MissionSite top unreached locations

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WHITMIRE, SC

CENSUS TRACT: 45071950300 Burto REGION: Thoroughbred Region ASSOCIATION: Reedy River Maves COUNTY: Newberry Denmark Georg SITESCAPE: Countryscape Bethun DENSITY PATTERN: 13 on Florence **South Carolina**Nichols Briarcliffe Action Jenk Baptist Convention Bay Cottagev **Five Forks**

MissionSite (TM) Table of Contents

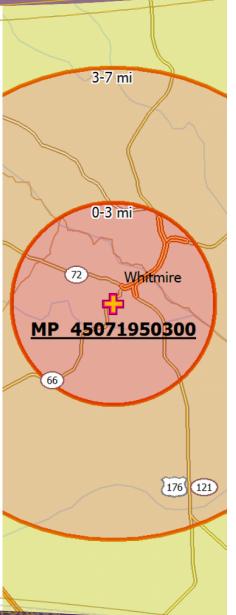
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Site Location Summary

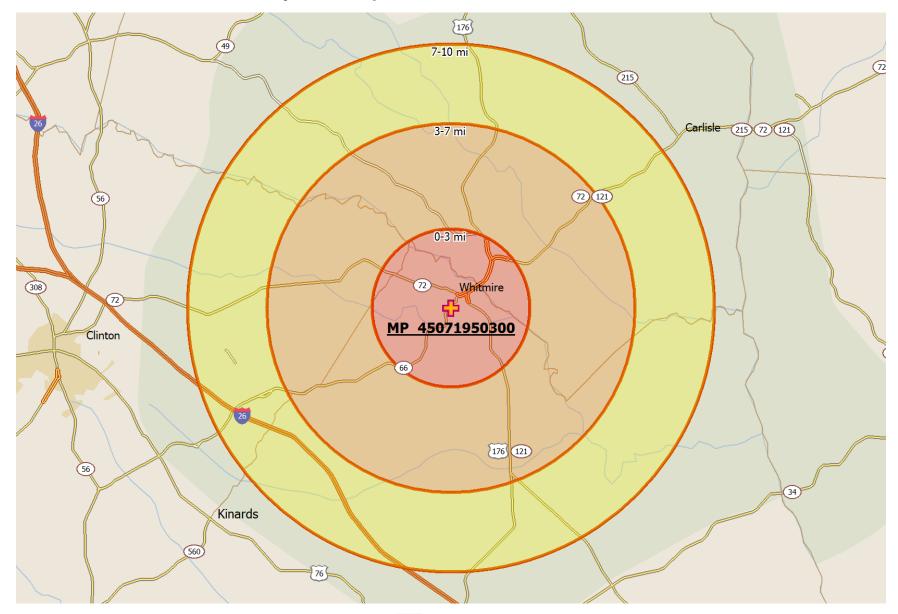
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	4502	Thoroughbred Region
2	Association	45A25	Reedy River
3	County Location	45071	Newberry
4	Zipcode	29178	Newberry
5	Sitescape Category	1	Countryscape
6	Sitescape Group	1.2	Distant Settlements
7	Sitescape Subgroup	1.22	Settlements adjacent to other settlements
8	Sitescape Density Pattern	13	2500-2500-10000



Ston Scotia Brunson Powderville Garden City Travelers Rest Little Mountain Summerton Cross Hill McG Hickory Grove Watts Mills Briarcliffe Acres Gifford Elko Winnsboro Wind Intercultural Institute Gilbert Holly Hill Riverview Aynor Bluffton Chapin Southern Shops Je Contextual Ministry Contextual Ministry Bowman Swansea Summerville Walhalla Due West 3⁰

Site Location Summary - Map of the Site Location



e Furman Lake Wylie Wellford Chesnee Cottageville Manning Hardeeville Ridgeway Varnville Burnet Heron Cameron Gray Court Lancaster Mill Pelzer Livingston Berea Sure Paylovs Island Gloverville Coward Murrells Inlet Red Bank Springdale Calhoun Falls Startex for Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized
	Locale Codes		area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	13	Rural commuting: Secondary flow 10% to 30% to a large Urban Cluster
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	27	Percent commuting from non metro to metro areas

