# MissionSite top unreached locations

Darlington Mullins BATESBURG, SC Winnsboro Kershaw

Elko

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Roebuck HartsvilleNSUS TRACT: 45063021402 Rowesville Sha Multip Velcome Jonesville Gaston Dunean REGION: Midlands Region Central Pacolet Southe ASSOCIATION: Lexington County Igin Summerville Piedmont Edisto Newberry Nichols Silverstreet Lacounty:/Lexington Ridge Simpsonville In partnership with the: Second Head Island Windsor I Intercultural Institute Peak Arcadia Lakes Clio Pinewood Allendale Jenkinsville Dillon for Contextual Ministry levels and Pomaria L South Carolina and Clearwater Specific Baptist Convention as Luray Lo h©Copyright 2011, Intercultural Institute for Contextual Ministry Will Chapin St. Stephen Summit Brunson Varnville No

#### MissionSite (TM) Table of Contents

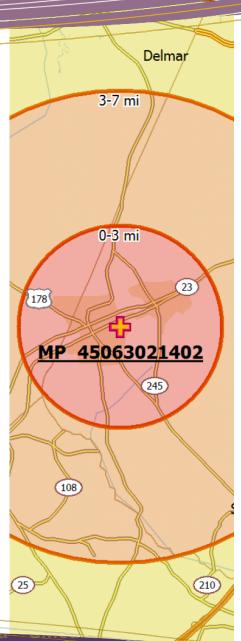
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers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

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#### Site Location Summary

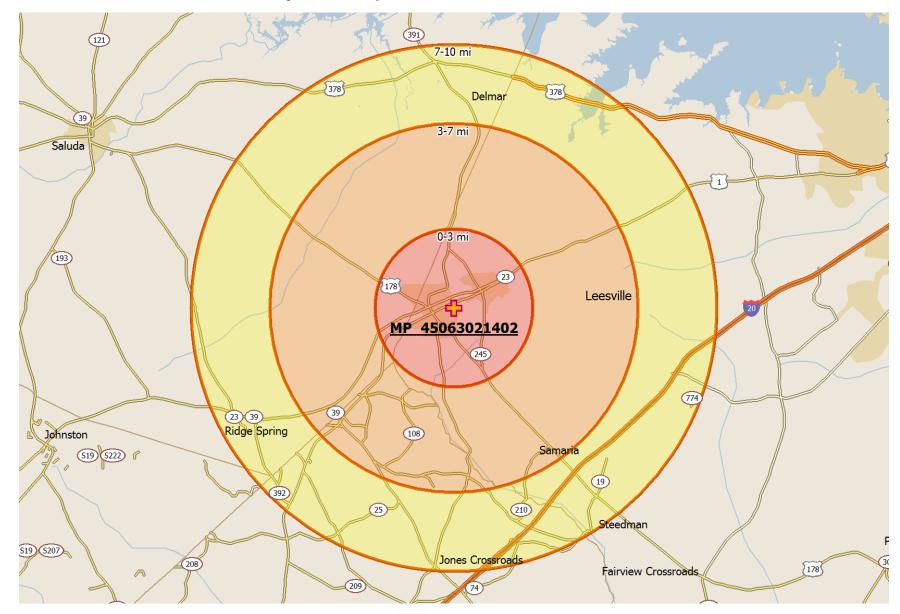
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	29006	Lexington
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.13	Small towns adjacent to a small town
8	Sitescape Density Pattern	13	10000-10000-50000



ee North Myrtle Beach Beiton Irwin Laurens North Augusta Myrtle Beach Pine Ridge Lowrys Kiawah Isla desville Promised Land Ward Johnsonville Cross Hill Elgin Cheraw Intercultural Institute Beach Sycamore Inman Mills Dillon Boiling Springs Edgefield Murph for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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



Pelzer Easley Snelling Troy Gifford Ladson Lancaster Shell Point Dunean Utica Walterboro Source Source Aiken Lake City Seabrook Island Hemingway Camden Intercultural Institute Folly Beach Cambrid Contextual Ministry Furnian Me Greenville Edgefield St. Matthews Wade Hampton Salem Isle of Palms Contextual Ministry Furnian Me Copyright 2011, Intercultural Institute for Contextual Ministry Princeton Judson Reeves ville Rockville Mountville 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 E	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban 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

Chiffe Acres Antreville Bamberg Latta Mauldin Hardeeville Clarks Hill Startex Tega Cay Rock Hill Rules Starr Richburg Coward Gloverville Saxon Bucksport Snelling Brunes Intercultural Institute Ckville Rockville Reevesville Plum Branch Ehrhardt Greenwood Pomar for Confertual Ministry Confertual Ministry Spartanburg 5 Copyright 2011, Intercultural Institute for Contextual Ministry Floin Charleston Elgin Stuckey Perry Spartanburg 5

## 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	7,627	7,985	11,645
2010 Households	3,040	3,067	4,435
2010 Group Quarters Population	45	26	6

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	22	14	18
Language Diversity National Index	7	27	26
Foreign Born Diversity National Index	16	30	6
Ancestry Diversity National Index	25	42	48
Racial Diversity National Index	67	48	39

Caster Joanna Oak Grove Taylors Anderson Shiloh Carlisle Aynor Pawleys Island McBee Lake City Lake View Chapin Watts Mills Blackville Gifford Isle of Palms Bly Contextual Institute A Oakland Elgin Lincolnville Vance Pamplico Scranton Sellers Due for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Site Location Summary - County Environment

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

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

colnville Swansea Felly Beach Burnettown St. Stephen North Hartsville Startex Promised Land Wilkinson Hurrells Inlet Aynor St. Andrews Plum Branch Pendleton Coronaca ille Princeton Inman Bethune Greenwood Lake Secession Sullivan's Islow for Contextual Ministry Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual 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	55	1.81%
Mainstay Communities	Established, Diverse Households	162	5.33%
Working Communities	Blue-collar, Working Families	476	15.66%
Country Communities	Rural, Agri. & Mining Families	233	7.66%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,423	46.81%
Urban Communities	High Density, Inner-city Neighborhoods	690	22.7%

Coll Ninety Six Pinewood Mount Croghan Quinby Prosperity Shell Point Clarks Hill Hardeeville Jacks Hill Liberty Charleston Boiling Springs Hartsville Bradley Greenville <u>Intercultural Institute</u> Lowrys Wine Blacksburg Snelling Edgefield Lockhart Garden City Burton Cane Sa 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.

ort Mill Lynchburg Elloree Belvedere Society Hill Elgin Seven Oaks Chester Heath Springs Clinton W Hilliams Lexington Waterloo Oak Grove Yemassee Clio Hardeeville Ille Williamston Princeton Little River Campobello Fairfax Gloverville Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

#### Issues for Your Consideration - continued

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



# 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	2,129	3.11%
Unreached %	67.51%	70.04%	103.76
Religious But NOT Evangelical HH	17,041	742	4.35%
Religious But NOT Evangelical %	16.81%	24.41%	145.18
Spiritual But NOT Relig or Evang HH	11,319	210	1.86%
Spiritual But NOT Relig or Evang %	11.17%	6.92%	61.95
Not Evangelical, Not Interested HH	40,202	1,209	3.01%
Not Evangelical, Not Interested %	39.67%	39.76%	100.22



Island Willington West Union Promised Land Ruby Ninety Six St. Matthews Norway Sans Souci Mulber are City Mount Croghan Startex Monarch Mill Nichols Windsor Welcorper Sineta Govan Roebuck Tranchville South Congaree Springdale Elloree East Gaffney Furman Clin For Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Spirituality Indicators - Churchscape**

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of SCBC Churches	82	4	4.88%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	12,389	342	2.76%
Active Evangelical Percent	12.22%	11.26%	92.08
Inactive Evangelical Households	20,544	568	2.76%
Inactive Evangelical Percent	20.27%	18.67%	92.1
# New Churches Needed	0	0	0%





## Spirituality Indicators - 30 Closest SCBC Churches

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

	CHURCHES	DIST.
1	East Side	0.56 mi
2	Batesburg First	0.88 mi
3	Leesville First	1.42 mi
4	Bethlehem	2.45 mi
5	West Creek	3.86 mi
6	Old Samaria	4.75 mi
7	Bethel	5.18 mi
8	Beulah	5.37 mi
9	Mt Ebal	6.35 mi
10	First Calvary	6.73 mi
11	Gilbert First	8.19 mi
12	Ridge Spring	8.66 mi
13	Still Waters	9.12 mi
14	Richland Springs	9.97 mi
15	The ToolShed	10.04 mi

	CHURCHES	DIST.
16	Steadman	10.05 mi
17	Sardis	10.28 mi
18	Mt Pleasant	10.55 mi
19	Old Lexington	10.87 mi
20	Oak Grove	10.92 mi
21	Oak Grove	11.30 mi
22	Ward	12.08 mi
23	Harbison Church of the Cross	12.26 mi
24	Round Hill	12.83 mi
25	Pine Grove	12.92 mi
26	Dry Creek	13.74 mi
27	Lake Murray	13.83 mi
28	Bethel	14.88 mi
29	New Holland	14.89 mi
30	Kedron	14.99 mi

ton Head Island Williams Plum Branch Socastee Luray Manning Woodruff Mayesville Bethune Lesslie Moncks Corner Meggett Woodford Lake City Clemson Darlington Intercultural Institute Gantt Ridge Spring Salley Awendaw Jonesville Kershaw Patrick Ello for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Cifford Holly Hill North Myrtle Beach Hollywood Wellford

