	43	1.71%
Rural Southern Living	132	3.6%	77	3.07%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	18	0.49%	13	0.52%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	18	0.49%	13	0.52%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	20	0.55%	13	0.52%
Aspiring Hispania	16	0.44%	0	0%
Industrious Country Living	0	0%	11	0.44%
America's Farmland	4	0.11%	0	0%
Comfy Country Living	0	0%	2	0.08%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

npton Garden City South Congaree Norway Kershaw Hollywood Rembert Oak Grove Lake Secession Lake Seces

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.

0-3 HH & Percent		Unreached HH & Percent	
3,663	100%	2,509	100%
3	0.08%	2	0.08%
3	0.08%	2	0.08%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
14	0.38%	9	0.36%
0	0%	0	0%
14	0.38%	9	0.36%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
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Greenville Williamston Aynor Ruby Cane Savannah Hampton Marion Elko Allendale Surfside Beach Promised-Land Sullivan's Island Blacksburg Ulmer Red Hill Oakland Tavelors Post II Fort Mill Florence South Congaree Lake View Awendaw Wade Hamp Volter Intercultural Institute Orangeburg P Copyright 2011, Intercultural Institute for Contextual Ministry Swapsea

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?

Le Mountain Hilda Cherryvale Belvedere Arial Smyrna Barnwell Union Sycamere Klawah Island Wilkin Stateburg Loris Williamston Furman Clemson Ninety Six York Reveal Heath Springs Laurens El ort Royal Honea Path Harleyville Silverstreet Burton Waterloo Promise Intercultural Institute by Copyright 2011, Intercultural Institute for Contextual Ministry POCopyright 2011, Intercultural Institute for Contextual Ministry POCOPYRICTURE POLICIES (POLICIES)

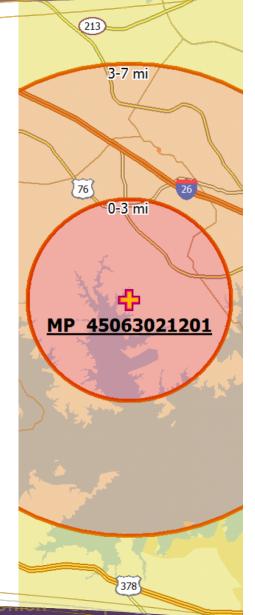
Potential Cultural Bridges

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).





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	88%	88%	88%
Use Comp. for Internet/E-mail	77%	76%	75%
Internet Use: E-Mail	67%	66%	64%
Use Comp. for Word Processing	55%	56%	55%
Use Comp. for Comp. Games	50%	49%	48%
Use Comp. for Shopping	49%	49%	50%
Use Comp. for Digital Camera	45%	45%	45%
Photo Editing			
Use Comp. for Banking	45%	45%	45%
Use Comp. for Education	43%	42%	42%
HH Owns DVD Player	38%	38%	38%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	38%	38%	37%
Internet Use: Banking	35%	35%	35%
Use Comp. for News/Info./Data	34%	35%	34%
Service			
PC-Network-HH Has One	29%	29%	29%
Use Comp. for Accounting	23%	23%	22%
Use Comp. for Personal Financial	22%	23%	24%
Mngmnt			
Internet Use: Shopping: Gathered	20%	20%	19%
Info. for Shopping			
Use Comp. for Telecommuting	18%	17%	17%
Internet Use: Travel Reservations	18%	17%	16%
Internet Use: Shopping: Made A	17%	17%	16%
Purchase			

Smyrna Reevesville Clio Dillon Easley Spartanburg McColl Ladson Chapin Nerway Perry Rember Control Made Hampton Inman Mills Chesterfield Cross Hill Bradley Ware Chapin Nerway Perry Rember Brunson Berea Rowesville India Hook Seabrook Island Taylors Gilber Contextual Ministry ⁿ Copyright 2017, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	73%	72%	71%
Dining Out (Not Fast Food)	69%	69%	67%
Reading Books	61%	61%	59%
Go To A Beach/Lake	48%	47%	46%
Card Games	46%	46%	45%
Gardening	41%	40%	38%
Cooking for Fun	40%	39%	38%
Board Games	37%	36%	36%
Visit Museum	28%	28%	27%
Going To	24%	23%	23%
Bars/Nightclubs/Dancing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	68%	68%	67%
Gen./Fam. Practitioner	42%	42%	41%
Dentist	35%	35%	34%
Eye Dr.	21%	22%	22%
None Of These	21%	21%	22%
Backache	20%	20%	20%
High Cholesterol	19%	19%	18%
Hypertension/High Blood	16%	16%	16%
Pressure			
OB/GYN	14%	14%	15%
Acid Reflux Disease (GERD)	13%	13%	13%



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	35.93%	35.58%	35.19%
Live Theater	29.13%	29.46%	27.9%
Live Theater Most Often	24.1%	24.28%	22.68%
Rock/Pop Concerts Most	19.54%	19.18%	19.62%
Often			
Comedy Club	9.72%	10.19%	11.17%
Dance Performance	9.53%	9.89%	9.88%
Movies: Comedy	45.87%	44.72%	44.56%
Movies: Action/Adventure	43.27%	42.74%	42.95%
Movies: Drama	24.97%	24.68%	24.21%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	24.41%	24.41%	24.15%
Movies: Fam.	22.11%	22.48%	23.28%
Movies: Mystery	17.95%	17.83%	17.43%
MLB Baseball Reg. Season	12.18%	12.05%	11.73%
NFL Football Reg. Season	10.04%	10.32%	10.45%
College Football Reg.	9.6%	10.56%	10.66%
Season			
NBA Basketball Reg.	6.3%	6.1%	5.93%
Season			
College Basketball Reg.	6.2%	6.88%	7%
Season			
Auto Racing Events	4.53%	4.27%	4.5%



