MissionSite top unreached locations

Cane Savannah Blythewood Cherryvale North Myrtle Beach Int ORANGEBURG, SC

CENSUS TRACT: 45075011400 REGION: Low Country Region ASSOCIATION: Orangeburg-Calhoun COUNTY: Orangeburg SITESCAPE: Townscape DENSITY PATTERN: K Intercultural Institute for Contextual Ministry Copyright 2011 Intercultural Institute for Contextual Ministry

MissionSite (TM) Table of Contents

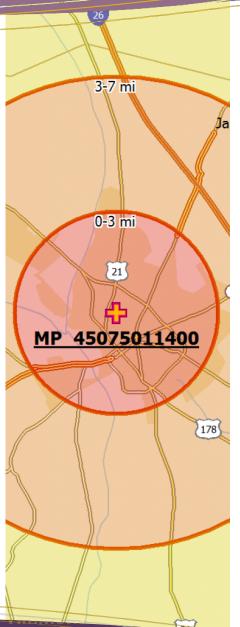
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Site Location Summary

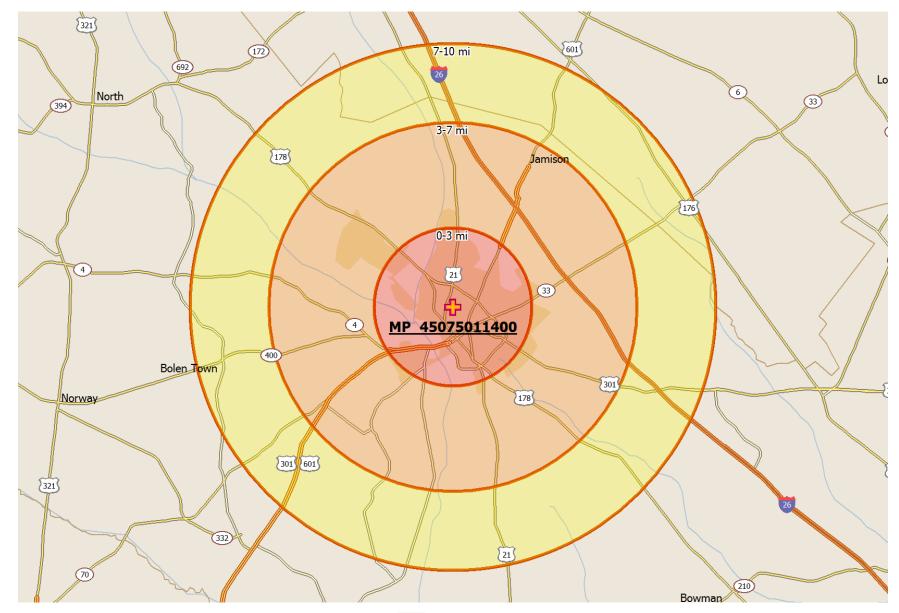
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	4503	Low Country Region
2	Association	45A29	Orangeburg-Calhoun
3	County Location	45075	Orangeburg
4	Zipcode	29115	Orangeburg
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	K	50000-50000-10000



narch Mill Clinton Canden Snelling Garden City Mount Croghan Stateburg Hanahan Saxon Duncan S MCBee Gayle Mill Pine Ridge Lockhart North Charleston Rock Hill Intercultural Institute Lakewood Hardeeville Landrum Boiling Springs Pendleton Woodruff Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



d Denmark Ward Saluda Greer North Augusta Easley Boiling Springs India Hock Starr Seabrook Isl Blackville East Gaffney Conway Blythewood Lynchburg Gaffney Aiken Cordova Golden Grove Lincolnville Chesterfield Campobello Contextual Ministry Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

RURAL / URBAN	CODE	EXPLANATION
Metro or Non-Metro	0	Non-Metro
Urban Influence	5	Micropolitan area adjacent to a small metro area
Rural / Urban Continuum	4	
NCHS Rural Urban	5	Micropolitan - counties in a micropolitan statistical area
Codes		
NCES Urban Centric	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or
Locale Codes		equal to 35 miles from an urbanized area.
IICM RUCA Values Index	79	Micropolitan core commuting: No additional code
ERS RUCA Commuting	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large
Value		urban cluster)
Percent Commuting to	14	Percent commuting from non metro to metro areas
Metro		
	Metro or Non-Metro Urban Influence Rural / Urban Continuum NCHS Rural Urban Codes NCES Urban Centric Locale Codes IICM RUCA Values Index ERS RUCA Commuting Value	Metro or Non-Metro0Urban Influence5Rural / Urban Continuum4NCHS Rural Urban5Codes32NCES Urban Centric32Locale Codes79IICM RUCA Values Index79ERS RUCA Commuting4Value14

Little Mountain Eureka Mill Lakewood Conway Six Mile Blenheim Wade Hampton Fort Lawn Saxon Fork Orangeburg Paxville Latta Kershaw Furman Heath Springs Intercultural Institute Bamberg Walhalla Oswego Bucksport Elgin Yemassee Great Fall (or Contextual Ministry Columbia Monarch Mill Denmark Duncan Goose 51

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	26,948	18,004	8,379
2010 Households	10,276	6,651	3,285
2010 Group Quarters Population	3,399	465	13

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	37	22	8
Language Diversity National Index	23	5	2
Foreign Born Diversity National Index	88	57	55
Ancestry Diversity National Index	7	5	2
Racial Diversity National Index	52	63	64

moaks Dentsville Bamberg Brookdale Salem Stateburg Belton Lincolnville Red Hill Seabrook Island Honcks Corner Shell Point Beaufort Buffalo Monarch Mill Little Mount Williston Pawleys Island Laurens Cane Savannah Williams Reidville for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bowman Starr Folly Beach Chesterfield Lancaster Mill

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	1	True
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

a Gayle Will Seaprook

Rockville Ridgeland Inman Elko Goose Creek Laurens Six Mile Monarch Mile Biscopville Denmark Harietta Central Pacolet Perry Anderson Ninety Six Sans Souci Aynor Bank Avendaw St. Andrew son Cherryvale Columbia Clearwater North Charleston Conway West P for Contextual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	462	4.5%
Mainstay Communities	Established, Diverse Households	286	2.78%
Working Communities	Blue-collar, Working Families	170	1.65%
Country Communities	Rural, Agri. & Mining Families	116	1.13%
Aspiring Communities	Young Singles / Aspiring-Multihousing	3,464	33.71%
Urban Communities	High Density, Inner-city Neighborhoods	5,777	56.22%

amestown Ware Shoals Easley Salley Luray Mount Croghan Moncks Corner Parksville Sullivan's Island ershaw Liberty Lyman Summerville Winnsboro Mills Pacolet Ladson Intercultural Institute Modoc Unit Fort Lawn Lancaster Homeland Park Conway Walterboro Lugoff Mour Intercultural Institute Folly Beach E it 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.

ellanville Clio Eureka Mill Lexington East Gaffney Summit Norway Hodges Rock Hill Hilda Landrum The Govan West Union Springdale Winnsboro Duncan Timmons Intercultural Institute ont Judson Valley Falls Cherryvale North Augusta Millwood West Pelze for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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

oun Falls Bonneau Mount Carmel Winnsboro Mills Fairfax Stateburg Loris Parker Hemingway Cayce Herek Lane Hilton Head Island Shiloh Wagener Troy Belvedere Cotter Intercultural Institute Silverstreet Mauldin Elgin Easley Berea Clarks Hill Awendaw Riverv (Source fuel Ministry) Coopyright 2011, Intercultural Institute for Contextual Ministry Benhei 10

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	24,359	7,268	29.84%
Unreached %	70.31%	70.73%	100.6
Religious But NOT Evangelical HH	9,353	2,915	31.17%
Religious But NOT Evangelical %	27%	28.36%	105.07
Spiritual But NOT Relig or Evang HH	1,733	404	23.3%
Spiritual But NOT Relig or Evang %	5%	3.93%	78.54
Not Evangelical, Not Interested HH	13,927	4,222	30.32%
Not Evangelical, Not Interested %	40.2%	41.09%	102.21



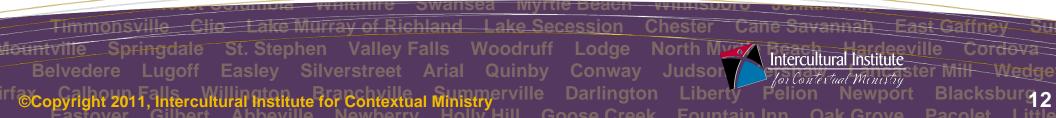
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Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of SCBC Churches	46	7	15.22%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	6,448	1,885	29.23%
Active Evangelical Percent	18.61%	18.34%	98.56
Inactive Evangelical Households	3,836	1,122	29.24%
Inactive Evangelical Percent	11.07%	10.92%	98.57
# 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	Northside	0.29 mi
2	Orangeburg First	0.98 mi
3	Petra Community	1.02 mi
4	Crestview	2.60 mi
5	Rivelon	2.83 mi
6	Northgate	2.89 mi
7	Cornerstone Community	2.93 mi
8	New Hope	3.52 mi
9	Black River Native American Church	4.56 mi
10	Highland	5.03 mi
11	Ebenezer	5.62 mi
12	Covenant	6.00 mi
13	Mount Carmel	6.03 mi
14	St George	7.74 mi
15	Four Holes	8.36 mi