## 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

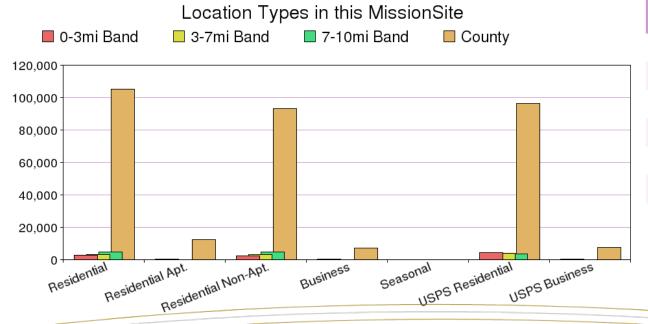
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

rfield Timmonsville Richburg Jonesville Homeland Park Branchville West Peizer Easley Easlover Greek Lamar York Eureka Mill North Myrtle Beach Salem Lugoff Six Mile Intercultural Institute Ligin Bamberg Harleyville Little Mountain Cottageville Garden City Valle Jon Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bishopville Modoc Central Pacolet Gray Court Bluffto 14

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	7,715	4.6%
2000 Population	216,014	7,352	3.4%
2010 Population	261,421	7,627	2.92%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	61,618	2,819	4.57%
2000 Households	83,240	2,872	3.45%
2010 Households	101,347	3,040	3%

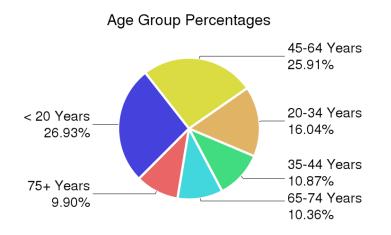


Location Type	0-3mi Band
Residential	2,814
Residential Apt.	262
Residential Non-Apt.	2,552
Business	332
Seasonal	0
USPS Residential	4,453
USPS Business	469

Pelzer Ruby Stateburg Union Windsor Allendale Tatum Due West Chester Parksville Seabrook Island Honcks Corner Eutawville Greenville Taylors Clinton Oak Grove Laver Intercultural Institute Ravenel McColl Livingston Antreville Harleyville Bowman Arial Black (on Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

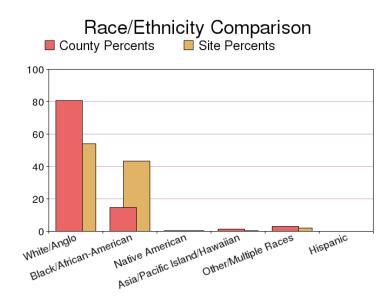


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.39%	4.89%	90.72
4-5 Years	2.72%	2.5%	91.91
6-8 Years	4.1%	4.13%	100.73
9-11 Years	4.08%	4.05%	99.26
12-13 Years	2.71%	2.73%	100.74
14-17 Years	5.35%	5.61%	104.86
18-19 Years	2.66%	3.02%	113.53
0-5 Years	8.12%	7.39%	91.01
6-12 Years	9.53%	9.51%	99.79
13-19 Years	9.36%	10.03%	107.16
< 20 Years	27.01%	26.93%	99.7
20-34 Years	18.79%	16.04%	85.36
35-44 Years	13.71%	10.87%	79.29
45-64 Years	27.2%	25.91%	95.26
65-74 Years	7.53%	10.36%	137.58
75+ Years	5.76%	9.9%	171.88
Median Age	38	41	106.38
Median Age (Male)	37	37	101.9
Median Age (Female)	39	43	108.71

Greenville Greeleville Holly Hill Parker Richburg Jonesville Florence Greenwood Pawleys Island W Head Heights Kiawah Island Harleyville Reevesville Johnston Bonneau Intercultural Institute Summerville Privateer Tatum McBee Homeland Park Iva Mayo Irwin For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	80.58%	53.89%	66.88
Black, African-American	14.71%	43.4%	295.1
Native American	0.39%	0.25%	63.23
Asian	1.43%	0.38%	26.56
Pacific Island, Hawaiian	0.04%	0.01%	30.07
Other/Multiple Races	2.85%	2.07%	72.72
Hispanic	0%	4.84%	0
Education of Adults (25 vrs+)			

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	174,841	5,146	
Less than 9th Grade	3.1%	7.27%	42.61
No High School Diploma	7.83%	13.89%	56.36
High School Graduate	30.81%	34.01%	90.6
Some College, no degree	22.07%	20.85%	105.84
Associate Degree	9.36%	6.82%	137.24
College Degree	17.11%	11.06%	154.78
Graduate/Prof. degree	9.72%	6.1%	159.26

wille Ridgeland Lincolnville Abbeville Windsor Clio Boiling Springs St. George Cope York Bennetts A Bonneau Due West Ladson West Pelzer Burton Hickory Grove Smoak Creek Furman Smyria Welcome Ridge Spring Iva McClellanville Andrews Gaffney Norris Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Beach Carliste Forest Forest Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	6.17%	11.61%	202.83
\$10,000 to \$19,999	9.73%	15.59%	160.33
\$20,000 to \$29,999	10.3%	13.75%	133.5
\$30,000 to \$49,999	21.75%	23.22%	106.77
\$50,000 to \$59,999	8.77%	6.09%	69.39
\$60,000 to \$69,999	8.29%	7.63%	92.02
\$70,000 to \$79,999	7.26%	5.2%	71.63
\$80,000 to \$89,999	5.9%	3.62%	61.35
\$90,000 to \$99,999	4.05%	2.34%	57.66
\$100,000 to \$124,999	8.24%	6.18%	75.01
\$125,000 to \$149,999	4.2%	3.39%	80.74
\$150,000 to \$199,999	3.14%	0.07%	2.1
\$200,000 to \$249,999	0.84%	0%	0
\$250,000 or more	1.36%	1.32%	96.42
Median Household	52,028	36,868	70.86
Average Household	66,759	53,751	80.51
Per Capita Household	26,201	21,434	81.81
Family/Non-Family Household			
Income			
Median Family Income	63,707	47,375	74.36
Average Family Income	78,715	65,493	83.2
Median Non-Family Income	32,934	23,745	72.1
Average Non-Family Income	41,591	27,822	66.89

Stater-Marietta Travelers Rest Conway Riverview St. Matthews North Myrtle Beach Bradley Dalzell Patrick North Denmark Elgin Norris Latta Pickens Forestbrook Durge Aiken Greeleyville Port Ro tephen Irwin Gilbert Hemingway Hickory Grove North Hartsville Branch for Confectual Ministry rinceton Mour ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	67.79%	65.49%	96.61
Families with Children	32.81%	33.52%	102.15
Families without Children	34.98%	31.97%	91.41
Non-Family Households			
% Non-Family Households	32.21%	34.51%	107.14
Non-Families with Children	0.18	0.2	109.3
Non-Families without Children	32.03	34.31	107.13
Housing Units			Index
Total Housing Units	110,026	3,380	
Vacant percent	7.89%	10.09%	127.9
Owned percent	69.2%	60.65%	87.65%
Rented Percent	22.92%	29.29%	127.82
Households by Size			Index
Avg household size	2.55	2.49	97.65
Avg family hh size	3.17	3.15	99.37
Avg non-family hh size	1.26	1.26	100
Households By Count of Persons			Percent
One	26,872	945	3.52%
Two	31,125	867	2.79%
Three or Four	34,551	960	2.78%
Five+	8,799	267	3.03%

Verville Seabrook Island Saluda Piedmont Gifford Landrum Lakewood Monetta Gray Court Pawleys Isl Beach Due West Cottageville Kershaw Lake City Williams St. Stephen <u>Intercultural Institute</u> Pinewood Cor Head Island Pamplico Centerville Ulmer Boiling Springs Forest Acres So Contextual Ministry OCopyright 2011, Intercultural Institute for Contextual Ministry Buttalo Gayle Mill Livingston Ebrbardt Wellford South Conde

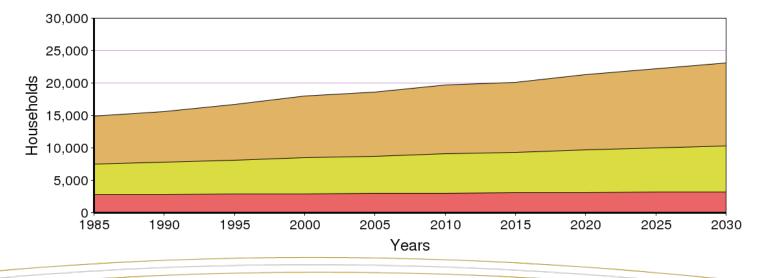
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	7,715	4.6%
2000 Population	216,014	7,352	3.4%
2010 Population	261,421	7,627	2.92%
2015 Population	290,476	7,875	2.71%

Household Change from 1985 to 2030

📕 0-3mi Ring 👘 🔲 0-7mi Ring

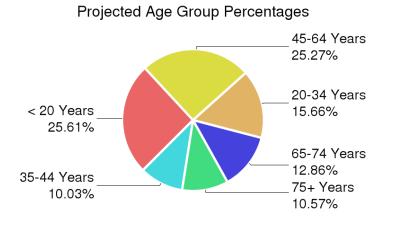
ı 🛛 🔲 0-10mi Ring



Latta Kingstree Wilkinson Heights Hemingway Harleyville Oakland Greenville Easley Cope Pacolet Clearwater Cameron Forest Acres North Boiling Springs Johnston Little Intercultural Institute Loris Parker Hollywood North Hartsville Waterloo Edgefield St. Matter Intercultural Institute for Contextual Ministry Clemson Fountain Inn Simpsonville Ladson Elgin 20 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.