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
	MILES	MILES	MILES
Walking for Exercise	46.82%	47.48%	47.04%
Swimming	41.79%	41.28%	40.97%
Bowling	23.7%	24.34%	25.3%
Weight Training	22.35%	21.68%	21.27%
Billiards/Pool	20.31%	19.61%	20.14%
Golf	20.24%	20.6%	20.02%
Using Cardio Machine	19.23%	19.43%	19.55%
Jogging/Running	18.74%	18.81%	19.03%
Camping Trips	17.28%	16.28%	16.18%
Freshwater Fishing	16.57%	16.09%	15.9%
Mountain/Road Biking	16.2%	16.56%	16.53%
Stationary Cycling	15.29%	15.35%	15.03%
Basketball	14.89%	15.49%	16.47%
Backpacking/Hiking	13.48%	12.54%	12.19%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Aerobics	11.77%	12.17%	12.24%
Power Boating	11.07%	10.81%	10.21%
Baseball	10.24%	10.32%	10.99%
Tennis	9.47%	9.52%	9.48%
Target Shooting	9.14%	8.69%	8.67%
Football	9.06%	8.85%	9.42%
Canoeing/Kayaking	8.8%	8.18%	7.74%
Yoga	8.79%	8.52%	8.28%
Hunting	8.55%	8.02%	7.88%
Saltwater Fishing	8.38%	8.11%	8.24%
Volleyball	8.33%	8.2%	8.65%
Soccer	8.12%	8.04%	8.47%
Softball	7.78%	7.49%	7.8%
Downhill & X-Country Skiing	7.22%	6.93%	6.42%

Mountain Valley Falls Furman Pawleys Island Mauldin Summerton Taylors Pendleton Aiken Ruby La Shoals Judson Wade Hampton Harleyville Utica Irmo Oakland Starr Greenwood Fountain Intercultural Institute ville Travelers Rest Golden Grove Springdale Gilbert Olanta Williston ©Copyright 2011, Intercultural Institute for Contextual Ministry Blythewood Hampton Elgin Lake Secession Olar Eaglo

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
Motorcycling	6.98%	6.6%	6.77%
Jet Skiing	6.37%	5.93%	6.05%
Horseback Riding	6.25%	5.7%	5.57%
Snorkeling	6.19%	5.89%	5.76%
Water Skiing	5.91%	5.56%	5.56%
Ice Skating	5.82%	6.01%	6.14%
Roller Skating	5.54%	5.56%	5.96%
Fly Fishing	4.81%	4.47%	4.39%
Sailing	4.27%	4.15%	3.98%
Snowboarding	4.06%	3.76%	3.8%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Racquetball	4.03%	3.91%	4.1%
Archery	4%	3.93%	3.88%
Rock Climbing	3.92%	3.86%	4.15%
Snowmobiling	3.85%	3.51%	3.47%
Hockey	3.62%	3.46%	3.59%
Surfing & Windsurfing	3.56%	3.03%	2.95%
Auto Racing	3.39%	3.12%	3.23%
Martial Arts	3.38%	3.5%	3.83%
Skateboarding	3.15%	2.93%	3.02%
Rowing	2.96%	3.03%	3.19%

Silverstreet McConnetts Garden City New Ellenton Fort Mill St. Matthews Hartsville Smyrna Columbia Hook Aynor Ward Cottageville Neeses Bishopville Gantt Lane Mer Intercultural Institute York Saluda Plum Branch McClellanville Pickens Andrews Easley for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Lake View Aiken Hollywood Barnwell Salem Center Solution Stuckey Scotia

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.

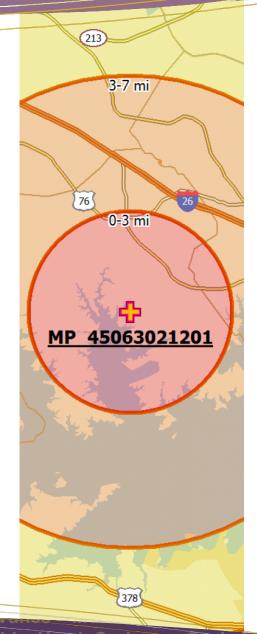
BIBLICAL BARRIERS

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.



Santee Buffton North Charleston South Congaree Swansea Cayce Chesterfield Heath Springs Gayle Heath Spring

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.