Using the Spirituality Indicators

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

Issues for Your Consideration

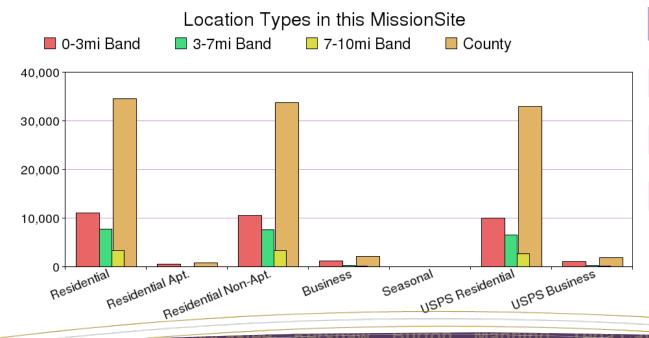
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	84,804	29,372	34.64%
2000 Population	91,582	27,655	30.2%
2010 Population	89,861	26,948	29.99%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	28,910	9,986	34.54%
2000 Households	34,118	10,304	30.2%
2010 Households	34,644	10,276	29.66%

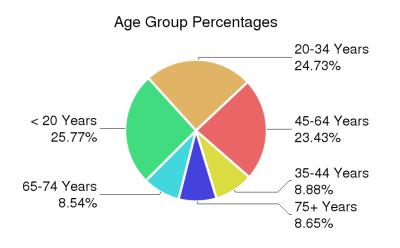


Location Type	0-3mi Band
Residential	11,075
Residential Apt.	528
Residential Non-Apt.	10,547
Business	1,153
Seasonal	0
USPS Residential	9,976
USPS Business	1,111

en Grove Centerville East Sumter Judson Galfney Pawleys Island Cokesbury Privateer Reidville Salem Gale Newberry Joanna Meggett Bishopville Calhoun Falls Lincolnville <u>Intercultural Institute</u> Vest Columbia Port Royal McCormick Govan Cottageville Stuckey Sans (on fextual Ministry) sta Awendaw Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

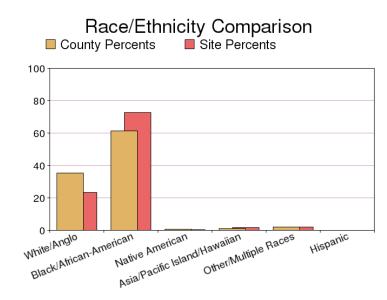


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.75%	5.62%	97.74
4-5 Years	2.74%	2.33%	85.04
6-8 Years	4.04%	3.47%	85.89
9-11 Years	3.82%	3.06%	80.1
12-13 Years	2.44%	1.93%	79.1
14-17 Years	5.5%	5.14%	93.45
18-19 Years	2.83%	4.23%	149.47
0-5 Years	8.49%	7.95%	93.64
6-12 Years	9.08%	7.53%	82.93
13-19 Years	9.55%	10.29%	107.75
< 20 Years	27.12%	25.77%	95.02
20-34 Years	20.23%	24.73%	122.24
35-44 Years	10.75%	8.88%	82.6
45-64 Years	26.08%	23.43%	89.84
65-74 Years	8.53%	8.54%	100.12
75+ Years	7.3%	8.65%	118.49
Median Age	38	39	105.17
Median Age (Male)	35	36	104.17
Median Age (Female)	40	42	105.83

rth Hartsville Sullivan's Island St. Stephen Iva Rembert Gloverville St. Andrews Bluffton Eastover Land Fairlax Garden City Clarks Hill Joanna Irmo Barnwell Turbeville Intercultural Institute aks South Congaree Lincolnville Livingston Carlisle Folly Beach Abbev for Confectual Ministry ^{on}©Copyright 2011, Intercultural Institute for Contextual Ministry Sellers 16

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	35.47%	23.41%	65.99
Black, African-American	61.21%	72.8%	118.93
Native American	0.53%	0.21%	39.15
Asian	0.77%	1.57%	205.02
Pacific Island, Hawaiian	0.1%	0.12%	121.26
Other/Multiple Races	1.92%	1.9%	98.92
Hispanic	0%	1.77%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	58,456	16,570	
Less than 9th Grade	6.95%	6.57%	105.78
No High School Diploma	14.87%	13.26%	112.09
High School Graduate	39.4%	32.26%	122.13
Some College, no degree	15.43%	15.82%	97.5
Associate Degree	7.73%	7.31%	105.8
College Degree	8.99%	12.58%	71.5
Graduate/Prof. degree	6.63%	12.2%	54.34

vesville Mount Croghan Norris Irwin Florence Georgetown Judson Landrum Williams Donalds Lessie South Congaree Ehrhardt Westminster Summerton Wade Hampton Slater Free Intercultural Institute Marion Monarch Mill City View West Pelzer Quinby Jonesville Chesnee (Contestual Ministry) earwater Red F ©Copyright 2011, Intercultural Institute for Contextual Ministry Contestual Ministry Provide Person Spartanburg Buffalo Five Forks Gayle Mill Sale 17 Contestual Contextual Cheraw Creer Norway Pinewood Heath Springs Stuckey Newberry Pageland Olar

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	18.33%	20.87%	103.63
\$10,000 to \$19,999	16.37%	16.76%	102.39
\$20,000 to \$29,999	13.47%	11.61%	86.18
\$30,000 to \$49,999	19.35%	18.44%	95.28
\$50,000 to \$59,999	8.3%	7%	84.28
\$60,000 to \$69,999	5.59%	5.77%	103.21
\$70,000 to \$79,999	4.37%	4.73%	108.29
\$80,000 to \$89,999	3.28%	3.36%	102.21
\$90,000 to \$99,999	2.17%	2.07%	95.62
\$100,000 to \$124,999	5.19%	5.6%	107.76
\$125,000 to \$149,999	1.17%	1.19%	101.06
\$150,000 to \$199,999	1.33%	1.54%	115.55
\$200,000 to \$249,999	0.37%	0.34%	92.91
\$250,000 or more	0.7%	0.72%	103.09
Median Household	31,384	34,815	110.93
Average Household	45,060	45,401	100.76
Per Capita Household	18,262	18,095	99.09
Family/Non-Family Household			
Income			
Median Family Income	42,306	46,174	109.14
Average Family Income	56,914	57,547	101.11
Median Non-Family Income	17,108	21,217	124.02
Average Non-Family Income	25,384	28,621	112.75

burg Olar Pomaria Hardeeville Sycamore Ridgeland Riverview Varnville Springdale Timmonsville Ar wille Lodge Mountville Sullivan's Island Monetta Simpsonville Troy Revealed Received Piedmont Ben chville Fort Lawn Chesterfield Carlisle West Union Pendleton Bonneau ForContextual Ministry de Copyright 2011, Intercultural Institute for Contextual Ministry de Copyright 2011, Intercultural Institute for Contextual Ministry Myrtle Beach Johnston Pickens Swapsea Forest Acre

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	62.4%	55.77%	89.37
Families with Children	30.85%	27.03%	87.64
Families without Children	31.56%	28.74%	91.07
Non-Family Households			
% Non-Family Households	37.6%	44.23%	117.64
Non-Families with Children	0.29	0.21	72.72
Non-Families without Children	37.3	44.02	118
Housing Units			Index
Total Housing Units	41,928	12,369	
Vacant percent	17.37%	16.91%	97.36
Owned percent	55.86%	43.63%	78.1%
Rented Percent	26.77%	39.46%	147.42
Households by Size			Index
Avg household size	2.48	2.29	92.34
Avg family hh size	3.29	3.16	96.05
Avg non-family hh size	1.13	1.20	106.19
Households By Count of Persons			Percent
One	11,270	3,781	33.55%
Тwo	9,597	2,926	30.49%
Three or Four	10,251	2,731	26.64%
Five+	3,526	838	23.77%

aurel Bay Williamston Promised Land Columbia South Sumter Greeleyville Scotia Riverview Belton Pie Carlisle Moncks Corner McConnells Easley Lesslie Slater-Marietta Isle of Palms Lockhart Walhalla Taylors Bennettsville South Congare Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Ridgeway, Nichols, Fort Lawn, Norris, Lyman, Central

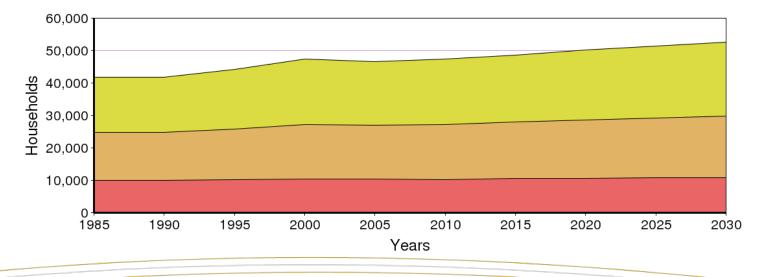
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	84,804	29,372	34.64%
2000 Population	91,582	27,655	30.2%
2010 Population	89,861	26,948	29.99%
2015 Population	88,614	27,034	30.51%

Household Change from 1985 to 2030

🗖 0-3mi Ring 👘 0-7mi Ring

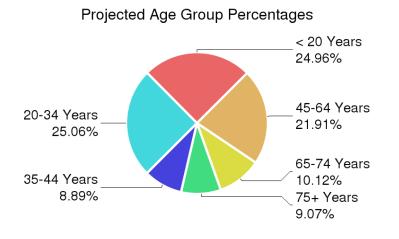
📃 0-10mi Ring



Seabrook Island <u>Travelers Rest</u> Tatum Conway Turbeville Seven Oaks Waiterboro Harleyville Coward Hereberry Columbia Campobello Windsor Roebuck Taylors Shell <u>Intercultural Institute</u> Wylie Chester Shaw Wilkinson Heights Manning Northlake Eureka Mill Winnsboro Wight 2011, Intercultural Institute for Contextual Ministry Coopyright 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.