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Cope Govan Lowrys Plum Branch Summit Piedmont Cottageville Bucksport Monarch Mill Parks Cayce Little River Stateburg Gantt Springdale Clinton Parker Jack <u>Intercultural Institute</u> Central Willington Lake City Woodruff Jefferson Surfside Beach Monarch Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	3,740	1,946	27,997
2010 Households	1,495	740	10,191
2010 Group Quarters Population	17	1	2,164

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	5	2	9
Language Diversity National Index	3	3	18
Foreign Born Diversity National Index	22	34	4
Ancestry Diversity National Index	26	23	25
Racial Diversity National Index	51	45	68

Murphys Estates Chapin McConnells South Sumter Honea Path Inman Mills Society Hill Forest Acres The Savannah Pageland Cross Hill Mayesville Dillon Pelzer Land Intercultural Institute hesterfield Dunean McColl South Congaree Wade Hampton Lockhart Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Compyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	1	True
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

Varnville Burnettown Winnsboro Clarks Hill Cameron Reevesville Golden Grove Ma Laurens Parker Westminster India Hook Murphys Estates Seneca Williston Spartan Intercultural Institute Chapin Bradley Little River Ninety Six Six Mile Lyman Turbeville Mulling Confectual 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 0-7 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	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	13	0.87%
Mainstay Communities	Established, Diverse Households	20	1.34%
Working Communities	Blue-collar, Working Families	671	44.88%
Country Communities	Rural, Agri. & Mining Families	203	13.58%
Aspiring Communities	Young Singles / Aspiring-Multihousing	242	16.19%
Urban Communities	High Density, Inner-city Neighborhoods	344	23.01%

Elerence Rembert Inman Mills West Pelzer Red Bank Ward Cherryvale Loris Greer Rock Hill Blenk Wellford Manning Lyman Mountville Gloverville Briarcliffe Acres Intercultural Institute Honea Path Fountain Inn Johnsonville North Charleston North Augus 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.

Lickory Grove Rockville Woodford Tatum Elloree Wellford Sharon Due West Surfside Beach Parksville Lane Ehrhardt Eutawville West Union Westminster Smyrna Cope Intercultural Institute Vade Hampton Latta Winnsboro Shell Point Cayce Barnwell Forestbrood for Confectual Ministry 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?



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 0-7 mile band that are in each category. The index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	0-7 MILE BAND	% INDEX
Unreached Households	9,458	993	10.5%
Unreached %	67.75%	66.4%	98
Religious But NOT Evangelical HH	2,781	290	10.42%
Religious But NOT Evangelical %	19.92%	19.38%	97.32
Spiritual But NOT Relig or Evang HH	1,226	125	10.22%
Spiritual But NOT Relig or Evang %	8.78%	8.38%	95.43
Not Evangelical, Not Interested HH	5,570	595	10.67%
Not Evangelical, Not Interested %	39.9%	39.77%	99.67



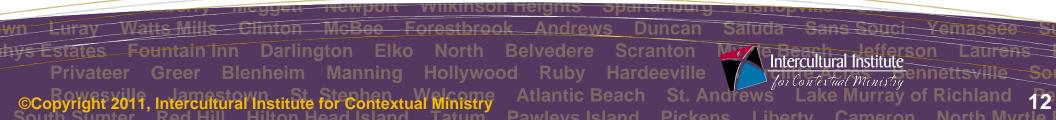
Fort Mill Ridge Spring Eastover West Pelzer Northlake Westminster Springfield Princeton McClellan et Augusta Mullins Spartanburg Landrum Hartsville Clearwater Dillour Intercultural Institute land Slater-Marietta Parker Shiloh Summit Reidville Prosperity McBer ForConfectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Backson St Andrews Irwin Donalds Pageland Swaps

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	18	3	16.67%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	1,835	152	8.29%
Active Evangelical Percent	13.14%	13.14%	99.98
Inactive Evangelical Households	2,667	221	8.28%
Inactive Evangelical Percent	19.11%	19.08%	99.87
# 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	Central Avenue	0.15 mi
2	Whitmire First	0.42 mi
3	The Master's	0.56 mi
4	Bethesda	3.20 mi
5	Fairview	7.93 mi
6	Salem	10.94 mi
7	Padgetts Creek	11.48 mi
8	Hebron	11.93 mi
9	Hurricane	11.93 mi
10	Enoree	12.02 mi
11	Joanna First	12.71 mi
12	Freedom	12.74 mi
13	College Street	13.76 mi
14	Cool Branch	14.08 mi
15	Community	14.30 mi