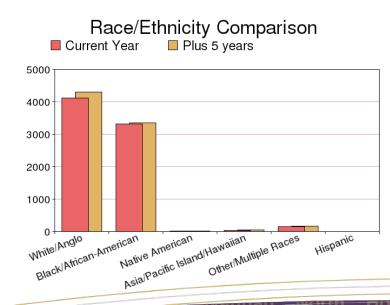


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.89%	4.43%	90.59
4-5 Years	2.5%	2.27%	90.8
6-8 Years	4.13%	3.91%	94.67
9-11 Years	4.05%	3.82%	94.32
12-13 Years	2.73%	2.72%	99.63
14-17 Years	5.61%	5.45%	97.15
18-19 Years	3.02%	3.02%	100
0-5 Years	7.39%	6.7%	90.66
6-12 Years	9.51%	9.05%	95.16
13-19 Years	10.03%	9.87%	98.4
< 20 Years	26.93%	25.62%	95.14
20-34 Years	16.04%	15.66%	97.63
35-44 Years	10.87%	10.03%	92.27
45-64 Years	25.91%	25.28%	97.57
65-74 Years	10.36%	12.86%	124.13
75+ Years	9.9%	10.57%	106.77
Median Age	38	42	110.76
Median Age (Male)	37	39	105.9
Median Age (Female)	39	46	115.59

Oak Grove Wagener Coronaca Gray Court North Williamston Seabrook Island Waterloo Ridgeville Iften Starr Fort Lawn Camden North Hartsville Ware Shoals Edisto Waterloo Intercultural Institute ta Olanta Kiawah Island Springdale Kingstree Norway Hilton Head Island For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	53.89%	54.53%	101.19
Black, African-American	43.4%	42.58%	98.11
Native American	0.25%	0.24%	96.85
Asian	0.38%	0.58%	153.63
Pacific Island, Hawaiian	0.01%	0.01%	96.85
Other/Multiple Races	2.07%	2.07%	99.92
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	5,146	5,392	
Less than 9th Grade	7.27%	5.71%	78.6
No High School Diploma	13.89%	11.91%	85.69
High School Graduate	34.01%	34.94%	102.75
Some College, no degree	20.85%	21.59%	103.53
Associate Degree	6.82%	7.36%	107.95
College Degree	11.06%	11.44%	103.49
Graduate/Prof. degree	6.1%	7.05%	115.5

ephen Bethune McColl Sans Souci Rock Hill Wedgewood Atlantic Beach Edisto Patrick Bradley Fairf Lodge Brookdale Santee Belton Wellford Laurel Bay Kiawah Island Intercultural Institute ureka Mill Lugoff Burnettown Heath Springs Willington Lakewood Hart Intercultural Institute Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	11.61%	10.79%	92.93
\$10,000 to \$19,999	15.59%	14.75%	94.59
\$20,000 to \$29,999	13.75%	12.82%	93.23
\$30,000 to \$49,999	23.22%	22.5%	96.88
\$50,000 to \$59,999	6.09%	5.85%	96.19
\$60,000 to \$69,999	7.63%	7.98%	104.55
\$70,000 to \$79,999	5.2%	5.53%	102.56
\$80,000 to \$89,999	3.62%	4.02%	107.55
\$90,000 to \$99,999	2.34%	2.35%	100.81
\$100,000 to \$249,999	6.18%	7.42%	120.03
\$125,000 to \$149,999	3.39%	4.15%	122.58
\$150,000 to \$199,999	0.07%	0.2%	298.23
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	1.32%	1.44%	109.35
Median Household	36,868	39,594	107.39
Average Household	53,751	58,269	108.41
Per Capita Household	21,434	22,638	105.62
Family/Non-Family Household			
Income			
Median Family Income	47,375	51,154	107.98
Average Family Income	65,493	71,755	109.56
Median Non-Family Income	23,745	25,356	106.78
Average Non-Family Income	27,822	31,024	111.51

Dalzeli Lynchburg Pine Ridge Rowesville Florence Jamestown Reevesville Saxon Smoaks Clarks Hill geville Wedgewood Kingstree Clearwater Holly Hill Eureka Mill Gloverville Hilton Head Island Startex Greenville Windsor Homeland Park Sycamore Lancaster Mill Chest Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	65.49%	63.31%	96.67
Families with Children	33.52	31.75	94.73
Families without Children	31.97	29.99	93.79
Non-Family Households			
% Non-Family Households	34.51%	36.69%	106.33
Non-Families with Children	0.2	0.16	106.33
Non-Families without	34.31	36.53	106.46
Children			
Housing Units			
Total Housing Units	3,380	3,399	100.56%
Vacant percent	10.09%	10%	99.15
Owned percent	60.65%	60.22%	99.3
Rented Percent	29.29%	29.77%	101.65
Households by Size			
Avg household size	2.49	2.56	102.81%
Avg family hh size	3.15	3.33	105.71%
Avg non-family hh size	1.26	1.24	98.41%
Households By Count of			
Persons			
One	945	1,009	106.77%
Two	867	760	87.66%
Three or Four	960	970	101.04%
Five+	267	320	119.85%

Northlake Taylors Belvedere Pickens Cheraw Lake City Elko Bucksport Atlantic Beach St Andre Peak Laurel Bay Pawleys Island Heath Springs Hanahan Jamestown Browning Walterboro Cottage I nesville Woodfield Belton Pageland Iva Rembert Travelers Rest Stuck for Contextual Institute Contextual Ministry Starr Timmonsville Williston Rowesville Aiken Surfs 2

# **Ethnographic Summary**

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

BORN IN:	0-3	3-7	7-10	BORN IN	:	: 0-3	: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	57	153	239	Eastern Africa		0	0 0
Northern Europe	8	14	1	Middle Africa		0	0 0
Western Europe	0	23	18	Northern Africa		0	0 4
Southern Europe	0	0	0	Southern Africa		0	0 4
Eastern Europe	0	3	0	Western Africa		0	0 0
Other Europe	0	0	0	Other Africa		0	0 0
Eastern Asia	38	3	20	Oceania	C	)	) 5
So. Central Asia	0	0	0	Caribbean	3		5
SE Asia	0	0	0	Central Amer.	4		73
Western Asia	0	0	0	South America	2		17
Other Asia	0	0	0	North America	2		2
				Born at sea	0		0

Head Island Lowrys Pickens Fort Mill City View Pine Ridge Greenwood Varnville Aynor Surfside Beac Hacksburg Princeton Walhalla Pelzer Slater-Marietta Springfield Eastover Fasky Blenheim Chapin Le Chesnee Iva Bamberg Rock Hill India Hook Shiloh Salem Denm For Confectual Ministry Stocopyright 2011, Intercultural Institute for Contextual Ministry

# Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	7,285	6,091	10,648	Other Indo-Euro	0	4	7
Spanish	113	251	275	Asian/PI languages	0	0	0
Other Indo-Euro	50	86	153	Chinese	25	7	9
language				Japanese	0	9	54
French (incl. Patois,	38	31	45	Korean	13	0	20
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	8	15	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	10	31	77	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	1	4
Other West Germanic	0	6	6	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	0	0
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	10	0
Russian	2	4	0	Navajo	0	0	0
Polish	0	2	3	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	7	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	3	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

Murphys Estates Gray Court Pacolet Stuckey North Charleston Manning Chesterfield Campobello Stx Mile Blacksburg Cross Hill Hanahan Saluda North Hartsville Boo Intercultural Institute Ington Rowesville Cameron Paxville Lake Secession Oswego Wilkins For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	5,626	4,947	8,236	Irish	Irish 272	Irish 272 317
Arab	4	6	0	Italian	Italian 74	Italian 74 102
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 5
Austrian	0	0	0	Norwegian	Norwegian 12	Norwegian 12 6
British	11	16	34	Polish	Polish 21	Polish 21 57
Canadian	0	18	15	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	0	0	Russian	Russian 0	Russian 0 1
Czechoslovak	15	6	2	Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	0	0	28	Scotch-Irish	Scotch-Irish 85	Scotch-Irish 85 101
Dutch	27	37	106	Scottish	Scottish 35	Scottish 35 66
English	397	366	600	Slovak	Slovak 0	Slovak 0 0
European	35	26	77	Subsaharan African	Subsaharan African 63	Subsaharan African 63 18
Finnish	9	9	2	Swedish	Swedish 6	Swedish 6 17
French (not Basque)	29	45	252	Swiss	Swiss 1	Swiss 1 6
French Canadian	12	24	18	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	742	830	1,592	US/American	US/American 1,397	US/American 1,397 1,433
Greek	0	0	0	Welsh	Welsh 7	Welsh 7 11
Hungarian	0	4	4	West Indian	West Indian 2	West Indian 2 3
Iranian	0	0	0	Yugoslavian	Yugoslavian 3	Yugoslavian 3 0
				Other	Other 2,367	Other 2,367 1,416