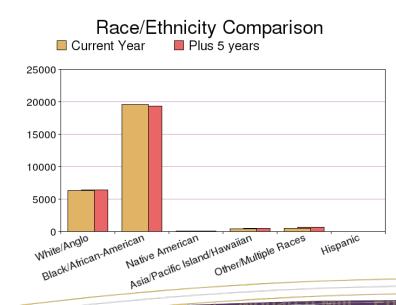


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.62%	5.89%	104.8
4-5 Years	2.33%	2.43%	104.29
6-8 Years	3.47%	3.57%	102.88
9-11 Years	3.06%	3.29%	107.52
12-13 Years	1.93%	2.08%	107.77
14-17 Years	5.14%	4.59%	89.3
18-19 Years	4.23%	3.1%	73.29
0-5 Years	7.95%	8.32%	104.65
6-12 Years	7.53%	7.93%	105.31
13-19 Years	10.29%	8.71%	84.65
< 20 Years	25.77%	24.96%	96.86
20-34 Years	24.73%	25.07%	101.37
35-44 Years	8.88%	8.89%	100.11
45-64 Years	23.43%	21.91%	93.51
65-74 Years	8.54%	10.12%	118.5
75+ Years	8.65%	9.07%	104.86
Median Age	38	40	106.85
Median Age (Male)	35	36	103.56
Median Age (Female)	40	44	109.29

Troy Ward Company Elgin Six Mile Brunson Jefferson Murphys Estates Hickory Grove Dillon Benne Promised Land Chester Ladson Easley Arial Coward Willington Gilbert Intercultural Institute Kiawah Island Shiloh Holly Hill Conway Abbeville Westminster Rive Tor Confectual 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	23.41%	23.71%	101.28
Black, African-American	72.8%	71.56%	98.3
Native American	0.21%	0.26%	122.82
Asian	1.57%	1.78%	113.35
Pacific Island, Hawaiian	0.12%	0.19%	158.87
Other/Multiple Races	1.9%	2.5%	131.81
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	16,570	17,228	
Less than 9th Grade	6.57%	5.49%	83.55
No High School Diploma	13.26%	11.99%	90.4
High School Graduate	32.26%	35.7%	110.68
Some College, no degree	15.82%	15.02%	94.93
Associate Degree	7.31%	7.96%	108.89
College Degree	12.58%	11.78%	93.69
Graduate/Prof. degree	12.2%	12.05%	98.8

Winnsboro Mills Smyrna Windsor Belton Ninety Six Coronaca Bishopville Rockville Ridgeway Slater Lane Tatum Seabrook Island Blacksburg Clinton Pamplico Summit aurens Florence Dunean Lamar Lockhart Olar Peak Little Mountain ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	20.87%	20.66%	99
\$10,000 to \$19,999	16.76%	16.26%	97.02
\$20,000 to \$29,999	11.61%	11.21%	96.56
\$30,000 to \$49,999	18.44%	17.44%	94.56
\$50,000 to \$59,999	7%	6.97%	99.66
\$60,000 to \$69,999	5.77%	5.72%	99.09
\$70,000 to \$79,999	4.73%	4.85%	97.56
\$80,000 to \$89,999	3.36%	3.72%	105.67
\$90,000 to \$99,999	2.07%	2.16%	104.25
\$100,000 to \$249,999	5.6%	6.55%	117.03
\$125,000 to \$149,999	1.19%	1.38%	116.04
\$150,000 to \$199,999	1.54%	1.81%	117.83
\$200,000 to \$249,999	0.34%	0.43%	127.44
\$250,000 or more	0.72%	0.71%	98.27
Median Household	34,815	36,504	104.85
Average Household	45,401	46,890	103.28
Per Capita Household	18,095	19,287	106.59
Family/Non-Family Household			
Income			
Median Family Income	46,174	49,747	107.74
Average Family Income	57,547	61,189	106.33
Median Non-Family Income	21,217	22,768	107.31
Average Non-Family Income	28,621	29,267	102.26

Lane West Columbia Olanta Ridge Spring Mauldin Lodge Greenwood Walterboro Burton Vance Wodoc Richburg Williston Jamestown Manning Lynchburg McCorrect Reidville Beaufort Cope Elloree Hemingway Ridgeland Taylors Waterloo Brunson Slater-Ma Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Belvedere Boiling Springs Lakewood Hampton Easley23

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	55.77%	52.62%	94.36
Families with Children	27.03	24.63	91.1
Families without Children	28.74	26.41	91.91
Non-Family Households			
% Non-Family Households	44.23%	47.38%	107.12
Non-Families with Children	0.21	0.29	107.12
Non-Families without	44.02	47.08	106.97
Children			
Housing Units			
Total Housing Units	12,369	12,727	102.89%
Vacant percent	16.91%	16.73%	98.91
Owned percent	43.63%	43.46%	99.62
Rented Percent	39.46%	39.81%	100.89
Households by Size			
Avg household size	2.29	2.22	96.94%
Avg family hh size	3.16	3.20	101.27%
Avg non-family hh size	1.20	1.14	95%
Households By Count of			
Persons			
One	3,781	4,183	110.63%
Two	2,926	2,921	99.83%
Three or Four	2,731	2,694	98.65%
Five+	838	801	95.58%

Wedgewood Windsor Harloyville Saluda Aynor Edgefield North Myrtie Beach McConnells Jeffer Westminster Swansea Lancaster Estill Donalds Seabrook Island Stater Marchaevood Slater Mar Fort Lawn Clemson Dentsville Moncks Corner Holly Hill Charleston Stater for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Foreign Born Pop	502	135	36	Eastern Africa	20	8	0
Northern Europe	42	1	1	Middle Africa	0	0	0
Western Europe	53	9	4	Northern Africa	23	0	0
Southern Europe	30	4	0	Southern Africa	0	0	0
Eastern Europe	17	1	0	Western Africa	28	5	1
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	40	2	2	Oceania	4	4	2
So. Central Asia	98	8	4	Caribbean	88	24	5
SE Asia	5	24	0	Central Amer.	41	38	13
Western Asia	4	0	0	South America	8	0	3
Other Asia	0	0	0	North America	1	7	1
				Born at sea	0	0	0



Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10
<u> </u>	MILES	MILES	MILES		MILES	MILES	MILES
English only	26,423	16,358	6,872	Other Indo-Euro	60	7	0
Spanish	542	281	77	Asian/PI languages	0	0	0
Other Indo-Euro	640	90	51	Chinese	23	1	2
language				Japanese	31	2	0
French (incl. Patois,	296	35	23	Korean	0	0	1
Cajun)				Mon-Khmer,	0	0	0
French Creole	14	0	0	Cambodian			
Italian	4	4	6	Miao, Hmong	0	0	0
Portuguese	0	7	0	Thai	0	0	0
German	113	23	17	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	2	1
Other West Germanic	14	0	0	Other Asian	9	0	5
A Scandinavian	6	0	1	Tagalog	5	21	1
Language				Other Pacific Is	0	0	0
Greek	27	4	2	Other languages	84	4	2
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	1	Hungarian	0	0	0
Armenian	0	0	0	Arabic	59	4	0
Persian	35	3	0	Hebrew	0	0	0
Gujarathi	0	7	1	African languages	25	0	2
Hindi	57	0	0	Other unspecified	0	0	0
Urdu	0	0	0	•			

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ettsville Moncks Corner Clearwater Cane Savannah Red Bank Monarch Mill Lodge Sinpsonville Corona Geogewood Hilton Head Island York Blenheim Walhalla Shell Point Intercultural Institute ca Southern Shops Mayo Welcome Rowesville Springdale Cottageville (or Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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	23,699	13,689	5,503	Irish	Irish 328	Irish 328 390
Arab	15	14	0	Italian	Italian 102	Italian 102 110
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	10	1	1	Norwegian	Norwegian 77	Norwegian 77 30
British	34	19	4	Polish	Polish 59	Polish 59 36
Canadian	0	2	1	Portuguese	Portuguese 9	Portuguese 9 2
Croatian	0	0	0	Romanian	Romanian 9	Romanian 9 0
Czech	0	0	0	Russian	Russian 29	Russian 29 21
Czechoslovak	0	2	0	Scandinavian	Scandinavian 12	Scandinavian 12 8
Danish	2	7	3	Scotch-Irish	Scotch-Irish 251	Scotch-Irish 251 160
Dutch	77	38	26	Scottish	Scottish 165	Scottish 165 93
English	842	507	218	Slovak	Slovak 0	Slovak 0 0
European	88	73	40	Subsaharan African	Subsaharan African 457	Subsaharan African 457 108
Finnish	6	0	0	Swedish	Swedish 48	Swedish 48 27
French (not Basque)	135	109	48	Swiss	Swiss 33	Swiss 33 10
French Canadian	17	15	5	Ukrainian	Ukrainian 15	Ukrainian 15 1
German	1,153	931	353	US/American	US/American 1,523	US/American 1,523 1,620
Greek	35	17	2	Welsh	Welsh 19	Welsh 19 13
Hungarian	20	0	1	West Indian	West Indian 141	West Indian 141 30
Iranian	37	15	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 17,951	Other 17,951 9,280

Gasten Buffale Johnston Pelzer Pawleys Island Salem Williamston Clemson Cane Savannah Ridgewa Simpsonville Judson Sycamore Rockville Elgin Whitmire Duncan Homeland Park Summit Lyman Mauldin Gilbert Piedmont Jefferson Confectual Ministry Convey Columbia Great Falls Convey Columbia Great Falls Convey Columbia Great Falls Convey Columbia Great Court Convey Court Convey Court Cou