Mullins Dunean Pelion Latta Millwood Luray Socastee Patrick Irwin Peak Livingston Greet Sm Grove Cross Hill Belvedere Little River Slater-Marietta Lancaster Mill And Elleren St. Stephen Ha for Kline Gaffney Branchville Sumter McConnells Lincolnville Cowpered Intercultural Institute For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

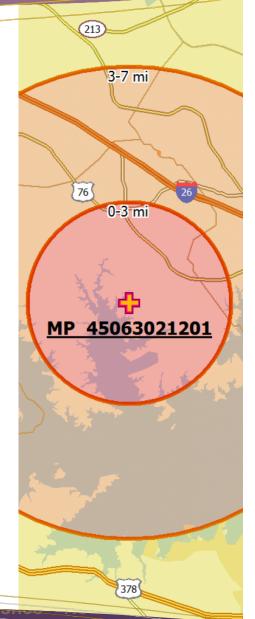
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	48%	49%	49%	Like to Stand Out In A Crowd Too Much Sponsorship In	20% 18%	20% 19%	20% 20%
Prefer To Have Few Possessions As Possible	43%	42%	40%	Arts/Sports Like To Pursue	18%	18%	18%
Find It Difficult To Say No To My Kids	40%	41%	41%	Challenge/Novelty/Change I Am A Workaholic	17%	16%	16%
If Won Lottery Would Never Work Again	35%	34%	33%	Rarely Sit Down to a Meal Together At Home	17%	16%	16%
Woman's Place Is In The Home Speak My Mind Even If It Upsets	33% 33%	34% 33%	35% 33%	Happy With My Standard Of Living	16%	15%	14%
People Like Control Over People And	28%	29%	30%	We Should Strive for Equality for All	12%	12%	12%
Resources Friends More Important Than My		28%	27%	Only Work Current Job for The Money	12%	12%	12%
Fam. Like To Do Unconventional	27%	28%	28%	On Whole People Get What	9%	9%	9%
Things				They Deserve Indulge My Kids With The Little	7%	7%	8%
Don't Judge People/Way They Live Life	27%	27%	27%	Extras Little I Can Do To Change My	7%	7%	7%
Money Is Best Measure Of Success	25%	25%	25%	Life I Am A Perfectionist	5%	5%	6%
Marijuana Should Be Legalized	23%	22%	22%				

Mount Pleasant Pine Ridge Ulmer Perry Golden Grove Brookdale Bishopville Denmark Northlake B Lakes West Union Brunson East Sumter Calhoun Falls Seven Oaks How Intercultural Institute Gayle Mill Inter-Woodfield Oakland Piedmont Woodruff Aynor Blackville Murphys Est Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



West Columbia Paxville Conway Sycamore West Union Inman Mills Red Hill Bowman Atlantic Beach Sufficie Beach Ninety Six Lincolnville Clarks Hill Sellers Dalzell March Intercultural Institute North Coward Plum Branch Chapin Clearwater McColl Swansea Soca for Confertual Ministry ^{to} Copyright 2011, Intercultural Institute for Contextual Ministry Branchylle Laurel Bay Hilton Head Island Denter

Potential Cultural Themes:

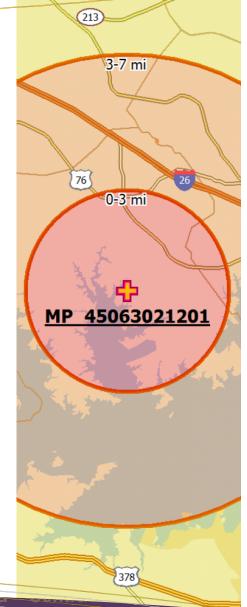
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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 MILE
Important To Respect Customs And Beliefs	74%	73%	73%	Consider Myself Interested In The Arts	18%	18%	18%
You Should Seize Opportunities In Life	55%	56%	57%	Looking for New Ideas To Improve Home	15%	15%	15%
Prefer To Have Few	43%	42%	40%	Real Men Don't Cry	14%	15%	16%
Possessions As Possible				Is An Important Part Of Who I Am	14%	14%	14%
Like To Understand About Nature	39%	39%	39%	Try Not To Worry About The Future	14%	14%	14%
Important Feel Respected By My Peers	31%	31%	31%	Enjoy Spending Time With My Fam.	11%	11%	12%
Prefer Work Part Of Team Than Alone	31%	32%	33%	Provide My Kids With The Little Extras	7%	7%	8%
Have Keen Sense Of Adventure	28%	28%	27%	Children Should Be Allowed To	4%	4%	5%
People Have To Take Me As	27%	27%	27%	Express Themselves			
They Find Me				Feel Very Alone In The World	4%	4%	4%
Important To Juggle Various Tasks	26%	26%	26%	Like Spending Most Time With Fam.	4%	4%	5%
Good At Fixing Things	24%	24%	25%	Decor Particular Interest To Me	3%	3%	4%
Like To Just Enjoy Life	23%	23%	23%	Would Like To Set Up Own	3%	3%	3%
Worried About Pollution Caused By Cars	23%	23%	23%	Business			

The Hodges <u>Coronaea</u> Scranton Five Forks Red Bank Lowndesville Mayo North Augusta Milwood Lancaster Mill Bluffton Lugoff Willington Hampton Cameron Clearware Intercultural Institute g Springs Walterboro Allendale West Union Pendleton Wagener Ellore for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Places

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



Kline Due West Donalds Meggett Perry Seneca Gaffney Murphys Estates Easley Pinewood Eastover Folly Beach Sellers Cane Savannah Lowndesville Abbeville Isle of Pales Intercultural Institute Startex Scotia Travelers Rest Lake View Lake Murray of Richland Rid for Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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.