Prangeburg Hanahan Chester Southern Shops Turbeville Little River Reldville Elloree Winnsboro Mills Clanta Smyrna Swansea Reevesville Varnville Nichols Blythewood n Mount Pleasant Santee Waterloo East Gaffney Conway Watts Mills Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Demographic Indicators

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

#### Issues for Your Consideration

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

Sharon Saxon Pomaria Lake Secession Manning North Augusta Fairfax Lancaster Mill Donalds Ridgeville Oak Grove Cowpens Greer Forestbrook Oswego Clarks Hill Millwoor Intercultural Institute erville Goose Creek Pawleys Island Aynor Central Gantt Waterloo Spring for Contextual Ministry Googright 2011, Intercultural Institute for Contextual Ministry

# Using the Demographic Indicators

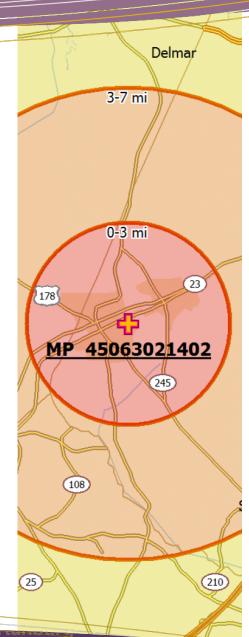
#### Issues for Your Consideration - continued

- 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?

Pacolet Darlington Lockhart West Pelzer St. George City View Paxville Coward Batesburg-Leesville Hutlins Arcadia Lakes Red Hill Ridge Spring Luray Oswego Privateer Censon Denmark Calhoun E dgefield Lowrys Isle of Palms Laurens Quinby Prosperity Mountville Confectual Ministry 9 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.



e Pinewood Perry Georgetown Taylors Goose Creek Saxon St. George Blackville East Gaffney Due K disto Beach Bennettsville Pickens Edgefield Joanna Monarch Mill Lange Intercultural Institute McConnells Latta Wagener Williams Varnville Stuckey Estill Swan for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,040	100%	2,130	100%
AFFLUENT SUBURBIA	41	1.35%	29	1.36%
America's Wealthiest	0	0%	0	0%
Dream Weavers	5	0.16%	4	0.19%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	36	1.18%	25	1.17%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	14	0.46%	9	0.42%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	14	0.46%	9	0.42%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	72	2.37%	46	2.16%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	72	2.37%	0	0%
Family Convenience	0	0%	46	2.16%
Mid-Market Enterprise	0	0%	0	0%

Jackson Beaufort Seven Oaks Jonesville Allendale Parksville West Union Fort Mill Gilbert Ehrhardt Harion Pinewood Tatum Laurel Bay Barnwell Irmo Pomaria Calhoun Intercultural Institute Santee Johnsonville Lodge Quinby Turbeville Lakewood Cordova W Jor Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Forest Acres McConnells Fairfax Batesburg-Leesville

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	3,040	100%	2,130	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	90	2.96%	58	2.72%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	62	2.04%	40	1.88%
Professional Urbanites	2	0.07%	1	0.05%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	26	0.86%	17	0.8%
Mature America	0	0%	0	0%
METRO FRINGE	476	15.66%	326	15.31%
Steadfast Conservative	439	14.44%	301	14.13%
Moderate Conventionalists	15	0.49%	10	0.47%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	22	0.72%	15	0.7%

Red Bank Central Pacelet Estili Newberry Lynchburg Lodge North Mulberry Reevesville Lugoff Pene Datzell Winnsboro Pelion Seneca Holly Hill Conway Clinton Mauldin Intercultural Institute New Ellenton Berea Lake View Utica Roebuck Princeton Clarks H Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Watts Mills 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 & Percent	
Total	3,040	100%	2,130	100%
REMOTE AMERICA	109	3.59%	65	3.05%
Hardy Rural Fam.	24	0.79%	15	0.7%
Rural Southern Living	68	2.24%	40	1.88%
Coal & Crops	17	0.56%	10	0.47%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,423	46.81%	1,054	49.48%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	1,423	46.81%	1,054	49.48%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	124	4.08%	75	3.52%
Aspiring Hispania	45	1.48%	0	0%
Industrious Country Living	0	0%	31	1.46%
America's Farmland	1	0.03%	0	0%
Comfy Country Living	65	2.14%	1	0.05%
Small Town Connections	13	0.43%	38	1.78%
Hinterland Fam.	0	0%	5	0.23%

Prosperity Lake Murray of Richland Chesnee Winnsboro Calhoun Falls **Figure South Congaree Ra** Ioncks Corner Chester Bluffton Neeses Andrews Greeleyville Snelling for Contextual Ministry Wagener Tu Occopyright 2011, Intercultural Institute for Contextual Ministry Monetta Smyrna Jetterson Saluda Central Pacolet 33

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Perce	ent
Total	3,040	100%	2,130	100%
STRUGGLING SOCIETIES	584	19.21%	394	18.5%
Rugged Southern Style	19	0.63%	11	0.52%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	565	18.59%	383	17.98%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	106	3.49%	74	3.47%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	106	3.49%	74	3.47%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Quinby Blythewood Clearwater Laurens Olar Bowman Briarcliffe Acres East Sumter Turbeville Nor Marion McConnells Homeland Park Cameron Ridge Spring Seneca Intercultural Institute Timmonsville Promised Land Murrells Inlet Hartsville Duncan Honea Paris Confextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

ancaster Darlington St. Andrews Cameron Sellers Abbeville Walhalla Greeleyville Scranton Clio Eight duilins Oakland Sharon Burton Fort Lawn Central Pacolet New Ellenton Intercultural Institute Estill Varnville Columbia Holly Hill Mayesville Fort Mill Briarcliffe Acre Tor Contextual Ministry Scopyright 2011, Intercultural Institute for Contextual Ministry Conte

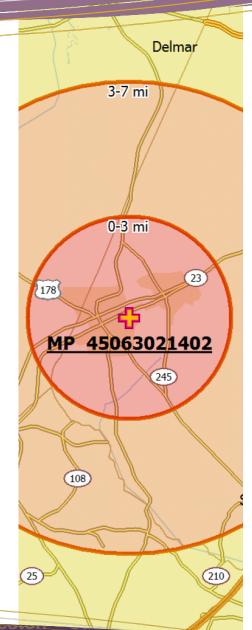
#### **Potential Cultural Bridges**

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).



kland Kershaw <u>Due West</u> Brookdale Carlisle Lyman Mount Pleasant East Gaimey North Charleston Hei Lancaster Mill Timmonsville Starr Startex Blenheim Heath Springs <u>Intercultural Institute</u> Nichols Gant Sowman Manning Prosperity Harleyville Briarcliffe Acres Clinton Wellfor Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Beauty Swapses Patrick Law

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	71%	75%	77%
Use Comp. for Internet/E-mail	49%	55%	58%
Internet Use: E-Mail	41%	45%	47%
Use Comp. for Comp. Games	36%	38%	39%
Use Comp. for Education	30%	31%	32%
Use Comp. for Word Processing	29%	33%	35%
Use Comp. for Shopping	26%	31%	33%
HH Owns DVD Player	26%	27%	28%
Use Comp. for Digital Camera	24%	27%	29%
Photo Editing			
Use Comp. for Banking	23%	27%	30%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	22%	25%	26%
Internet Use: Banking	20%	24%	26%
PC-Network-HH Has One	17%	18%	19%
Use Comp. for News/Info./Data	17%	19%	20%
Service			
Internet Use: Research/ Education	11%	10%	10%
Use Comp. for Filing/DB Mngmnt	11%	11%	12%
Use Comp. for Personal Financial	10%	12%	13%
Mngmnt			
Internet Use: Read Magazines/	10%	9%	9%
Newspapers			
Use Comp. for Accounting	9%	13%	14%
Internet Use: Shopping: Gathered Info. for Shopping	9%	10%	10%



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	66%	67%	67%
Reading Books	51%	51%	51%
Dining Out (Not Fast Food)	48%	53%	54%
Card Games	40%	41%	42%
Cooking for Fun	35%	36%	36%
Board Games	29%	32%	33%
Go To A Beach/Lake	29%	32%	34%
Gardening	28%	32%	33%
Visit Museum	17%	17%	17%
Going To	16%	17%	18%
Bars/Nightclubs/Dancing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	70%	69%	69%
Gen./Fam. Practitioner	36%	39%	40%
Dentist	25%	25%	26%
Backache	24%	24%	24%
Hypertension/High Blood	23%	21%	20%
Pressure			
Eye Dr.	21%	21%	21%
High Cholesterol	20%	19%	18%
None Of These	18%	18%	19%
Any Arthritis	17%	16%	16%
Acid Reflux Disease (GERD)	16%	16%	15%