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

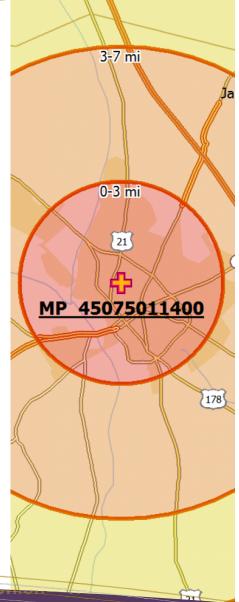
Issues for Your Consideration - continued

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

Pewderville Fort Lawn Blackville Sellers Hickory Grove Hemingway Myrtle Beach Millwood Union E Greeleyville Scotia Berea Chester Coronaca Gayle Mill Oakland Finder Intercultural Institute Hardeeville Gray Court Blenheim Lyman Coward Laurel Bay Lake Montestrual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



Troy Nichols <u>Monarch Mill Hilda Cottageville Greeleyville Edgefield</u> Ware Shoals Bradley Darlington Forest Acres Chapin Clarks Hill Brunson Arcadia Lakes Loris Valley <u>Intercultural Institute</u> Stateburg E tidge Spring Red Bank Inman Mills Riverview Calhoun Falls North Boili <u>Intercultural Institute</u> ston McCormic Copyright 2011, Intercultural Institute for Contextual Ministry Trenton Elko Woodfield Hickory Grove Sellers Olan 30

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	10,276	100%	7,271	100%
AFFLUENT SUBURBIA	376	3.66%	284	3.91%
America's Wealthiest	192	1.87%	154	2.12%
Dream Weavers	92	0.9%	66	0.91%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	92	0.9%	64	0.88%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	86	0.84%	58	0.8%
Status Conscious Consumers	4	0.04%	3	0.04%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	82	0.8%	55	0.76%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	37	0.36%	26	0.36%
Successful Urban Sprawl	32	0.31%	0	0%
2nd City Homebodies	5	0.05%	23	0.32%
Prime Middle America	0	0%	3	0.04%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

inora sycamore mountville Lake wylie Society

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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	10,276	100%	7,271	100%
BLUE COLLAR BACKBONE	58	0.56%	39	0.54%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	19	0.18%	13	0.18%
Small Town Endeavors	39	0.38%	26	0.36%
AMER. DIVERSITY	249	2.42%	178	2.45%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	23	0.22%	15	0.21%
Professional Urbanites	226	2.2%	163	2.24%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	112	1.09%	77	1.06%
Steadfast Conservative	96	0.93%	66	0.91%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	16	0.16%	11	0.15%

eville Cheraw Brockdale Northlake Spartanburg Fort Lawn Swansea Kingstree Sharon Briarcliffe Acres West Union Blackville Clemson Shell Point Lakewood Reevesville Bolling Intercultural Institute eneca Lake View Jefferson Gloverville North Augusta Pageland Walter for Contestual Ministry St. George Copyright 2011, Intercultural Institute for Contextual Ministry Bartsville Bishopville Jamestown Varpville Hemingway

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 & Percen	t	Unreached HH &	Percent
Total	10,276	100%	7,271	100%
REMOTE AMERICA	116	1.13%	71	0.98%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	116	1.13%	71	0.98%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	3,420	33.28%	2,533	34.84%
Young Cosmopolitans	14	0.14%	11	0.15%
Minority Metro Communities	3,403	33.12%	2,520	34.66%
Stable Careers	0	0%	0	0%
Aspiring Hispania	3	0.03%	2	0.03%
RURAL VILLAGES & FARMS	0	0%	2	0.03%
Aspiring Hispania	0	0%	2	0.03%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

yrna Southern Shops Jenkinsville Ruby Ulmer Mullins Laurens Union India Hook Fort Lawn Patrick Hoverville Princeton Vance Bethune Mayesville Slater-Marietta Georgeter Monetta Isle of Palms Bon Sycamore Edisto Oak Grove Olar Ehrhardt Cokesbury Reevesville for Contextual Institute sville Little Riv for Contextual Ministry Contextual Institute for Contextual Ministry are Murray of Richland Winstitute for Contextual Ministry are Murray of Richland

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	10,276	100%	7,271	100%
STRUGGLING SOCIETIES	4,858	47.28%	3,294	45.3%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	4,858	47.28%	3,294	45.3%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	919	8.94%	673	9.26%
Unattached Multicultures	1	0.01%	1	0.01%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	379	3.69%	265	3.64%
Urban Diversity	0	0%	0	0%
New Generation Activists	33	0.32%	22	0.3%
Getting By	506	4.92%	385	5.3%
VARYING LIFESTYLES	44	0.43%	36	0.5%
Military Family Life	0	0%	0	0%
Major University Towns	44	0.43%	36	0.5%
Gray Perspectives	0	0%	0	0%

Camden Newport Five Forks Mayesville Donalds Georgetown Mount Carmel Meggett Lake View Land Inston Allendale Stateburg Hodges Valley Falls Laurens Summerville Summit Loris Murphys Estates Elko Ware Shoals Wilkinson Heights ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

Coronaca Ridge Spring Lodge Darlington Stuckey Camden Riverview Princeton Pawleys Island G Lamestown Bluffton Cottageville Brunson Bowman Cope Winnsboro Intercultural Institute Trangeburg Clearwater Mulberry Sans Souci South Congaree Tega Cay Contextual Ministry Belton Lake Wylie South Sumter Andrews Lugoff 35 Copyright 2011, Intercultural Institute for Contextual Ministry

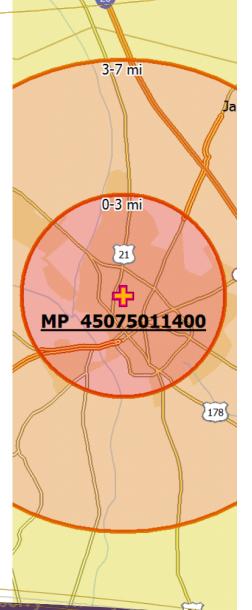
Potential Cultural Bridges

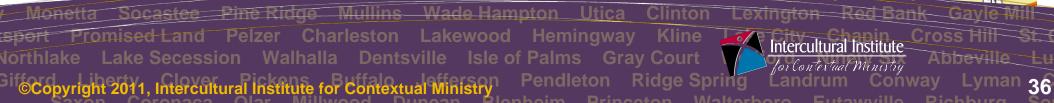
Donald McGavran in his book, The Bridges of God, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, lignuistic, or class barriers." In addition, research into evangelism suggests that most people come to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

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

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

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





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	66%	68%	68%
Use Comp. for Internet/E-mail	43%	45%	46%
Internet Use: E-Mail	37%	38%	39%
Use Comp. for Comp. Games	34%	34%	34%
Use Comp. for Education	29%	29%	29%
HH Owns DVD Player	26%	26%	27%
Use Comp. for Word Processing	22%	25%	26%
Use Comp. for Shopping	22%	24%	24%
Internet Use: News/ Weather	20%	21%	21%
Use Comp. for Digital Camera	20%	21%	22%
Photo Editing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Use Comp. for Banking	20%	21%	21%
Internet Use: Banking	19%	20%	20%
PC-Network-HH Has One	17%	18%	18%
Use Comp. for News/Info./Data	14%	16%	16%
Service			
Use Comp. for Filing/DB Mngmnt	10%	11%	11%
Use Comp. for Personal Financial	9%	10%	11%
Mngmnt			
HH Owns Video/Webcam	9%	9%	9%
Internet Use: Research/ Education	9%	10%	10%
Internet Use: Shopping: Gathered	8%	9%	9%
Info. for Shopping			
Internet Use: Read Magazines/	8%	9%	9%
Newspapers			



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	65%	66%	66%
Reading Books	49%	51%	51%
Dining Out (Not Fast Food)	43%	45%	45%
Card Games	35%	37%	37%
Cooking for Fun	32%	34%	34%
Go To A Beach/Lake	27%	28%	28%
Board Games	25%	27%	27%
Gardening	23%	24%	25%
Going To	15%	15%	15%
Bars/Nightclubs/Dancing			
Visit Museum	15%	16%	17%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	68%	68%	68%
Gen./Fam. Practitioner	31%	32%	32%
Hypertension/High Blood	23%	23%	23%
Pressure			
Backache	23%	23%	23%
Dentist	22%	23%	23%
Eye Dr.	19%	20%	20%
High Cholesterol	18%	19%	19%
None Of These	18%	18%	18%
Acid Reflux Disease (GERD)	16%	16%	16%
Any Arthritis	16%	16%	16%

Springfield Arcadia Lakes Gilbert Great Falls Walterboro Eutawville Cope West Columbia Liberty Multi Golf Swansea Surfside Beach Hemingway Atlantic Beach Moncks Corner Intercultural Institute Sharon Loris North Hartsville Bishopville Shiloh Wellford Chapin Hon For Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Added anderson Aynor Mullins Cordova Hol 38

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	24.46%	25.45%	25.54%
Live Theater	16.75%	18.13%	18.37%
Rock/Pop Concerts Most	13.33%	13.86%	13.9%
Often			
Live Theater Most Often	13.09%	14.34%	14.6%
Dance Performance	10.58%	10.6%	10.47%
Comedy Club	9.66%	9.83%	9.82%
Movies: Comedy	42.56%	41.88%	41.51%
Movies: Action/Adventure	39.95%	39.65%	39.41%
Movies: Drama	26.89%	26.05%	25.52%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	23.92%	23.55%	23.28%
Movies: Romantic Comedy	21.34%	21.54%	21.37%
Movies: Mystery	21.13%	20.17%	19.78%
College Football Reg.	4.56%	4.95%	5.04%
Season			
NFL Football Reg. Season	4.14%	4.56%	4.69%
College Basketball Reg.	3.69%	3.88%	3.91%
Season			
MLB Baseball Reg. Season	3.32%	3.83%	3.91%
NBA Basketball Reg.	3.1%	3.35%	3.39%
Season			
College Football	2.15%	2.12%	2.11%
Post-Season			