7-10

MILES

19.82%

18.81%

18.81% 16.56%

17.38%

17.06%

18.36%

15.49%

14.19%

15.69%

13.53%

13.43%

PLACE	PLACE 0-3
	MILES
Pizza Hut	Pizza Hut 18.66%
Starbucks	Starbucks 18.48%
Chili's Grill and Bar	Chili's Grill and Bar 17.6%
Dairy Queen	Dairy Queen 16.73%
Cracker Barrel	Cracker Barrel 16.28%
Red Lobster	Red Lobster 16.27%
Chick-Fil-A	Chick-Fil-A 15.66%
TGI Friday's	TGI Friday's 14.97%
Quiznos Sub	Quiznos Sub 14.86%
IHOP (International House Of	IHOP (International House Of 14.17%
Pancakes)	Pancakes)
Panera Bread	Panera Bread 14.06%
Domino's Pizza	Domino's Pizza 12.73%

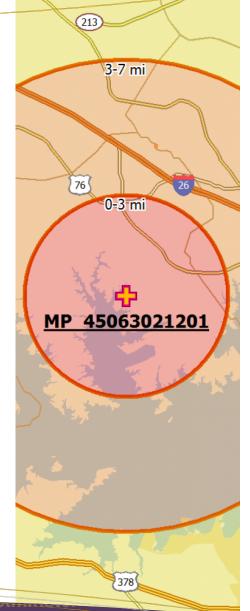
efferson Jenkinsville Silverstreet Ruby Elko Chesnee Parker Ridgeland Forestbrook Monarch Mill Ga Santee Marion Bennettsville Valley Falls Lakewood Woodford McCorreit Oswage Intercultural Institute Inter Gantt Sycamore Roebuck Pomaria Greenwood Sans Souci Lexir Intercultural Institute Reeves III An Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright Contextual Ministry

Potential Shared Projects

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

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

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



stee Beaufort Brookdale Gilbert Conway Little Mountain Ward Utica Neeses Donalds Antreville Lake Eigin Fort Mill Mayesville Port Royal Snelling Travelers Rest Mount in Intercultural Institute ca Laurens Jackson Harleyville Parksville Ulmer Elloree Whitmire Voi Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	55.48%	55.2%	53.81%
Recycled products	45.13%	45.05%	43.77%
Worked as volunteer (non political)	23.73%	23.09%	22.02%
Engaged in fund raising	14.13%	13.94%	13.4%
Religious club member	8.57%	8.61%	8.57%
Wrote to elected offcl about publ bus	8.4%	8.26%	7.91%

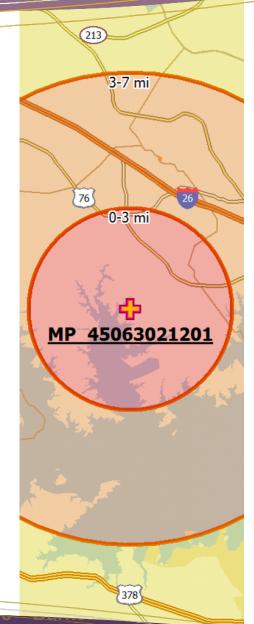
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Charitable Organization	7.23%	7.03%	6.42%
Wrote to editor of mag or	7.17%	7.05%	6.78%
newspaper			
Addressed a public meeting	6.71%	6.69%	6.46%
Took active part in local civic	6.18%	6.09%	5.9%
issue			
Union member	5.98%	5.92%	5.88%
Fraternal order member	5.15%	5.03%	4.93%

Lockhart McConnells North Augusta Smyrna Edisto Beach Brunson Roebuck Pacolet Utica Antre wood Beaufort Bluffton Jenkinsville Silverstreet Mount Croghan Five Ministry Palms Lesslie Parksville Winnsboro Mills Homeland Park Socastee Oak for Contextual Ministry Contextual Ministry

Communication Media Content

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

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



Powderville Beautort Chesterfield Riverview Garden City Red Hill Shelling Ware Shoals East Gainey Springfield St. Stephen Edisto Beach Isle of Palms Bradley Myrtle Boy Materloo Sumter Silverst Johnston Smyrna Lamar Eureka Mill Cane Savannah Kershaw Soca (onfertual Ministry Five Forks Cle Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	23.09%	22.83%	22.18%
Mystery	15.75%	15.2%	14.52%
Children's Books	15.2%	15.67%	15.88%
Cookbooks	12.98%	12.45%	12.01%
Religious (not Bibles)	9.31%	9.36%	9.58%
Personal/Business	9.25%	9.34%	9.32%
Self-help			
History	9.16%	9.25%	9.05%
Biography	9.08%	8.87%	8.57%
Romance	7.97%	7.83%	7.9%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	73.1%	73.6%	73%
Gen. Editorial	48.38%	48.97%	48.59%
Womens	42.57%	43.41%	44.07%
Service	41.1%	40.97%	40.28%
Business/Finance	24.05%	24.79%	24.19%
Mens	18.16%	18.71%	19.46%
Sports	17.32%	17.79%	17.89%
Mature Market	13.72%	13.83%	13.27%
Parenthood	13.56%	13.78%	14.47%