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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	24.57%	25.4%	25.66%
Live Theater	17.24%	17.01%	17.2%
Live Theater Most Often	13.94%	14%	14.21%
Rock/Pop Concerts Most	13.84%	13.78%	13.58%
Often			
Comedy Club	9%	8.77%	8.89%
Dance Performance	9%	7.89%	7.38%
Movies: Comedy	39.65%	39.27%	39.44%
Movies: Action/Adventure	38.24%	38.06%	38.14%
Movies: Fam.	22.27%	20.68%	20.39%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Drama	22.22%	20.73%	20.16%
Movies: Romantic Comedy	19.78%	18.95%	18.85%
Movies: Mystery	17.39%	17.05%	16.82%
NFL Football Reg. Season	4.91%	5.33%	5.62%
College Football Reg.	4.82%	5.32%	5.57%
Season			
MLB Baseball Reg. Season	4.06%	5.32%	6.07%
College Basketball Reg.	3.54%	3.83%	3.96%
Season			
NBA Basketball Reg.	3.11%	2.86%	2.91%
Season			
Auto Racing Events	1.92%	2.34%	2.65%

tageville Pickens Sellers Euroka Mill Swansea Elgin Hilda Aynor Denmark Judson Greenwood Star En Heights Livingston Summerton Tatum Smoaks East Gaffney Bishop Intercultural Institute Clarks Hill Shiloh North Elko Hampton Norway Barnwell Isle of Palms for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	37.48%	37.52%	37.81%	Mountain/Road Biking	Mountain/Road Biking 9.53%	Mountain/Road Biking 9.53% 10.69%
Swimming	25.99%	30.46%	32.27%	Camping Trips	Camping Trips 9.45%	Camping Trips 9.45% 13.68%
Bowling	20.58%	21.87%	22.22%	Volleyball	Volleyball 8.82%	Volleyball 8.82% 8.96%
Basketball	18.03%	16.77%	16.44%	Softball	Softball 7.75%	Softball 7.75% 7.88%
Billiards/Pool	16.69%	18.44%	19.15%	Hunting	Hunting 7.43%	Hunting 7.43% 9.97%
Freshwater Fishing	15.48%	19.82%	21.17%	Soccer	Soccer 7.34%	Soccer 7.34% 7.11%
Jogging/Running	15.33%	14.36%	14.12%	Saltwater Fishing	Saltwater Fishing 7%	Saltwater Fishing 7% 7.98%
Weight Training	13.4%	14.16%	14.76%	Backpacking/Hiking	Backpacking/Hiking 6.88%	Backpacking/Hiking 6.88% 7.95%
Football	12.53%	11.87%	11.77%	Tennis	Tennis 6.52%	Tennis 6.52% 6.37%
Baseball	11.01%	11.38%	11.53%	Target Shooting	Target Shooting 6.51%	Target Shooting6.51%8.67%
Aerobics	10.96%	9.69%	9.29%	Yoga	Yoga 6.41%	Yoga 6.41% 6.06%
Using Cardio Machine	10.66%	11.48%	11.95%	Roller Skating	Roller Skating 5.87%	Roller Skating 5.87% 5.31%
Stationary Cycling	10.5%	10.69%	10.66%	Power Boating	Power Boating 5.67%	Power Boating 5.67% 6.61%
Golf	10.12%	11.16%	11.88%	Ice Skating	Ice Skating 5.65%	Ice Skating 5.65% 4.89%

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Canoeing/Kayaking	5.44%	6.04%	6.28%
Motorcycling	4.89%	6%	6.47%
Horseback Riding	4.71%	5.96%	6.47%
Racquetball	4.3%	4.1%	3.97%
Fly Fishing	4.21%	4.56%	4.7%
Hockey	4.09%	3.47%	3.3%
Snorkeling	4.04%	3.81%	3.97%
Jet Skiing	4.04%	3.91%	3.97%
Downhill & X-Country	3.84%	3.76%	3.92%
Skiing			
Skateboarding	3.82%	3.31%	3.22%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Water Skiing	3.7%	3.96%	4.06%
Snowmobiling	3.46%	3.41%	3.57%
Archery	3.23%	4.28%	4.76%
Snowboarding	3.07%	2.76%	2.77%
Martial Arts	2.91%	2.71%	2.7%
Sailing	2.85%	2.73%	2.76%
Rock Climbing	2.71%	2.69%	2.72%
Surfing & Windsurfing	2.48%	2.18%	2.22%
Rowing	2.47%	2.45%	2.49%
Auto Racing	2.46%	2.63%	2.64%

rity Jamestown Isle of Palms Dillon Berea Williston Slater-Marietta Patrick Shell Point Silverstreet But meron Swansea Aiken Blacksburg Clinton Johnsonville Murrells Inlet Intercultural Institute Mauldin Patrick Calhoun Falls Peak New Ellenton Jefferson North Myrtle Beach Eastover for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Sellers Pageland Oakland Cope Hanahan Buffalo 21

### 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.

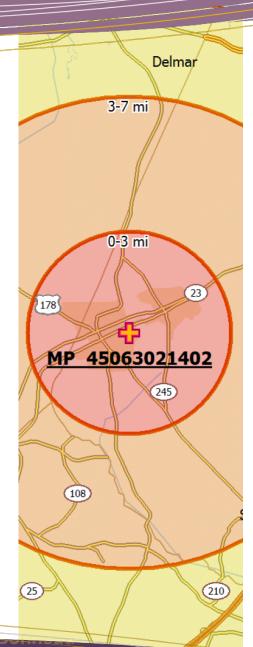
#### **BIBLICAL BARRIERS**

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.



South Sumter Landrum Princeton Scotia Southern Shops Oswego Fountain Inn Sycamore Wellford Cayle Mill Cameron Newport Beaufort Seabrook Island Ridgeway mbert Smoaks Woodruff Five Forks Newberry Ravenel Ruby Pelzer To Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

#### CULTURAL BARRIERS OF UNDERSTANDING

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

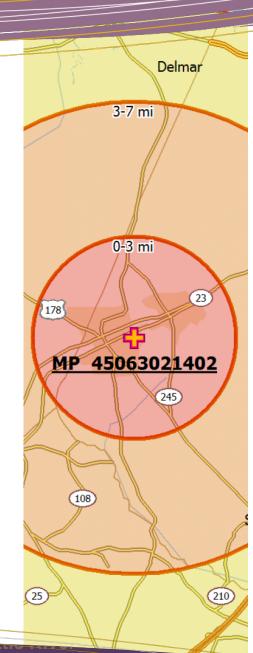
CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

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

#### **Unreached People Group**

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



reenwood St. Matthews Swansea Inman Mills Sullivan's Island Ruby Fort Mill Clover Irwin Tatum Europerty Richburg Kershaw Red Bank North Hartsville Darlington Ridgeway Intercultural Institute Greer Lawrens Santee Pinewood Timmonsville McColl Due West Westminster Reveal Intercultural Institute Intercultural Institute Intercultural Institute for Contextual Ministry Pelzer Bowman Snelling Hanahan McClellanville 43

## **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 MILE
Important Continue Learning New Things	54%	51%	51%	I Am A Workaholic Friends More Important Than	23% 21%	20% 21%	19% 21%
Speak My Mind Even If It Upsets People	41%	37%	36%	My Fam. Marijuana Should Be Legalized	20%	19%	19%
Like Control Over People And Resources	40%	37%	36%	Like To Pursue Challenge/Novelty/Change	20 <i>%</i> 18%	17%	17%
Find It Difficult To Say No To My Kids	39%	40%	40%	Rarely Sit Down to a Meal Together At Home	18%	18%	18%
Woman's Place Is In The Home	36%	36%	36%	We Should Strive for Equality	17%	15%	14%
Like To Do Unconventional Things	31%	32%	32%	for All Only Work Current Job for The	16%	15%	15%
Don't Judge People/Way They Live Life	30%	29%	28%	Money Happy With My Standard Of	12%	11%	11%
Too Much Sponsorship In Arts/Sports	30%	27%	26%	Living On Whole People Get What	10%	10%	10%
Prefer To Have Few	29%	28%	28%	They Deserve			
Possessions As Possible If Won Lottery Would Never	26%	25%	25%	Little I Can Do To Change My Life	9%	9%	8%
Work Again	2070	2070	2070	Indulge My Kids With The Little	9%	9%	9%
Money Is Best Measure Of	25%	26%	26%	Extras	00/	70/	70/
Success Like to Stand Out In A Crowd	23%	22%	22%	I Am A Perfectionist	9%	7%	7%

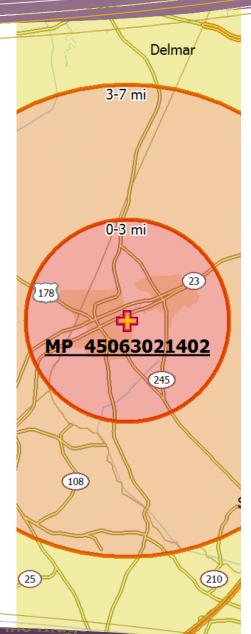
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ek Union Fort Lawn Great Falls Lane Golden Grove Cherryvale City View Chester Walterbero Barnwei Harion McCormick Pickens Hemingway Carlisle Hardeeville Boiling Spring Intercultural Institute Lake Murray of Richland Newport Wade Hampton Mullins Monetta So for Contextual Ministry <sup>moc</sup>opyright 2011, Intercultural Institute for Contextual Ministry Carmed Jamestown Latta Buttalo Frov Pinewood Waterloo North Myrtle Beach Govan Gaptt Fountain