Willington Little Mountain Blythewood Powderville Bethune Springdale Central Pacolet Newberry Rod ake Secession North Scranton Fort Mill Swansea Laurel Bay Hanahan ay Greenwood St. Stephen Quinby Mulberry Woodfield Simpsonville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Date of 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	35.13%	36.42%	36.79%	Volleyball	Volleyball 8.14%	Volleyball 8.14% 8.25%
Swimming	21.72%	23.12%	23.66%	Mountain/Road Biking	Mountain/Road Biking 7.64%	Mountain/Road Biking 7.64% 8.28%
Basketball	18.13%	18.56%	18.63%	Softball	Softball 6.37%	Softball 6.37% 6.83%
Bowling	17.42%	18.84%	19.27%	Yoga	Yoga 6.3%	Yoga 6.3% 6.52%
Billiards/Pool	16.31%	16.28%	16.27%	Tennis	Tennis 6.17%	Tennis 6.17% 6.64%
Jogging/Running	15.77%	16.36%	16.38%	Ice Skating	Ice Skating 6.15%	Ice Skating 6.15% 6.06%
Football	13.15%	13.32%	13.3%	Soccer	Soccer 5.89%	Soccer 5.89% 6.53%
Weight Training	12.97%	13.73%	13.86%	Roller Skating	Roller Skating 5.7%	Roller Skating 5.7% 5.91%
Freshwater Fishing	11.34%	12.13%	12.67%	Camping Trips	Camping Trips 5.43%	Camping Trips 5.43% 5.81%
Aerobics	10.99%	11.65%	11.74%	Saltwater Fishing	Saltwater Fishing 5.25%	Saltwater Fishing 5.25% 5.72%
Stationary Cycling	10.25%	10.59%	10.68%	Backpacking/Hiking	Backpacking/Hiking 4.71%	Backpacking/Hiking 4.71% 5.32%
Baseball	9.77%	10.4%	10.6%	Power Boating	Power Boating 4.65%	Power Boating 4.65% 4.88%
Using Cardio Machine	9.28%	10.24%	10.49%	Snorkeling	Snorkeling 4.59%	Snorkeling 4.59% 4.49%
Golf	8.32%	9.19%	9.44%	Hunting	Hunting 4.44%	Hunting 4.44% 4.74%

Iff Saluda Varnville Hemingway Perry Monetta Prosperity Hampton St. Stephen Chapin Greer Troy Hickory Grove Bucksport Blenheim New Ellenton Bowman Rembert New Intercultural Institute Hill Woodfield Trenton Roebuck Jamestown Folly Beach Cowpens 9 Copyright 2011, Intercultural Institute for Contextual Ministry 9 Copyright 2011, Intercultural Institute for Contextual Ministry Peak Kiawah Island Branchville Springfield Edisto Be40

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

0-3	3-7	7-10	
MILES	MILES	MILES	
4.24%	4.2%	4.19%	
3.96%	4.21%	4.36%	
3.85%	3.91%	3.95%	
3.73%	3.79%	3.82%	
3.72%	4.24%	4.53%	
3.5%	3.87%	3.95%	
3.48%	3.73%	3.88%	
3.48%	3.89%	4.01%	
3.43%	3.69%	3.79%	
3.22%	3.19%	3.2%	
	MILES 4.24% 3.96% 3.85% 3.73% 3.72% 3.5% 3.48% 3.48% 3.43%	MILES MILES 4.24% 4.2% 3.96% 4.21% 3.85% 3.91% 3.73% 3.79% 3.72% 4.24% 3.5% 3.87% 3.48% 3.73% 3.48% 3.69%	MILES MILES MILES 4.24% 4.2% 4.19% 3.96% 4.21% 4.36% 3.85% 3.91% 3.95% 3.73% 3.79% 3.82% 3.72% 4.24% 4.53% 3.5% 3.87% 3.95% 3.48% 3.73% 3.88% 3.48% 3.69% 4.01% 3.43% 3.69% 3.79%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Horseback Riding	3.15%	3.44%	3.65%
Snowboarding	3.15%	3.16%	3.15%
Water Skiing	3.14%	3.32%	3.41%
Sailing	2.92%	3%	3.02%
Surfing & Windsurfing	2.55%	2.55%	2.56%
Rock Climbing	2.49%	2.54%	2.57%
Martial Arts	2.38%	2.65%	2.75%
Archery	2.19%	2.36%	2.45%
Rowing	1.96%	2.2%	2.29%
Auto Racing	1.93%	1.97%	2.02%



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.

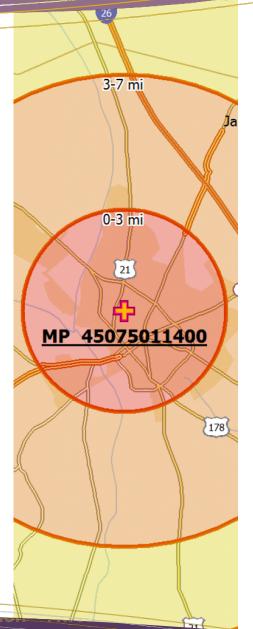
BIBLICAL BARRIERS

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.



Att York Perry Mulberry Coward Lesslie Bucksport Lake City Yemassee Eastover Irwin Clio Lane Hellywood Parksville Andrews Pamplico Smyrna Bonneau Smoaks Intercultural Institute rinceton Plum Branch St. George Chesterfield Elko Barnwell Summerver for Contextual Ministry Scopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Comparison Plum Branch St. George Chesterfield Elko Barnwell Summerver Scopyright 2011, Intercultural Institute for Contextual Ministry Contextual Mi

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.

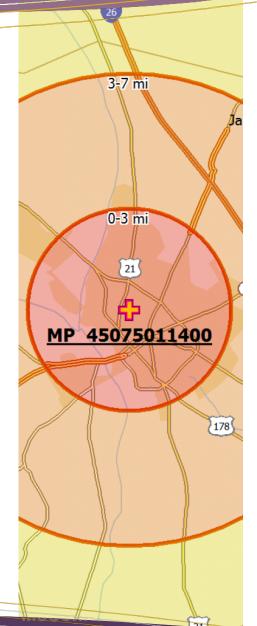
CULTURAL BARRIERS OF ACCEPTANCE

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.



Kline Cameron Loris Saxon Dentsville Hardeeville Kershaw Brunson Bethune North Charleston Synapson Scotia Nichols India Hook Andrews Donalds Elko Union State of Intercultural Institute Benheit er Inman Walterboro Jackson Five Forks Liberty Aiken North August Volte Contextual Ministry ^a©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

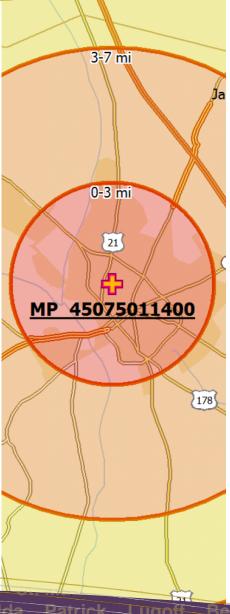
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	57%	56%	56%	Money Is Best Measure Of Success	22%	23%	24%
Speak My Mind Even If It Upsets People	43%	42%	42%	We Should Strive for Equality for All	21%	20%	20%
Like Control Over People And Resources	42%	42%	41%	Marijuana Should Be Legalized Rarely Sit Down to a Meal	21% 18%	21% 18%	21% 18%
Find It Difficult To Say No To My Kids		37%	38%	Together At Home Friends More Important Than	18%	19%	19%
Don't Judge People/Way They Live Life	35%	34%	33%	My Fam. Like To Pursue	17%	17%	17%
Woman's Place Is In The Home Too Much Sponsorship In Arts/Sports	35% 34%	35% 33%	35% 32%	Challenge/Novelty/Change Only Work Current Job for The Money	16%	16%	17%
I Am A Workaholic Like To Do Unconventional	28% 27%	27% 28%	26% 29%	Happy With My Standard Of Living	13%	13%	13%
Things If Won Lottery Would Never	27%	27%	27%	Very Happy With My Life As It Is On Whole People Get What	12% 11%	11% 11%	10% 11%
Work Again				They Deserve			
Prefer To Have Few Possessions As Possible	27%	28%	28%	Little I Can Do To Change My Life	11%	10%	10%
Like to Stand Out In A Crowd	25%	24%	23%	More Important Do Duty Than Enjoy Life	11%	10%	10%

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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.



Briarcliffe Acres Chapin Gattney Branchville Chesnee Batesburg-Leesville Hilda Patrick Lugoff Beau Ravenel Carlisle Winnsboro Mills Irwin Dillon Gifford Tega Cay Ayer Chesnyille Boiling Springs Summerville Woodford Ruby St. George Turbeville West Columbia Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

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

THEMES	0-3	3-7	7-10	THEMES	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
You Should Seize Opportunities In Life	59%	59%	59%	Looking for New Ideas To Improve Home	23%	23%	22%
Important To Respect Customs And Beliefs	55%	57%	57%	Try Not To Worry About The Future	19%	19%	18%
Prefer Work Part Of Team Than	40%	40%	40%	Like To Just Enjoy Life	19%	19%	19%
Alone				Real Men Don't Cry	18%	18%	18%
Like To Understand About Nature	39%	39%	39%	Worried About Pollution Caused By Cars	16%	17%	17%
Important To Juggle Various Tasks	36%	36%	36%	Enjoy Spending Time With My Fam.	15%	14%	14%
Important Feel Respected By My	33%	34%	34%	Is An Important Part Of Who I Am	13%	13%	13%
Peers				Children Should Be Allowed To	9%	9%	9%
Good At Fixing Things	32%	32%	31%	Express Themselves			
Have Keen Sense Of Adventure	30%	30%	29%	Feel Very Alone In The World	6%	6%	6%
Prefer To Have Few Possessions As Possible	27%	28%	28%	Like Spending Most Time With Fam.	6%	6%	6%
Provide My Kids With The Little Extras	25%	24%	24%	Would Like To Set Up Own Business	5%	5%	5%
Consider Myself Interested In The Arts	25%	23%	23%	Decor Particular Interest To Me	4%	4%	4%
People Have To Take Me As They Find Me	24%	24%	24%				

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Mulberry Cheraw Hemingway Mount Pleasant Belton Easley Anderson Pelion Lake Secession Hollyws Jackson Summerville Troy Florence Salley Centerville Irwin Dentsviller Intercultural Institute Saffney Govan Andrews Gloverville Edisto Millwood Arial Greenwood for Contextual Ministry ^{Mi}Copyright 2011, Intercultural Institute for Contextual Ministry South 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.