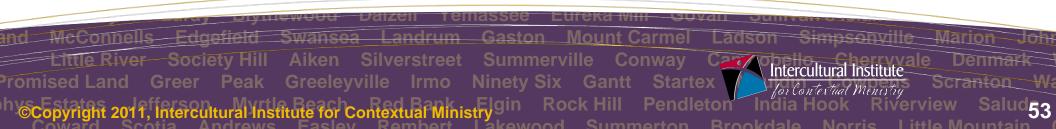
akewood Mayesville Pacolet Cheraw Ridgeville Williston Sharon Georgetown Moncks Corner Judson Henarch Mill Gaffney Promised Land Lake Wylie Pine Ridge Cayce Room Intercultural Institute Cottageville Atlantic Beach Heath Springs Little Mountain Blenheim Paro Intercultural Institute Copyright 2011, Intercultural 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	60.96%	60.7%	60.09%
Business/Finance	37.66%	37.86%	36.7%
Sport	35.52%	35.77%	35.34%
Editorial Page	34.53%	33.97%	33.01%
Classified	30.85%	30.21%	30.64%
Comics	29.3%	28.59%	27.81%
Movie Listings & Reviews	29.19%	29.29%	29.07%
Food/Cooking	28.53%	28.55%	28.12%
Travel	25.47%	25.62%	25%
Home/Gardening	25.42%	25.73%	25.24%
TV/Radio Listings	25.06%	25.25%	24.84%
Science/Technology	22.57%	22.31%	21.65%
Fashion	15.3%	16.1%	16.43%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Adult Contemporary	20.95%	21.02%	21.06%
Country	20.79%	19.87%	20.06%
News/Talk	18.64%	18.33%	17.49%
CHR Contemp Hit Radio	17.06%	17.41%	18.36%
Rock	14.59%	13.94%	13.58%
Classic Rock	13.2%	12.86%	12.61%
Oldies	13.08%	12.81%	12.42%
Alternative	13.04%	13.02%	13.16%
Soft Contemporary	8.84%	9.12%	9.42%
Variety	8.8%	8.83%	9.04%
All News	7.91%	8.47%	7.94%
Urban Contemporary	7.59%	9.07%	10.88%
Religious	7.45%	7.43%	7.27%
All Talk	6.27%	6.37%	5.85%
Sports	6.1%	6.42%	6.5%
Classical	5.49%	5.3%	4.86%
Classic Hits	5.35%	4.97%	4.92%
Jazz	5.13%	5.87%	6.26%



Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	71.68%	70.76%	70.13%
Satellite Dish	58.75%	61.35%	63.92%
Soapnet	53.12%	54.25%	54.76%
Comedy Central	44.25%	43.8%	42.09%
Sci-Fi Channel	40.94%	40.18%	39.86%
Other Video-On-Demand	39.29%	40.95%	42.13%
MSNBC	36.48%	36.71%	36.98%
Adult Pay Per View TV	36.16%	37.17%	37.23%
Hallmark Channel	33.08%	32.61%	32.24%
TV Info From Sunday TV	32.91%	33.33%	33.17%
Magazine			
ESPN Classic	32.71%	31.85%	30.22%
ABC Fam.	32.1%	31.81%	31.47%

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Nickelodeon	31.88%	31.19%	31.27%
Adult Swim	31.68%	31.64%	32.15%
The Golf Channel	31.07%	30.93%	30.15%
Video-On-Demand Movies	30.75%	30.23%	30.99%
Subscribe Digital Cable	30.45%	31.58%	32.04%
ESPN2	29.02%	28.64%	28.23%
Nick At Nite	28.68%	27.82%	28.14%
TCM (Turner Classic	28.45%	28.76%	28.71%
Movies)			
USA Network	28.17%	28.86%	28.4%
TV Info From Newspapers	28.03%	28.7%	29.32%
BET (Black Entertainment TV)	27.74%	27.33%	27.24%
ESPN News	27.1%	26.62%	25.13%

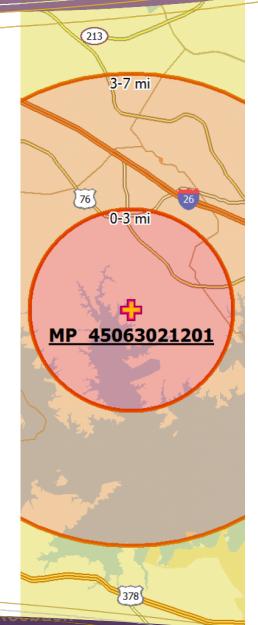
Union Willington Cope Oak Grove Pacolet Lockhart Lancaster Mill Darlington Clarks Hill Hampton Silverstreet Gloverville North Myrtle Beach Hilton Head Island Rock Hill Intercultural Institute Trmick Hickory Grove Privateer Arial Summerton Boiling Springs Easton for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Communication Media Usage

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

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

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



Carlisle Simpsonville Atlantic Beach Cowpens Lesslie McColl South Sumer Gaffney North Charleston Cershaw Latta Blythewood Boiling Springs McCormick Williams Jones Intercultural Institute Ance Mountville Kingstree Folly Beach Whitmire Lake City Timmonsville Golden Grove Riverview Lodge Copyright 2011, Intercultural Institute for Contextual Ministry Cover Springed 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	25.81%	25.44%	24.88%
Medium Users (4-6)	13.11%	13.27%	13.22%
Light Users (1-3)	21.67%	21.62%	21.57%
Quintiles (20%)			
Newspaper I (Heavy)	1.33%	1.14%	1.16%
Newspaper II	1.08%	1.2%	1.3%
Newspaper III	2.11%	2.27%	2.44%
Newspaper IV	0.6%	0.49%	0.51%
Newspaper V (Light)	1.29%	1.1%	0.96%