### **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.



Cheraw Holly Hill Whitmire Lake View Belton Great Falls Dentsville Boiling Springs Briarcliffe Acres Centerville Oswego Hampton Wagener Cherryvale Perry Millwood <u>Intercultural Institute</u> ance Folly Beach Union Timmonsville Irwin Lugoff Johnsonville Hon for Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Waterloop Output Branch Blackville Cameron Plum Branch P

## **Potential Cultural Themes:**

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	58%	57%	57%	Looking for New Ideas To Improve Home		19%	18%
Important To Respect Customs	58%	61%	63%	Like To Just Enjoy Life	20%	20%	19%
And Beliefs				Real Men Don't Cry	18%	17%	16%
Prefer Work Part Of Team Than Alone	40%	37%	36%	Worried About Pollution Caused By Cars	17%	17%	17%
Like To Understand About Nature	38%	37%	37%	Try Not To Worry About The Future	17%	15%	14%
mportant To Juggle Various Fasks	36%	33%	31%	Enjoy Spending Time With My Fam.	14%	14%	13%
mportant Feel Respected By My	33%	33%	32%	Is An Important Part Of Who I Am	14%	15%	15%
Peers				Children Should Be Allowed To	8%	7%	6%
Good At Fixing Things	30%	28%	27%	Express Themselves			
Prefer To Have Few Possessions As Possible	29%	28%	28%	Like Spending Most Time With Fam.	6%	5%	5%
Have Keen Sense Of Adventure	28%	27%	26%	Feel Very Alone In The World	6%	6%	5%
People Have To Take Me As They Find Me	23%	23%	23%	Would Like To Set Up Own Business	4%	4%	4%
Consider Myself Interested In The Arts	22%	20%	19%	Decor Particular Interest To Me	3%	4%	4%
Provide My Kids With The Little Extras	21%	17%	15%				

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Moncks Corner Coward Winnsboro Mills Aiken Mountville Andrews Intercultural Institute ton Wagener Hilda Forest Acres Salem Livingston Reidville Modoc 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.

Woodruff Reidville Starr Forestbrook Yemassee Clemson Elgin Blythewood Polion Scotia S pring Awendaw City View Olanta Wedgewood Jenkinsville Sans Source Intercultural Institute ws Florence Pelzer Sharon Lane Clinton Batesburg-Leesville Five Five Intercultural Institute Bocopyright 2011, Intercultural Institute for Contextual Ministry Bocopyright 2011, Intercultural Institute for Contextual Ministry Batesburg-Leesville Five Five Fire Contextual Ministry Batesburg-Leesville Five Fire Contextual Ministry

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### **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	87.69%	87.6%	87.59%
Restaurant-Visit Any			
Fam. Restaurants/Steak	79.56%	81.62%	82.5%
Houses-Visit Any			
McDonald's	57.34%	58.48%	58.92%
Burger King	39.7%	39.47%	39.09%
Kentucky Fried Chicken (KFC)	37.82%	34.34%	32.82%
Wendy's	33.76%	32.58%	32.13%
Subway	31.72%	31.93%	32.13%
Applebee's	28.34%	30.46%	31.21%
Taco Bell	27.05%	28.72%	29.69%
Pizza Hut	26.67%	25.65%	24.84%
Arby's	23.09%	24.28%	24.76%
Red Lobster	20.38%	18.57%	17.79%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	18.61%	19.47%	19.76%
Dairy Queen	18.47%	19.26%	19.39%
Domino's Pizza	18.07%	15.99%	15.15%
Golden Corral	16.85%	15.46%	14.84%
Popeyes	16.58%	12.21%	10.57%
Chick-Fil-A	16.42%	15.98%	15.95%
IHOP (International House Of	16.02%	14.51%	14.03%
Pancakes)			
Sonic	15.11%	15.99%	16.09%
Cracker Barrel	14.5%	16.59%	17.12%
TGI Friday's	13.77%	12.36%	11.94%
Hardee's	13.75%	13.67%	13.37%
Outback Steakhouse	13.18%	13.58%	13.87%

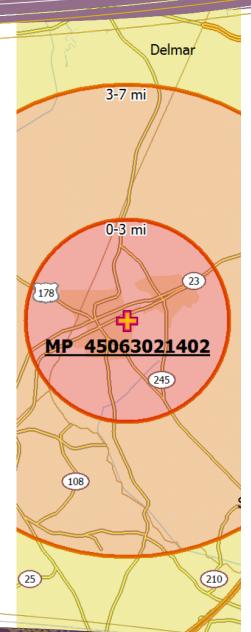
Taylors Branchville Plum Branch South Sumter Rowesville Seabrook Island Centerville Heath Springs Liberty Hilda Oswego Simpsonville Inman Orangeburg Southern Shoper Varneille Mayesville Lynchbur Isle of Palms Six Mile Walterboro North Antreville Wilkinson Heights Jor Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### **Potential Shared Projects**

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

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

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



Mill Lockhart Troy Mount Carmel Turbeville Lincolnville Ware Shoals Cheraw Clover Edisto Saluda Good Gantt Rowesville Loris Lane Cameron York McBee Murphys Estre Monetta Vance Camden on Heights Socastee Eastover Hodges Lake Murray of Richland Forest A <u>Intercultural Institute</u> Contextual Ministry Dillon Joanna Edgefield Starr Rockville Cope Pelz49 Starr Rockville Cope Pelz49 Comparison Contextual Ministry Dillon Joanna Edgefield Starr Rockville Cope Pelz49

## **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	44.38%	44.87%	45.05%
Recycled products	27.59%	29.75%	30.64%
Worked as volunteer (non political)	12.9%	14.29%	14.95%
Engaged in fund raising	11.21%	10.94%	10.82%
Religious club member	8.74%	8.12%	8.04%
Church Board	7.97%	6.64%	6.23%

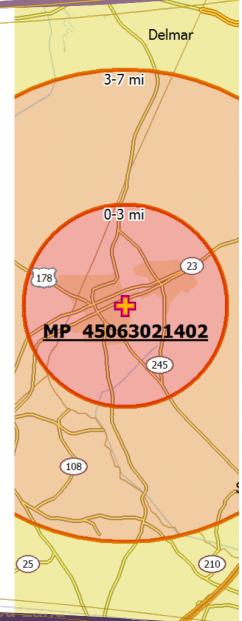
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Union member	5.56%	5.51%	5.46%
Took active part in local civic	4.83%	4.67%	4.68%
issue			
Wrote to editor of mag or	4.65%	4.93%	5.04%
newspaper			
Charitable Organization	4.45%	4.85%	4.99%
Wrote to elected offcl about	4.38%	4.81%	5.15%
publ bus			
Fraternal order member	4.28%	4.43%	4.46%

Bay Peak Jenkinsville Walterboro Isle of Palms North Coward Lancaster Gifford Columbia Irwin Cha Hinton Mayesville Blythewood Starr Cordova Timmonsville Dentsville Intercultural Institute Bradley Clarks Hill Cottageville Stateburg Saluda Blacksburg Lake View Tor Contextual Ministry Ize Copyright 2011, Intercultural Institute for Contextual Ministry Concernant Shell Point Batesburg-Lees 50

### **Communication Media Content**

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

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



Index Clemson Isle of Palms Mount Carmel Turbeville Laurens Duncan Monetta Gleverville Winnsboro Lodge Greer Manning Ladson Summit Edgefield Fort Mill Wilkinson Intercultural Institute Note File For Intercultural Institute for Contextual Ministry Socopyright 2011, Intercultural Institute for Context

## **Potential Print Media Content:**

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	13.71%	14.19%	14.65%
Children's Books	12.68%	12.48%	12.59%
Religious (not Bibles)	10.34%	9.84%	9.71%
Cookbooks	8.71%	9.43%	9.74%
Mystery	7.63%	9.39%	10.11%
Romance	6.28%	6.64%	6.86%
Personal/Business	6.06%	5.96%	6%
Self-help			
Biography	5.67%	5.53%	5.57%
History	4.89%	5.58%	5.89%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	67.12%	66.05%	65.54%
Gen. Editorial	54.01%	49.77%	47.96%
Womens	48.33%	44.38%	43.01%
Service	29.95%	32.47%	33.56%
<b>Business/Finance</b>	21.81%	18.41%	17.39%
Mens	20.01%	18.45%	17.9%
Music	19.78%	15.58%	13.9%
Health	14.59%	14.31%	14.08%
Parenthood	14.33%	13.55%	13.48%