Kingstree Sycamore Denmark Hardeeville St. Andrews Cordova Inman Mills Eutavelle Salem Winds Rembert Stateburg Rockville Central Union Inman Cross Hill Pelior Intercultural Institute Reconstruction Intercultural Institute for Contextual Ministry Mayesville Awendaw Fountain Inn Bishopville Clio 47 Copyright 2011, Intercultural Institute for 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	PLACE	
	MILES	MILES	MILES		
Fast Food/Drive-In	87.91%	87.38%	87.4%	Red Lobster	
Restaurant-Visit Any				Domino's Pizza	
Fam. Restaurants/Steak	75.04%	76.26%	76.86%	Dairy Queen	
Houses-Visit Any				Olive Garden	
McDonald's	56.58%	56.18%	56.24%	Golden Corral	
Kentucky Fried Chicken (KFC)	41.1%	39.85%	39.45%	IHOP (Internatio	na
Burger King	39.67%	39.22%	39.14%	Pancakes)	
Wendy's	34.94%	34.58%	34.45%	Church's Fried C	Chi
Subway	31.86%	31.53%	31.54%	Chick-Fil-A	
Pizza Hut	27.37%	26.72%	26.73%	Sonic	
Applebee's	26.57%	26.88%	27.15%	TGI Friday's	
Taco Bell	26.22%	25.88%	25.82%	Hardee's	
Popeyes	21.62%	20.53%	20.05%	Outback Steakh	ou
Arby's	21.37%	21.36%	21.51%		

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Red Lobster	20.59%	20.46%	20.46%
Domino's Pizza	19.41%	18.96%	18.77%
Dairy Queen	18.67%	17.79%	17.71%
Olive Garden	17.84%	18.26%	18.32%
Golden Corral	17.26%	17.06%	17.04%
IHOP (International House Of	16.44%	16.65%	16.67%
Pancakes)			
Church's Fried Chicken	15.94%	15.04%	14.62%
Chick-Fil-A	15.46%	16.41%	16.68%
Sonic	14.98%	14.61%	14.62%
TGI Friday's	14.93%	15.21%	15.14%
Hardee's	14.27%	13.59%	13.52%
Outback Steakhouse	13.79%	13.83%	13.85%

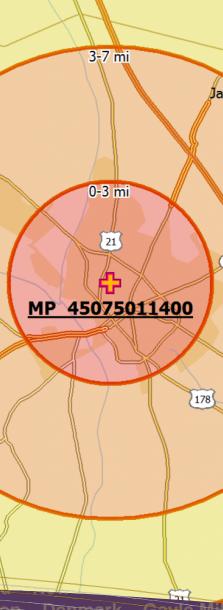
oree Blythewood McColl Clover McCormick Lesslie Blacksburg East Sumter Welcome Hanahan Pame Bowman Lake Murray of Richland Hemingway Lodge Greenville Rock Intercultural Institute Campobello Sycamore Aynor Burton Mayo Roebuck Prosperity Up for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual 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!



Paxville Sans Souch Mount Carmel Homeland Park Barnwell Lugoff Darlington Denmark Gavle Mill Alter Silverstreet Isle of Palms Smyrna Harleyville Lake Murray of Richland Intercultural Institute Intain Inn Walhalla Georgetown Estill Anderson North Augusta Quinby Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	39.42%	41.36%	42.03%
Recycled products	22.4%	24.24%	24.86%
Worked as volunteer (non political)	11.21%	11.84%	12.04%
Engaged in fund raising	9.88%	10.82%	11.05%
Religious club member	8.05%	8.48%	8.65%
Church Board	7.2%	7.74%	7.93%

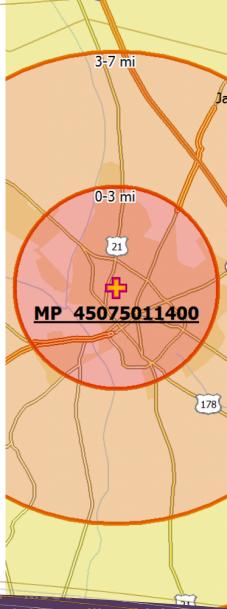
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Took active part in local civic	4.55%	4.77%	4.82%
issue			
Wrote to editor of mag or	4.33%	4.41%	4.46%
newspaper			
Union member	4%	4.58%	4.79%
Wrote to elected offcl about	3.69%	4.07%	4.17%
publ bus			
Charitable Organization	3.68%	4.11%	4.23%
Addressed a public meeting	3.58%	3.88%	3.96%

terloo Rembert Stuckey Fort Lawn Columbia Holly Hill Elgin Piedmont Seneca St Andrews Winnsbor Hartsville Luray Silverstreet Scotia Clinton Springfield Blenheim <u>Intercultural Institute</u> and Parker Furman Elloree Lowrys Dillon Pelion Gloverville Modoc For Confectual Ministry Copyright 2017, Intercultural Institute for Contextual Ministry Burger Awendaw Mauldin Medgett Edgefield Summerville Pelzer Tega Cav Judson Red Hill Greele

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.



Whitmire Riverview Blacksburg Hilton Head Island Snelling Valley Falls North Hartsville Livingston South Congaree Seven Oaks Calhoun Falls Centerville Seneca Belling Intercultural Institute The South Congaree Seven Oaks Calhoun Falls Centerville Seneca Belling Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Children's Books	12.31%	12.85%	12.95%
Novel	12.15%	13.16%	13.43%
Religious (not Bibles)	9.7%	10.16%	10.31%
Cookbooks	8.2%	8.3%	8.34%
Mystery	6.87%	7.17%	7.21%
Romance	6.18%	6.4%	6.42%
Personal/Business	5.22%	5.75%	5.87%
Self-help			
Biography	5.19%	5.64%	5.75%
Mail order	4.78%	4.88%	4.9%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	65.58%	66.64%	66.79%
Gen. Editorial	56.88%	56.88%	56.75%
Womens	49.26%	49.76%	49.9%
Service	28.9%	29.09%	29.22%
Business/Finance	22.9%	23.8%	23.94%
Music	22.7%	22.4%	22.21%
Mens	20.36%	20.25%	20.2%
Parenthood	16.16%	15.47%	15.24%
Health	14.33%	14.45%	14.54%

Tatum Greenville Union Riverview Murrells Inlet Oakland Carlisle Denmark Vance Branchville Cane Burton Pine Ridge Ware Shoals McClellanville Perry Irwin Socastee Charlenburg Lugoff Elloree R Lake Secession Fairfax West Columbia Sellers Shell Point Privateer Confectual Ministry Confectual Ministry Goose Creel 52 Brian fight 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	44.81%	46.12%	46.63%
Classified	30.02%	29.71%	29.68%
Sport	27.55%	28.26%	28.44%
Editorial Page	22.65%	23.56%	23.94%
Business/Finance	22.06%	23.37%	23.67%
Movie Listings & Reviews	21.47%	22.35%	22.49%
TV/Radio Listings	21.25%	21.58%	21.67%
Food/Cooking	20.55%	21.26%	21.53%
Comics	20.54%	20.56%	20.64%
Home/Gardening	16.05%	17.25%	17.67%
Fashion	15.81%	16.72%	16.93%
Travel	15.02%	16.34%	16.69%
Science/Technology	12.37%	13.57%	13.94%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Urban Contemporary	49.05%	48.11%	47.39%
CHR Contemp Hit Radio	15.19%	15.81%	16%
Jazz	14.67%	15.29%	15.47%
Variety	10.91%	11.38%	11.47%
Adult Contemporary	9.88%	9.53%	9.56%
Gospel	9.79%	9.55%	9.44%
Oldies	8.76%	8.72%	8.69%
Country	7.44%	7.14%	7.51%
All News	7.02%	8.28%	8.57%
News/Talk	5.24%	5.91%	6.04%
Religious	4.8%	5.3%	5.49%
Soft Contemporary	4.72%	5.05%	5.11%
Alternative	4.42%	4.26%	4.19%
Rock	4.15%	4.38%	4.48%
Classic Rock	2.93%	3.04%	3.1%
All Talk	2.88%	3.36%	3.46%
Sports	2.74%	3.14%	3.22%
Classical	2.5%	2.86%	2.95%