0-3	3-7	7-10
MILES	MILES	MILES
18.34%	19.03%	20.1%
7.58%	8.01%	8.78%
9.61%	9.55%	9.9%
10.79%	10.97%	11.43%
0.63%	0.59%	0.57%
6.19%	6.37%	6.5%
2.07%	2.23%	2.28%
2.65%	2.8%	2.95%
14.32%	14.2%	14.38%
23.14%	24.12%	23.85%
12.83%	12.86%	13.15%
5.18%	5.58%	5.72%
5.13%	4.72%	4.69%
18.46%	18%	18.47%
2.18%	2.14%	2.27%
	MILES 18.34% 7.58% 9.61% 10.79% 0.63% 6.19% 2.07% 2.65% 14.32% 23.14% 12.83% 5.18% 5.13% 18.46%	MILES MILES 18.34% 19.03% 7.58% 8.01% 9.61% 9.55% 10.79% 10.97% 0.63% 0.59% 6.19% 6.37% 2.07% 2.23% 2.65% 2.8% 14.32% 14.2% 23.14% 24.12% 5.18% 5.58% 5.13% 4.72% 18.46% 18%

Harleyville Society Hill Gilbert Gayle Mill Oak Grove Norway Winnsboro Wilkinson Heights Blacksburg Horth Charleston Meggett Anderson Simpsonville Lake City East Sumer Intercultural Institute Sutawville Salem Chester Furman North Gaffney Williston Seneca Y For Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILI
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths /			
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	2.96%	2.75%	2.7%	Prime Time I & II (Heavy)	3.58%	3.36%	3.3%
Drive Time III (Medium)	0.41%	0.43%	0.37%	Prime Time III (Medium)	1.91%	1.89%	2.02
Radio IV & V (Light)	2.65%	2.29%	2.13%	Prime Time IV & V (Light)	7.46%	7.85%	9.29
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	8.77%	9.07%	9.79%	Fringe I & II (Heavy)	40.51%	40.38%	39.6
Radio III (Medium)	4.95%	5.19%	5.5%	Fringe III (Medium)	47.82%	48.36%	48.6
Radio IV & V (Light)	2.73%	3%	3.14%	Fringe IV (Light)	54.04%	53.32%	53.0
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	18.08%	17.5%	17.7%	All Day I & II (Heavy)	10.48%	11.24%	12.1
Cable III (Medium)	4.18%	4.09%	4.09%	All Day III (Medium)	22.68%	22.4%	22.2
Cable IV & V (Light)	30.41%	31.38%	31.95%	All Day IV (Light)	12.26%	12.57%	13.0



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]	14.29%	13.45%	12.96%
6:00am - 10:00am	21.97%	21.97%	21.53%
10:00am - 3:00pm	6.14%	6.76%	7.3%
3:00pm - 7:00pm	12.8%	13.17%	13.76%
7:00pm - Midnight	18.48%	17.42%	16.56%
Midnight - 6:00am	6.08%	6.02%	5.9%
Weekend Radio			
Listeners			
Dayparts [summary]	16.51%	15.87%	16.01%
6:00am - 10:00am	6.65%	5.71%	5.04%
10:00am-3:00pm	7.08%	7.58%	7.66%
3:00pm - 7:00pm	7.49%	7.42%	7.62%
7:00pm - Midnight	11.46%	10.76%	10.39%
Midnight - 6:00am	12.7%	12.59%	12.38%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	11.78%	12.01%	12.22%
Saturday: 8:00-11:00pm	9.04%	8.82%	8.43%
Sunday: 7:00-11:00pm	11.85%	11.88%	12.21%
9:00am-1:00pm	28.68%	27.82%	28.14%
9:00am-4:00pm	32.49%	31.53%	31.78%
4:00pm-7:00pm	35.2%	34.63%	34.27%
11:00pm-1:00am	43.3%	44.06%	44.63%
AVG Prime time Mon-Sun	3.45%	3.38%	3.44%

Travelers Rest Sharon Manning East Gaffney Jonesville Piedmont Mount Carmel Kline Lake View Taylors Elgin Hodges Wedgewood Williamston McClellanville Inmar Columbia Care Savannah La cksport Irmo Folly Beach Buffalo Gloverville Red Bank Blythewood Society Hill For Contextual Ministry OSwego Society Hill For Contextual Ministry Isle of Palms Lamar Forest Acres Tega Cave Brunson