ndrum Lexington Jackson Sans Souci Sycamore Lynchburg Timmonsville Brookdale Murphys Estates Oakland Lincolnville Hollywood Richburg Pickens Estill Andrews Intercultural Institute Intercultural Institute For Sharon Monarch Mill Isle of Palms for Contextual Ministry Corcopyright 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	49.25%	51.74%	52.78%
Classified	31.1%	33.49%	34.16%
Sport	29.67%	30.88%	31.23%
Editorial Page	26.2%	28.61%	29.47%
Business/Finance	24.27%	25.13%	25.63%
Movie Listings & Reviews	23.16%	23.45%	23.45%
TV/Radio Listings	22.58%	23.34%	23.49%
Food/Cooking	22.53%	23.76%	24.09%
Comics	22.51%	25.03%	25.96%
Home/Gardening	19.17%	20.43%	20.71%
Travel	17.48%	17.69%	17.78%
Fashion	16.39%	14.89%	14.37%
Science/Technology	15.29%	15.55%	15.71%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Urban Contemporary	39.42%	27.1%	22.49%
CHR Contemp Hit Radio	17.09%	16.85%	16.74%
Jazz	13.91%	9.36%	7.79%
Country	12.08%	19.71%	22.59%
Variety	10.8%	8.84%	8.26%
Adult Contemporary	10.62%	13.65%	14.76%
Oldies	8.93%	9.62%	9.9%
Gospel	7.95%	6.07%	5.3%
All News	7.61%	5.88%	5.34%
News/Talk	6.71%	8%	8.65%
Rock	6.68%	9.18%	10.16%
Religious	6.12%	6.3%	6.46%
Soft Contemporary	5.05%	5.29%	5.54%
Alternative	4.53%	5.79%	6.37%
Classic Rock	4.42%	6.64%	7.56%
All Talk	3.32%	3.15%	3.19%
Hispanic	3.27%	2.87%	2.81%
Sports	3.1%	3.07%	3.09%

Five Forks St. Matthews Inman Mills Plum Branch Lake View Cayce Forest Acres Barnwell Cameron G Var Ward Arial Neeses Vance Richburg Folly Beach Marion Fort Intercultural Institute Ravenel Cokesbury Heath Springs Olanta Batesburg-Leesville Wed For Contextual Ministry OCopyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Multimedia Content:**

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

3-7

**MILES** 

24.66%

25.6% 23.89%

21.47%

22.82%

21.94%

22.86%

21.75%

20.78%

19.54%

20.59%

23.41%

20.49%

19.83%

7-10

**MILES** 24.7%

26.28%

24.44%

21.41%

23.06%

22.03%

23.42%

22.08%

20.57%

19.3%

20.95%

25.18%

MULTIMEDIA: TV	0-3	3-7	7-10	MULTIMEDIA: TV
	MILES	MILES	MILES	
Fox News Channel	62.8%	63.44%	64%	TCM (Turner Classic
Soapnet	50.78%	50.43%	50.32%	Movies)
Satellite Dish	50.56%	52.19%	52.84%	Nick At Nite
Other Video-On-Demand	46.53%	43.92%	43.02%	Hallmark Channel
Sci-Fi Channel	36.41%	36.73%	37.05%	Lifetime
MSNBC	34.19%	34.18%	34.25%	USA Network
Adult Pay Per View TV	33.46%	33.89%	34.25%	The Golf Channel
Subscribe Digital Cable	32.86%	31.38%	30.43%	TV Info From Monthly Cable
TV Info From Sunday TV	28.12%	28.84%	29.19%	Guide
Vagazine				BET (Black Entertainment
Nickelodeon	26.57%	28.53%	29.47%	TV)
TV Info From Newspapers	25.92%	26.27%	26.53%	TV Info From Other
Comedy Central	25.6%	26.17%	26.56%	HGTV (and Garden
				Television)



ABC Fam.

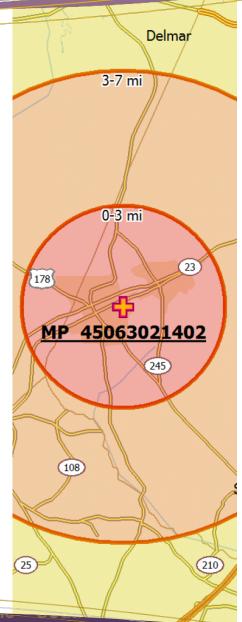
Adult Swim

### **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.



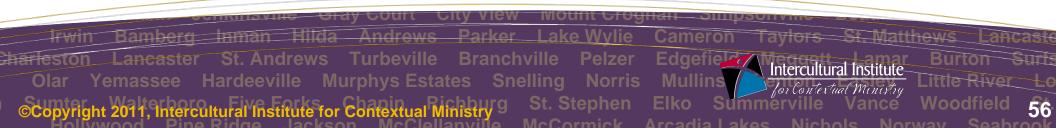
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# Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	16.29%	17.28%	17.78%
Medium Users (4-6)	8.16%	8.84%	9.19%
Light Users (1-3)	18.67%	18.96%	19.23%
Quintiles (20%)			
Newspaper I (Heavy)	0.91%	1.18%	1.26%
Newspaper II	1.68%	1.72%	1.64%
Newspaper III	1.95%	1.97%	2.01%
Newspaper IV	0.44%	0.57%	0.66%
Newspaper V (Light)	1.06%	1.03%	1.06%

0-3	3-7	7-10
MILES	MILES	MILES
20.57%	20.6%	20.62%
9.37%	9.31%	9.32%
10.14%	10.19%	10.38%
13.31%	12.95%	12.69%
1.2%	0.9%	0.79%
8.57%	7.16%	6.68%
4.94%	3.71%	3.2%
5.09%	4.38%	4.02%
17.23%	16.99%	16.79%
25.44%	25.07%	24.85%
17.12%	16.89%	16.54%
8.5%	7.31%	6.82%
9.28%	7.1%	6.31%
25.4%	24.15%	23.83%
4.63%	3.93%	3.59%
	MILES   20.57%   9.37%   10.14%   13.31%   1.2%   8.57%   4.94%   5.09%   17.23%   25.44%   9.28%   9.28%   25.4%	MILES MILES   20.57% 20.6%   9.37% 9.31%   10.14% 10.19%   13.31% 12.95%   1.2% 0.9%   8.57% 7.16%   4.94% 3.71%   5.09% 4.38%   17.23% 16.99%   25.44% 25.07%   8.5% 7.31%   9.28% 7.1%   25.4% 24.15%



## 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-
	MILES	MILES	MILES		MILES	MILES	M
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths /			
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	2.59%	2.93%	3.12%	Prime Time I & II (Heavy)	4.34%	4.08%	4.0
Drive Time III (Medium)	1.03%	0.9%	0.87%	Prime Time III (Medium)	1.38%	1.69%	1.8
Radio IV & V (Light)	2.79%	2.51%	2.36%	Prime Time IV & V (Light)	8.98%	9.04%	9.1
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	10.71%	10.29%	10.16%	Fringe I & II (Heavy)	38.74%	39.68%	39
Radio III (Medium)	3.68%	4.39%	4.69%	Fringe III (Medium)	55.45%	55.18%	54
Radio IV & V (Light)	4.22%	3.9%	3.76%	Fringe IV (Light)	56.83%	57.53%	57
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	12.01%	12.08%	12.36%	All Day I & II (Heavy)	15.25%	13.71%	13
Cable III (Medium)	4.82%	4.49%	4.37%	All Day III (Medium)	24.91%	24.63%	24
Cable IV & V (Light)	39.21%	35.74%	34.46%	All Day IV (Light)	19.02%	16.01%	14



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.4%	11.92%	12.09%
6:00am - 10:00am	15.72%	14.41%	13.99%
10:00am - 3:00pm	11.05%	8.17%	7.21%
3:00pm - 7:00pm	14.71%	13.65%	13.62%
7:00pm - Midnight	11.62%	11.44%	11.55%
Midnight - 6:00am	7.89%	6.28%	5.75%
Weekend Radio			
Listeners			
Dayparts [summary]	14.1%	14.66%	15.1%
6:00am - 10:00am	2.41%	3.19%	3.47%
10:00am-3:00pm	5.32%	4.64%	4.41%
3:00pm - 7:00pm	6.79%	6.66%	6.74%
7:00pm - Midnight	9.7%	9.5%	9.67%
Midnight - 6:00am	13.58%	11.99%	11.36%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.73%	6.72%	7.18%
Saturday: 8:00-11:00pm	8.3%	8.76%	8.74%
Sunday: 7:00-11:00pm	8.8%	9.43%	9.76%
9:00am-1:00pm	25%	25.6%	26.28%
9:00am-4:00pm	29.49%	29.96%	30.56%
4:00pm-7:00pm	32.28%	30.18%	29.62%
11:00pm-1:00am	45.03%	43.76%	43.2%
AVG Prime time	5.35%	4.08%	3.59%
Mon-Sun			