Govan Forest <u>Acres</u> Columbia Bradley Hilton Head Island Great Falls Summit Centerville Turbeville P Lockhart Jefferson Bucksport Pamplico Ridgeland Buffalo Greenville Intercultural Institute Son Edisto Nichols Lexington Darlington North Valley Falls Shell Poin for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10		MULTIMEDIA: TV	MULTIMEDIA: TV 0-3	MULTIMEDIA: TV 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	60.39%	61.27%	61.59%		Comedy Central	Comedy Central 25.43%	Comedy Central 25.43% 26.07%
Other Video-On-Demand	54.04%	50.82%	50.06%		TV Info From Newspapers	TV Info From Newspapers 25.04%	TV Info From Newspapers 25.04% 25.48%
Soapnet	50.21%	50.55%	50.61%		BET (Black Entertainment	BET (Black Entertainment 23.92%	BET (Black Entertainment 23.92% 22.84%
Satellite Dish	47.32%	48.11%	48.4%		TV)	TV)	TV)
MSNBC	34.56%	34.22%	34.11%		Hallmark Channel	Hallmark Channel 23.9%	Hallmark Channel23.9%24.19%
Sci-Fi Channel	34.36%	34.97%	35.26%		Lifetime	Lifetime 23.75%	Lifetime 23.75% 23.49%
Adult Pay Per View TV	32.68%	32.46%	32.59%		TV Info From Monthly Cable	TV Info From Monthly Cable 22.4%	TV Info From Monthly Cable 22.4% 22.01%
Subscribe Digital Cable	32.62%	33.44%	33.66%		Guide	Guide	Guide
TV Info From Sunday TV	26.26%	27.08%	27.31%		ABC Fam.	ABC Fam. 22.36%	ABC Fam. 22.36% 22.23%
Magazine					The Golf Channel	The Golf Channel 22.21%	The Golf Channel 22.21% 22.67%
Nickelodeon	26.19%	26.09%	26.18%		ESPN2	ESPN2 21.32%	ESPN2 21.32% 21.3%
Nick At Nite	25.93%	25.51%	25.43%		TV Info From Other	TV Info From Other 21.2%	TV Info From Other 21.2% 21.65%
TCM (Turner Classic	25.74%	25.53%	25.38%		TV Land	TV Land 20.85%	TV Land 20.85% 20.58%
Movies)					USA Network	USA Network 20.68%	USA Network 20.68% 21.33%

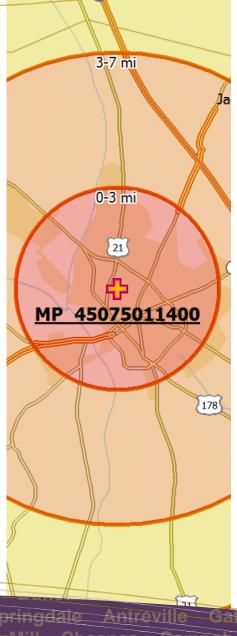
estree Andrews Mount Pleasant Monarch Mill Aiken Waterloo Laurens Wilkinson Heights Lancaster Mill Darlington Awendaw Belvedere Arcadia Lakes Gray Court Beaufort Nor Intercultural Institute ke City Inman Mills Rockville Donalds Varnville Patrick Dunean Boilin for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Communication Media Usage

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

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

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



Myrtie Beach Mayo Lake City Ware Shoals Estill Plum Branch Simpsonville Springdale Antreville Gail Honea Path Bluffton Winnsboro Mills Forest Acres Eutawville Dillon Intercultural Institute St. Andrews Saxon North Augusta Eastover West Union Darlington Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	15.08%	15.84%	16.05%
Medium Users (4-6)	7.51%	7.76%	7.86%
Light Users (1-3)	16.13%	17.13%	17.42%
Quintiles (20%)			
Newspaper I (Heavy)	1.14%	0.91%	0.84%
Newspaper II	1.52%	1.58%	1.61%
Newspaper III	1.58%	1.83%	1.87%
Newspaper IV	0.5%	0.39%	0.37%
Newspaper V (Light)	1.09%	0.92%	0.85%

0-3	3-7	7-10
MILES	MILES	MILES
22.19%	21.82%	21.54%
10.01%	9.89%	9.8%
10.68%	10.63%	10.56%
14.81%	14.51%	14.28%
1.21%	1.31%	1.33%
10.23%	9.8%	9.67%
6.58%	6.15%	5.95%
6.37%	6.12%	5.97%
16.69%	16.76%	16.87%
25.09%	24.81%	24.85%
16.5%	16.49%	16.53%
9.51%	9.55%	9.52%
12.88%	11.88%	11.45%
25.62%	25.05%	24.95%
5.96%	5.58%	5.43%
	MILES 22.19% 10.01% 10.68% 14.81% 1.21% 10.23% 6.58% 6.37% 16.69% 25.09% 16.5% 9.51% 12.88% 25.62%	MILES MILES 22.19% 21.82% 10.01% 9.89% 10.68% 10.63% 10.68% 10.63% 14.81% 14.51% 1.21% 1.31% 10.23% 9.8% 6.58% 6.15% 6.37% 6.12% 16.69% 16.76% 25.09% 24.81% 16.5% 16.49% 12.88% 11.88% 25.62% 25.05%



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	7-1
	MILES	MILES	MILES		MILES	MILES	MIL
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths /			
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	1.88%	2.17%	2.21%	Prime Time I & II (Heavy)	3.5%	3.73%	3.7
Drive Time III (Medium)	0.97%	1.04%	1.04%	Prime Time III (Medium)	1.02%	1.04%	1.0
Radio IV & V (Light)	2.55%	2.75%	2.75%	Prime Time IV & V (Light)	12%	10.76%	10.
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	13.45%	12.73%	12.4%	Fringe I & II (Heavy)	38.06%	38.47%	38.
Radio III (Medium)	3.28%	3.4%	3.44%	Fringe III (Medium)	55.67%	55.01%	54.
Radio IV & V (Light)	4.3%	4.43%	4.42%	Fringe IV (Light)	56.37%	56.08%	56.
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	11.41%	11.93%	12.08%	All Day I & II (Heavy)	16.91%	16.79%	16.
Cable III (Medium)	6.13%	5.77%	5.6%	All Day III (Medium)	26.42%	25.7%	25.
Cable IV & V (Light)	43.9%	42.36%	41.89%	All Day IV (Light)	24.2%	23.23%	22.

W St. Andrews Allendale Clover Cottageville Lakewood Belton Fairfax Ravenel Woodfield Homeland The Congaree Pinewood Silverstreet West Columbia Hampton Lamar Lock an Brockdale Moncks Corner and Landrum Bradley Modoc Clarks Hill Seven Oaks Ward Sans Souch for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Darling 2011, Intercultural Institute for Contextual Ministry

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]	10.43%	10.73%	10.81%
6:00am - 10:00am	16.05%	16.65%	16.63%
10:00am - 3:00pm	15.9%	14.91%	14.37%
3:00pm - 7:00pm	18.76%	17.44%	16.84%
7:00pm - Midnight	12.73%	12.51%	12.38%
Midnight - 6:00am	11.07%	10.14%	9.79%
Weekend Radio			
Listeners			
Dayparts [summary]	15.55%	14.95%	14.68%
6:00am - 10:00am	2.54%	2.62%	2.61%
10:00am-3:00pm	5.39%	5.87%	5.94%
3:00pm - 7:00pm	8.92%	8.29%	8.02%
7:00pm - Midnight	12.02%	11.57%	11.3%
Midnight - 6:00am	17.25%	16.26%	15.79%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.15%	6.22%	6.26%
Saturday: 8:00-11:00pm	8.42%	8.8%	8.86%
Sunday: 7:00-11:00pm	10.24%	9.63%	9.42%
9:00am-1:00pm	25.93%	25.51%	25.43%
9:00am-4:00pm	30.12%	29.95%	29.96%
4:00pm-7:00pm	32.93%	33.38%	33.34%
11:00pm-1:00am	46.77%	46%	45.74%
AVG Prime time Mon-Sun	7.14%	6.74%	6.56%

Hanahan Mulberry Awendaw Allendale East Sumter McClellanville Wagener Saxon Promised Land N Summerton Dalzell Vance Norris Cane Savannah Bethune Laurel Bay Intercultural Institute ross Hill Tega Cay Oakland Seven Oaks St. Stephen Hodges Pageland for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Cost Contextual Ministry Contextual Mini

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	17.29%	16.23%	15.77%	Sat: 7-10am	Sat: 7-10am 16.31%	Sat: 7-10am 16.31% 16.48%
7-9am	21.32%	21.3%	21.18%	Sat: 10am-1pm	Sat: 10am-1pm 9.03%	Sat: 10am-1pm 9.03% 9.25%
9am-12noon	18.02%	18.5%	18.71%	Sat: 1-4pm	Sat: 1-4pm 24.76%	Sat: 1-4pm 24.76% 24.69%
12noon-4pm	12.09%	11.44%	11.25%	Sat: 4-6pm	Sat: 4-6pm 7.45%	Sat: 4-6pm 7.45% 7.67%
4-6pm	49.87%	51.06%	51.22%	Sat: 6-7pm	Sat: 6-7pm 1.45%	Sat: 6-7pm 1.45% 1.61%
6-7pm	17.26%	17.24%	17.35%	Sat: 7-8pm	Sat: 7-8pm 1.09%	Sat: 7-8pm 1.09% 1.16%
7-7:30pm	1.72%	1.91%	1.97%	Sat: 8-11pm	Sat: 8-11pm 8.42%	Sat: 8-11pm 8.42% 8.8%
7:30-8pm	12.26%	12.2%	12.29%	Sat: 11pm-1am	Sat: 11pm-1am 7.19%	Sat: 11pm-1am 7.19% 7.43%
8-11pm	6.15%	6.22%	6.26%	Sat: 1am-7pm	Sat: 1am-7pm 20.68%	Sat: 1am-7pm 20.68% 21.33%
11pm-12am	34.56%	34.22%	34.11%	Sun: 7-10am	Sun: 7-10am 2.36%	Sun: 7-10am 2.36% 2.43%
11pm-1am	46.77%	46%	45.74%	Sun: 10am-1pm	Sun: 10am-1pm 5.05%	Sun: 10am-1pm 5.05% 5.11%
1-6am	34.99%	34.47%	34.32%	Sun: 1-4pm	Sun: 1-4pm 4.24%	Sun: 1-4pm 4.24% 4.36%
				Sun: 4-7pm	Sun: 4-7pm 10.94%	Sun: 4-7pm 10.94% 10.97%
				Sun: 7-11pm	Sun: 7-11pm 10.24%	Sun: 7-11pm 10.24% 9.63%
				Sun: 11pm-1am	Sun: 11pm-1am 6.11%	Sun: 11pm-1am 6.11% 5.76%
				Sun: 1-7am	Sun: 1-7am 19.96%	Sun: 1-7am 19.96% 19.92%