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	ти	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday				Wee	Weekend	Weekend	Weekend
6-7am	20.57%	19.84%	19.59%	Sat:	Sat: 7-10am	Sat: 7-10am 22.3%	Sat: 7-10am 22.3% 22.78%
7-9am	29.02%	28.64%	28.23%	Sat:	Sat: 10am-1pm	Sat: 10am-1pm 9.38%	Sat: 10am-1pm 9.38% 9.31%
9am-12noon	24.08%	23.49%	23.71%	Sat:	Sat: 1-4pm	Sat: 1-4pm 26.44%	Sat: 1-4pm 26.44% 27.1%
12noon-4pm	8.41%	8.03%	8.07%	Sat:	Sat: 4-6pm	Sat: 4-6pm 7.31%	Sat: 4-6pm 7.31% 7.47%
4-6pm	61.1%	60.72%	60.12%	Sat:	Sat: 6-7pm	Sat: 6-7pm 3.35%	Sat: 6-7pm 3.35% 2.8%
6-7pm	21.67%	20.62%	20.2%	Sat:	Sat: 7-8pm	Sat: 7-8pm 1.83%	Sat: 7-8pm 1.83% 1.69%
7-7:30pm	1.82%	1.75%	1.81%	Sat:	Sat: 8-11pm	Sat: 8-11pm 9.04%	Sat: 8-11pm 9.04% 8.82%
7:30-8pm	11.11%	10.81%	11.06%	Sat:	Sat: 11pm-1am	Sat: 11pm-1am 5.09%	Sat: 11pm-1am 5.09% 5.39%
8-11pm	11.78%	12.01%	12.22%	Sat:	Sat: 1am-7pm	Sat: 1am-7pm 28.17%	Sat: 1am-7pm 28.17% 28.86%
11pm-12am	36.48%	36.71%	36.98%	Sun	Sun: 7-10am	Sun: 7-10am 2.58%	Sun: 7-10am 2.58% 2.23%
11pm-1am	43.3%	44.06%	44.63%	Sun	Sun: 10am-1pm	Sun: 10am-1pm 8.13%	Sun: 10am-1pm 8.13% 7.67%
1-6am	36.83%	37.99%	38.11%	Sun	Sun: 1-4pm	Sun: 1-4pm 8.01%	Sun: 1-4pm 8.01% 7.86%
				Sun	Sun: 4-7pm	Sun: 4-7pm 16.43%	Sun: 4-7pm 16.43% 16.26%
				Sun	Sun: 7-11pm	Sun: 7-11pm 11.85%	Sun: 7-11pm 11.85% 11.88%
				Sun	Sun: 11pm-1am	Sun: 11pm-1am 5.09%	Sun: 11pm-1am 5.09% 5.2%
				Sun	Sun: 1-7am	Sun: 1-7am 26.32%	Sun: 1-7am 26.32% 25.84%

ge Hampton Ehrhardt Greenville Great Falls Batesburg-Leesville Hardeeville Burnettown Easley Furn Hulberry Ware Shoals Travelers Rest Welcome Williams McConnells Intercultural Institute Eastover Allendale Hollywood Pacolet Smoaks Fort Lawn Powdervi (Soutestual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

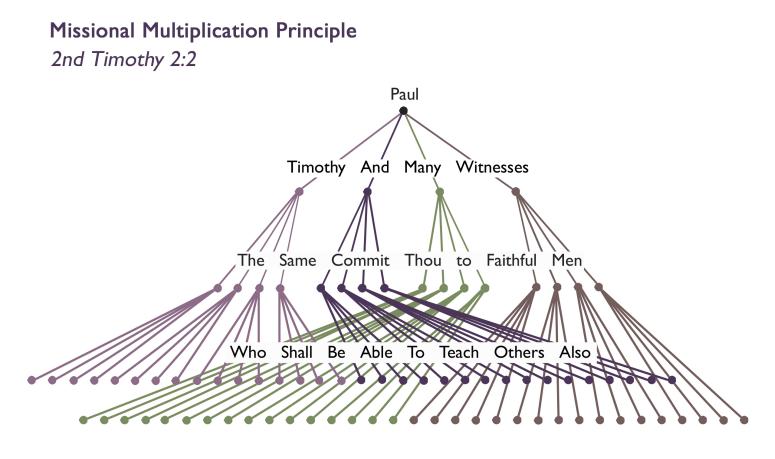
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Stuckey Fairfax Lyman Gantt Privateer Newport Beaufort Troy Ridgeville Summerville Clearwater Pewderville Arial Williamston Ruby Forestbrook Great Falls Welcome Intercultural Institute ummit St. George Honea Path Turbeville Pine Ridge Chester Springda 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.



Clover Ridgeway Andrews Roebuck Mulberry Atlantic Beach Laurens Hemingway Central Forest mathem Quinby Kingstree Moncks Corner Mullins Port Royal Fort Mill <u>Intercultural Institute</u> by Berea Coronaca Barnwell Startex Kershaw Cope Denmark Sprin of Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



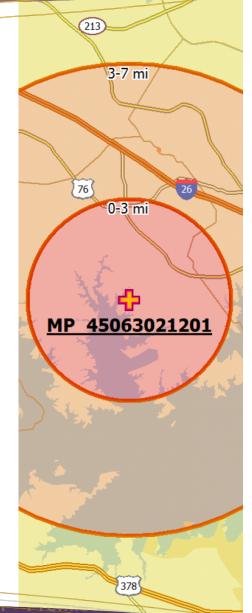


Your MissionSite and the Missional Suite

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:

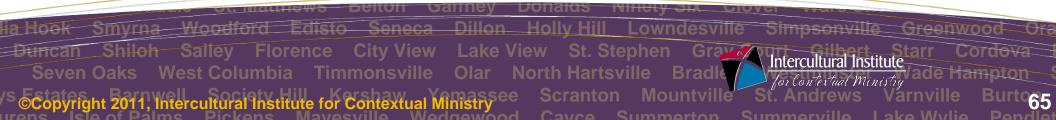
- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org



rstreet Pine Ridge Greenwood Lugoff Edisto Beach Hardeeville Sellers Edgefield Central Elgin Heath Seamore Mullins Gaffney Cokesbury Bennettsville Startex Smoaks Service Materica Oakland Piedra harleston Arial Chester Harleyville Stuckey Slater-Marietta Cameron Service Confectual Ministry Anderson Sc Copyright 2011, Intercultural Institute for Contextual Ministry