hapin Dillon Fountain Inn Little River Lodge North Charleston Camden Elko Bethune Jonesville Hone Burton Monarch Mill Lake Wylie Chesnee Chesterfield West Pelzer Mauldin Rockville Summit Atlantic Beach Sumter Hodges Bamberg <sup>th</sup> Copyright 2011, Intercultural Institute for Contextual Ministry <sup>th</sup> Copyright 2011, Intercultural Institute for Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	<b>TV VIEWERS</b>	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	14.55%	14.77%	15.12%	Sat: 7-10am	Sat: 7-10am 16.11%	Sat: 7-10am 16.11% 16.96%
7-9am	19.71%	20.1%	20.4%	Sat: 10am-1pm	Sat: 10am-1pm 8.15%	Sat: 10am-1pm 8.15% 8.42%
9am-12noon	19.73%	20.9%	21.87%	Sat: 1-4pm	Sat: 1-4pm 24.86%	Sat: 1-4pm 24.86% 24.85%
12noon-4pm	9.76%	9.07%	8.69%	Sat: 4-6pm	Sat: 4-6pm 7.29%	Sat: 4-6pm 7.29% 7.02%
4-6pm	49.06%	46.94%	46.81%	Sat: 6-7pm	Sat: 6-7pm 1.75%	Sat: 6-7pm 1.75% 1.9%
6-7pm	18.12%	19.14%	19.47%	Sat: 7-8pm	Sat: 7-8pm 0.92%	Sat: 7-8pm 0.92% 0.86%
7-7:30pm	2.04%	1.64%	1.51%	Sat: 8-11pm	Sat: 8-11pm 8.3%	Sat: 8-11pm 8.3% 8.76%
7:30-8pm	12.64%	12.15%	11.89%	Sat: 11pm-1am	Sat: 11pm-1am 6.58%	Sat: 11pm-1am 6.58% 5.79%
8-11pm	5.73%	6.72%	7.18%	Sat: 1am-7pm	Sat: 1am-7pm 22.29%	Sat: 1am-7pm 22.29% 22.82%
11pm-12am	34.19%	34.18%	34.25%	Sun: 7-10am	Sun: 7-10am 2.46%	Sun: 7-10am 2.46% 2.34%
11pm-1am	45.03%	43.76%	43.2%	Sun: 10am-1pm	Sun: 10am-1pm 5.5%	Sun: 10am-1pm 5.5% 6.52%
1-6am	31.93%	29.72%	28.95%	Sun: 1-4pm	Sun: 1-4pm 4.62%	Sun: 1-4pm 4.62% 5.85%
				Sun: 4-7pm	Sun: 4-7pm 11.47%	Sun: 4-7pm 11.47% 12.89%
				Sun: 7-11pm	Sun: 7-11pm 8.8%	Sun: 7-11pm 8.8% 9.43%
				Sun: 11pm-1am	Sun: 11pm-1am 5.01%	Sun: 11pm-1am 5.01% 5.28%
				Sun: 1-7am	Sun: 1-7am 20%	Sun: 1-7am 20% 21.43%

elion Silverstreet Laurens Pageland Hilda Brunson Meggett St. Matthews Denmark Bonneau Mauidin Cope Easley Hartsville Mountville Jefferson Slater-Marietta Privateer Intercultural Institute Arcadia Lakes Red Bank St. Andrews Summerton Charleston Chesnee for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bowman Cross Hill Institute Spartanburg Jackson 59

# 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

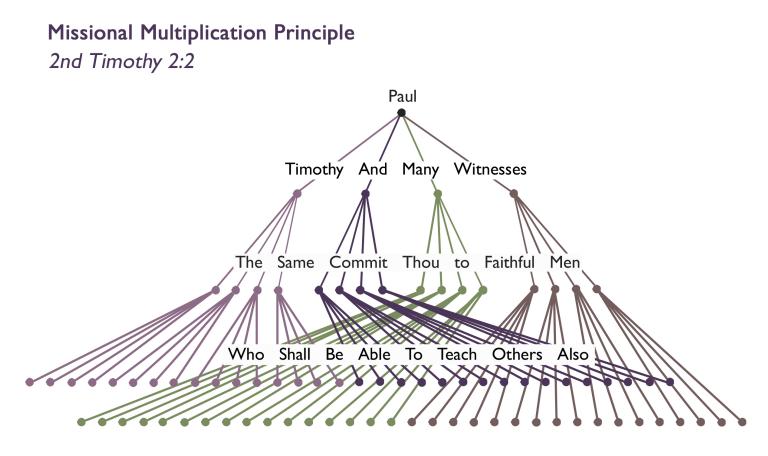
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Chester Pine Ridge Landrum Olar East Gaffney Varnville Trenton Powderville Stateburg Ehrhardt B Dalzell Joanna Clarks Hill Goose Creek Privateer Bennettsville Taylors Aliste Beach Pacolet Latta G ummerton Wellford McClellanville Bucksport Salley Camden Port Roy for Contextual Ministry Contextual Ministry Briarcliffe Acres Scranton Brunson Slater-Marietta 61

## **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.



Orangeburg North Charleston Bucksport Eastover North Augusta Hanahan Batesburg-Leesville East Gall Parker Reevesville Pomaria Ruby Campobello Dillon Norris Seabrood Stand, Springdale Saluda Ha terloo Perry Millwood Arial Jamestown Oak Grove Cordova Pendleto Tor Contextual Ministry Hecopyright 2011, Intercultural Institute for Contextual Ministry City View Red Hill Forestbrook Smyrna Kershaw R62

## **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.



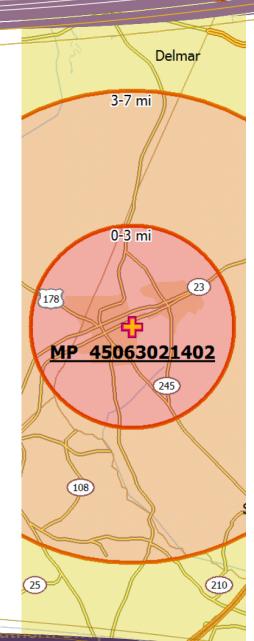


### Your MissionSite and the Missional Suite

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



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### Notes and Sources

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

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## APPENDIX: SCBC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	<b>IICM CGR</b>
1	East Side	PO Box 2159 Batesburg-Leesville, SC 29070	0.56 mi	0	
2	Batesburg First	436 W Church St Batesburg, SC 29006	0.88 mi	0	
3	Leesville First	PO Box 3420 Leesville, SC 29070	1.42 mi	0	
4	Bethlehem	607 S Bethlehem Rd Batesburg, SC 29006	2.45 mi	0	
5	West Creek	248 Church Road Batesburg, SC 29006	3.86 mi	0	
6	Old Samaria	9457 Old Two Notch Road Batesburg, SC 29006	4.75 mi	0	
7	Bethel	PO Box 68 Monetta, SC 29105	5.18 mi	0	
8	Beulah	891 Beulah Road Leesville, SC 29070	5.37 mi	0	
9	Mt Ebal	4360 Wire Rd Batesburg, SC 29006	6.35 mi	0	
10	First Calvary	2320 Cedar Grove Rd Leesville, SC 29070	6.73 mi	0	
11	Gilbert First	PO Box 414 Gilbert, SC 29054	8.19 mi	0	
12	Ridge Spring	PO Box 364 Ridge Spring, SC 29129	8.66 mi	0	
13	Still Waters	374 Delmar Road Leesville, SC 29070	9.12 mi	0	
14	Richland Springs	1895 Duncan Road Ward, SC 29166	9.97 mi	0	
15	The ToolShed	159 Isaiah Hallman Road Gilbert, SC 29054	10.04 mi	0	

Allendale Homeland Park Ridgeway Seven Oaks Monetta Summerton Norris McCormick Pickens Greenville Walterboro Blenheim Jamestown Cherryvale Santee Saluda Andrews Intercultural Institute Scranton Sharon Sycamore Ruby Patrick Awendaw Olar Swansea Copyright 2011, Intercultural Institute for Contextual Ministry Lake City Chesnee East Gattney Andrews Chapin 66

## **APPENDIX: SCBC Churches by Distance - Continued**

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Steadman	1011 N Edisto Rd Leesville, SC 29070	10.05 mi	0	
17	Sardis	218 Sardis Road Saluda, SC 29138	10.28 mi	0	
18	Mt Pleasant	164 Mount Pleasant Rd Ridge Spring, SC 29129	10.55 mi	0	
19	Old Lexington	800 Old Lexington Rd Leesville, SC 29070	10.87 mi	0	
20	Oak Grove	1721 Old 96 Indian Trail Batesburg, SC 29006	10.92 mi	0	
21	Oak Grove	533 Hayride Rd Gilbert, SC 29054	11.30 mi	0	
22	Ward	PO Box 125 Ward, SC 29166	12.08 mi	0	
23	Harbison Church of the Cross	521 Lincolnshire Drive North Columbia, SC 29203	12.26 mi	0	
24	Round Hill	230 Persimmon Ln Lexington, SC 29072	12.83 mi	0	
25	Pine Grove	235 Pine Grove Rd Leesville, SC 29070	12.92 mi	0	
26	Dry Creek	PO Box 205 Johnston, SC 29832	13.74 mi	0	
27	Lake Murray	1001 Highway 378 W Lexington, SC 29072	13.83 mi	0	
28	Bethel	2503 Bethel Church Rd Prosperity, SC 29127	14.88 mi	0	
29	New Holland	2279 New Holland Rd Wagener, SC 29164	14.89 mi	0	
30	Kedron	233 Kedron Church Rd Aiken, SC 29805	14.99 mi	0	

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Saxon East Sumter Woodruff Mulberry Clemson Centerville Quinter Intercultural Institute Igeville Awendaw Cross Hill Dunean Lane Homeland Park Port Royal for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

## APPENDIX: SCBC Churches by Distance - Continued

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