Oakland McCormick Judson Scotia Belvedere Princeton Red Hill Folly Beach Lane North Mayo Gaffney Marion Barnwell Bishopville Pamplico Florence Kershaw Burn Intercultural Institute Lynchburg Ca Taylors Rembert Mauldin Cameron Bonneau Yemassee Salley Prive Contextual Ministry for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry October 1995 Society Hill Garden City Sans 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.

on Walhalla Conway Furman Mount Croghan Laurens Beaufort Newberry Richburg McClellanville Bis Cettageville Wilkinson Heights Aynor Ridgeland Gayle Mill Sullivan's Island Wellford North Augusta Red B rtsville North Hartsville Monetta Latta Atlantic Beach Hollywood Sparta for Confectual Ministry Pecopyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry Cay Darlington Rembert Ridge Spring Wagener Scr 60

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

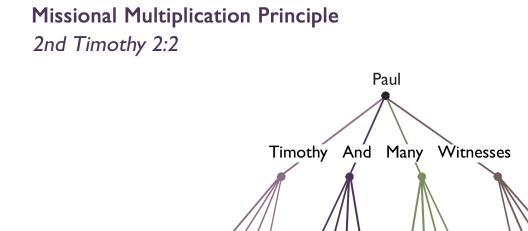
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Elko North Jenkinsville Campobello Gantt Ridge Spring Brookdale Klawah Island Lake Murray of Rick Hartsville Hemingway Willington Dentsville Powderville Seneca Carpo Harlevrille India Hook Ostro Eastover Kershaw Nichols Lincolnville Clemson Charleston Rembe For Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Unay McBee Murphys Estates Cowpens Hilton Head 612

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.



The Same

Who Shall Be Able To Teach Others Also

Commit Thou to Faithful Men

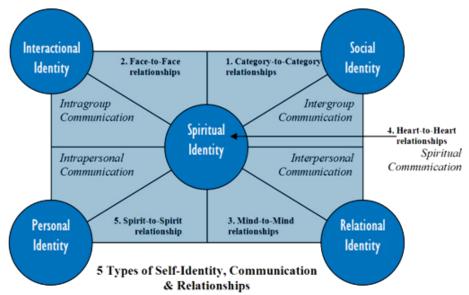
Hanahan Gantt Cameron Ridgeland Jefferson Lancaster Mill Peak Startex Silverstreet Awendaw E Stephen Stuckey Oak Grove Hilton Head Island Plum Branch Cherryvaler Clarks Hill Campobello Antre Newberry Ruby Reidville Gray Court Pamplico Society Hill Bucks (a) Contextual Institute Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministr

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.



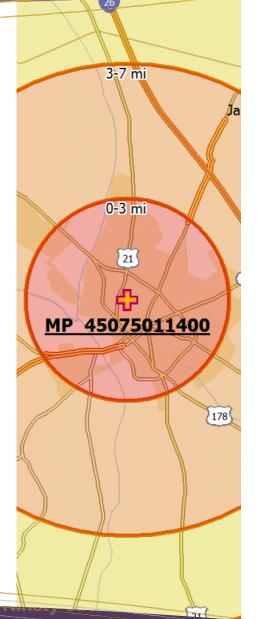
Vest Pelzer Clover Mount Carmel Cane Savannah Quinby Eutawville Jamestown Ehrhardt Dalzell Darlin The Woodfield Yemassee Folly Beach Harleyville Swansea Ward Lover Milliston Chapin Hartsville Laurel Bay Lowrys Springfield Plum Branch Lake View Rembert Brun [] Confectual Ministry [] Confec

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



Gellers Powderville Pine Ridge Clinton Mulberry Burton North Charleston St. George Olar Seneca John West Pelzer Willington Clearwater North Augusta Lincolnville Arial <u>Intercultural Institute</u> Seven Oaks North Hartsville Lake Wylie Due West Ware Shoals Homela Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Notes and Sources

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

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APPENDIX: SCBC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG IICM CGR
4				-
1	Northside	1250 Columbia Rd NE Orangeburg, SC 29115	0.29 mi	0
2	Orangeburg First	PO Box 637 Orangeburg, SC 29116	0.98 mi	0
3	Petra Community	PO Box 1582 Orangeburg, SC 29116	1.02 mi	0
4	Crestview	PO Box 827 Orangeburg, SC 29116	2.60 mi	0
5	Rivelon	395 Rivelon Rd SW Orangeburg, SC 29115	2.83 mi	0
6	Northgate	850 Woodbine St SE Orangeburg, SC 29115	2.89 mi	0
7	Cornerstone Community	1481 Chestnut St Orangeburg, SC 29115	2.93 mi	0
8	New Hope	4000 Riverbank Dr Orangeburg, SC 29118	3.52 mi	0
9	Black River Native American Church	517 Zion Church Rd Orangeburg, SC 29115	4.56 mi	0
10	Highland	PO Box 2529 Orangeburg, SC 29116	5.03 mi	0
11	Ebenezer	PO Box 121 Cordova, SC 29039	5.62 mi	0
12	Covenant	319 Pine Hill Road Orangeburg, SC 29115	6.00 mi	0
13	Mount Carmel	727 Waterspring Rd Orangeburg, SC 29118	6.03 mi	0
14	St George	2590 Shillings Bridge Rd Orangeburg, SC 29115	7.74 mi	0
15	Four Holes	1622 Four Holes Rd Orangeburg, SC 29115	8.36 mi	0

Meggett Golden Grove Lake City Judson Bradley Liberty India Hook Ridgeville Buffalo Lessie F Arial Kershaw Parksville Lake View Surfside Beach Abbeville West McRee Holly Hill Seller Awendaw Pelion Sullivan's Island Northlake South Congaree Cord for Confertual Institute Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Bethany	125 Bethany Dr Orangeburg, SC 29115	8.42 mi	0	
17	Crosland Memorial	PO Box 94 Rowesville, SC 29133	9.26 mi	0	
18	Double Branch	3567 Neeses Hwy Orangeburg, SC 29115	9.50 mi	0	
19	Cameron	PO Box 395 Cameron, SC 29030	9.59 mi	0	
20	Edisto	5276 Cordova Rd Cope, SC 29038	9.63 mi	0	
21	Two Mile Swamp	1066 Bonnette Rd Cope, SC 29038	10.70 mi	0	
22	Fellowship	6991 North Rd North, SC 29112	10.87 mi	0	
23	Providence	51 Providence Road Orangeburg, SC 29118	10.99 mi	0	
24	Cope	PO Box 84 Cope, SC 29038	12.01 mi	0	
25	St Matthews First	PO Box 348 Saint Matthews, SC 29135	12.24 mi	0	
26	Canaan	4977 Cannon Bridge Rd Cope, SC 29038	12.81 mi	0	
27	Bethel	3705 Cope Rd Cope, SC 29038	13.13 mi	0	
28	Bull Swamp	4408 Redmond Mill Rd North, SC 29112	13.57 mi	0	
29	Calvary	PO Box 88 Neeses, SC 29107	13.61 mi	0	
30	Gethsemane	389 Doodle Hill Road Saint Matthews, SC 29135	14.25 mi	0	

ine Ridge Denmark East Gatimey Sullivan's Island Olanta Fountain Inn Alken Norris Laurel Bay Jeffers Salley Norway Loris Duncan India Hook Brookdale Simpsony Intercultural Institute Greenville Belton Furman Awendaw Florence Ridgeland Sycamore Joi Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Starr Lyman Abboyille Contextual Contextual Ministry

APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Edmund First	6256 Edmund Highway Lexington, SC 29073	14.71 mi	0	
32	Bowman First	PO Box 216 Bowman, SC 29018	14.77 mi	0	
33	Neeses	PO Box 118 Neeses, SC 29107	14.97 mi	0	
34	Norway	PO Box 217 Norway, SC 29113	15.31 mi	0	
35	Willow Swamp	PO Box 444 Norway, SC 29113	15.65 mi	0	
36	North First	PO Box 189 North, SC 29112	15.76 mi	0	
37	Congaree	299 Old Belleville Road Saint Matthews, SC 29135	15.87 mi	0	
38	Beaver Creek	PO Box 340 Neeses, SC 29107	15.97 mi	0	
39	Elloree First	PO Box 387 Elloree, SC 29047	16.83 mi	0	
40	Branchville	PO Box 116 Branchville, SC 29432	17.56 mi	0	
41	Mizpah	1112 Colonel Thomson Hwy. St. Matthews, SC 29135	18.05 mi	0	
42	Mount Tabor	1425 Mt. Tabor Road Bowman, SC 29018	19.09 mi	0	
43	Spring Branch	897 Dickinson Street Bamberg, SC 29003	19.23 mi	0	
44	Salem	PO Box 400 North, SC 29112	19.28 mi	0	
45	Sardis	1601 Saint Matthews Rd Swansea, SC 29160	19.39 mi	0	



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