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

			DICTANCE	
	CHURCH	ADDRESS	DISTANCE	WRSHP AVG IICM CGR
1	Chapin	PO Box 640 Chapin, SC 29036	1.26 mi	0
2	White Rock	PO Box 426 White Rock, SC 29177	3.79 mi	0
3	Dreher Island	360 State Park Rd Prosperity, SC 29127	5.58 mi	0
4	Dutch Fork	PO Box 345 Ballentine, SC 29002	6.48 mi	0
5	Old Lexington	800 Old Lexington Rd Leesville, SC 29070	8.27 mi	0
6	East Lake Community	10057 Broad River Road Irmo, SC 29063	8.36 mi	0
7	Tommy's Interactive Church		9.26 mi	0
8	Irmo First	PO Box 3027 Irmo, SC 29063	9.29 mi	0
9	Harbison Church of the Cross	521 Lincolnshire Drive North Columbia, SC 29203	9.30 mi	0
10	Lake Murray	1001 Highway 378 W Lexington, SC 29072	9.31 mi	0
11	Bethel	2503 Bethel Church Rd Prosperity, SC 29127	9.35 mi	0
12	Gateway	1651 Dutch Fork Road Irmo, SC 29063	9.40 mi	0
13	Radius Church	Midway Elementary; 180 Midway Rd. Lexington, SC 29072	10.45 mi	0
14	Three Rivers	7452 Broad River Rd Irmo, SC 29063	10.47 mi	0
15	River Springs Church	1007 West Shady Grove Road Irmo, SC 29063	11.02 mi	0

Wedgewood Williamston Norris Olar Brookdale Inman Lowrys Cope Rowesville Lancaster Mill Sev tover Oakland Central Cheraw Blacksburg Monetta Santee Hampton Intercultural Institute Ulmer Myrtle Beach Lodge Kline Salem Brunson Hodges Buffalo (orfectual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Smoaks Oswego Dunean Chesnee Williams Joan66

APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Riverland Hills	201 Lake Murray Boulevard Irmo, SC 29063	11.36 mi	0	
17	Ignition Church	100 Old Cherokee Road Suite F118 Lexington, SC 29072	11.40 mi	0	
18	Still Waters	374 Delmar Road Leesville, SC 29070	11.47 mi	0	
19	Northwood	5236 Sunset Blvd Lexington, SC 29072	11.62 mi	0	
20	Center Pointe Community	PO Box 84458 Lexington, SC 29073	11.84 mi	0	
21	Lexington	308 E Main St Lexington, SC 29072	12.04 mi	0	
22	First Calvary	2320 Cedar Grove Rd Leesville, SC 29070	12.56 mi	0	
23	Laurel	330 Sample Rd Greenwood, SC 29649	12.67 mi	0	
24	New Heights	5501 Broad River Road Columbia, SC 29212	12.81 mi	0	
25	Crooked Run	7978 St Highway 269 Winnsboro, SC 29180	13.28 mi	0	
26	Little River	PO Box 171 Jenkinsville, SC 29065	13.38 mi	0	
27	Round Hill	230 Persimmon Ln Lexington, SC 29072	13.60 mi	0	
28	Oakwood	3520 Mineral Springs Rd Lexington, SC 29073	13.95 mi	0	
29	Saluda River	3459 Sunset Blvd West Columbia, SC 29169	14.27 mi	0	
30	Gilbert First	PO Box 414 Gilbert, SC 29054	14.29 mi	0	

Cottageville Due West Seneca Cross Hill Rembert Edisto Cane Savannah Woodford Parker South C Ware Shoals Springfield Little River Pomaria Cameron Central Pacolet Intercultural Institute Tum Branch Mountville Andrews Willington Salem Powderville Eureka (ortextual Ministry) Calhoun Falls ©Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
21					
31	Red Bank	120 Community Dr Lexington, SC 29073	14.52 mi	0	
32	Friend Church	411B Western Ln Irmo, SC 29063	15.00 mi	0	
33	Cedar Creek	1920 Cedar Creek Rd Blythewood, SC 29016	15.10 mi	0	
34	Kittiwake	420 Kitti Wake Dr West Columbia, SC 29170	15.26 mi	0	
35	White Knoll	742 Kitti Wake Dr West Columbia, SC 29170	15.27 mi	0	
36	Fellowship	4238 Augusta Rd Lexington, SC 29073	15.46 mi	0	
37	Pineview	3010 Leaphart Rd West Columbia, SC 29169	15.72 mi	0	
38	Sunset Boulevard	PO Box 4929 West Columbia, SC 29171	15.92 mi	0	
39	St Andrews	230 Bush River Rd Columbia, SC 29210	16.07 mi	0	
40	Beulah	891 Beulah Road Leesville, SC 29070	16.40 mi	0	
41	St John	1311 Old State Rd West Columbia, SC 29172	16.58 mi	0	
42	Brunson	PO Box 70 Brunson, SC 29911	16.64 mi	0	
43	Denny Terrace	6324 Dorchester Drive Columbia, SC 29203	16.79 mi	0	
44	South Lexington	116 Brevard Pkwy Lexington, SC 29073	16.79 mi	0	
45	Springdale	357 Wattling Rd West Columbia, SC 29170	16.87 mi	0	

Walterboro Winnsbero Dalzell Yemassee Latta Bamberg Forest Acres iva Cordova Beaufort Five F Fort Lawn Lancaster Mill West Union Manning Lake Wylie McClellar Intercultural Institute Tatum Cathour Lake Murray of Richland Boiling Springs Chesterfield Livingston Richburg for Contextual Ministry ^a Copyright 2011, Intercultural Institute for Contextual Ministry West Pelzer Gaffney Found Pleasant Lancaster Sur 68



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