	CHURCHES	DIST.
16	Community	14.30 mi
17	Lower Fairforest	14.37 mi
18	Tabernacle	14.47 mi
19	Davidson Street	14.49 mi
20	Bush River	14.61 mi
21	Beulah	14.78 mi
22	Rock Creek	14.81 mi
23	Fairview	15.01 mi
24	Primera Iglesia Bautista Nueva Vida	15.09 mi
25	Ottaray	15.10 mi
26	Clinton First	15.15 mi
27	Union First	15.18 mi
28	Crestview	15.23 mi
29	Covenant	15.30 mi
30	Mon-Aetna	15.35 mi

mmerville Golden Grove Mauldin Garden City Kershaw Kline McConnells Jefferson Trenton Heath Sprin Aynor Lowrys Centerville Brunson Cane Savannah Bluffton Hilton Heath Springfield E Seven Oaks Cherryvale Winnsboro Manning Hickory Grove Hardee for Contextual Ministry Copyright 2019 Intercultural Institute for Contextual Ministry Ravenel Abbeville Cheraw Berea Holly Hill Swan13

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.

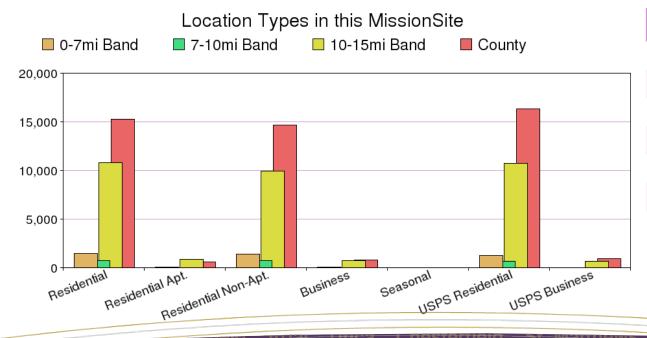
Issues for Your Consideration

- 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 0-7 mile band. The percentage of the county population and number of households that appears in the 0-7 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	33,172	3,848	11.6%
2000 Population	36,108	3,768	10.44%
2010 Population	39,093	3,740	9.57%



Location Type	0-7mi Band
Residential	1,477
Residential Apt.	82
Residential Non-Apt.	1,395
Business	43
Seasonal	0
USPS Residential	1,289
USPS Business	32

% OF CO

12.79%

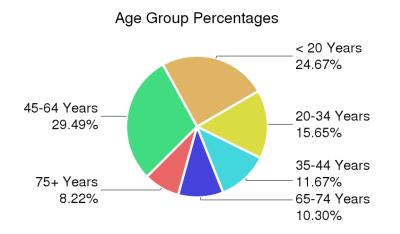
11.34%

10.71%

Honea Path Bluffton Pelzer Dentsville Valley Falls Southern Shops Golden Grove North Augusta Kersh For Pendleton Fort Lawn Yemassee Liberty Awendaw Gifford Gar Intercultural Institute Denmark Union Forest Acres Sullivan's Island Brookdale Easley Show Government of Manager Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.

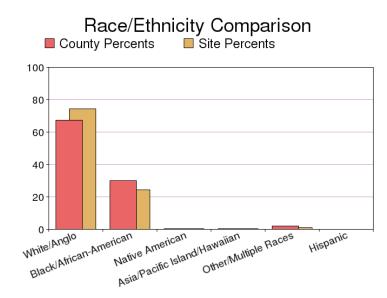


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.55%	4.87%	87.75
4-5 Years	2.69%	1.9%	70.63
6-8 Years	3.96%	3.5%	88.38
9-11 Years	3.85%	3.85%	100
12-13 Years	2.51%	2.62%	104.38
14-17 Years	5.22%	4.92%	94.25
18-19 Years	2.6%	2.99%	115
0-5 Years	8.24%	6.76%	82.04
6-12 Years	9.06%	8.61%	95.03
13-19 Years	9.07%	9.28%	102.32
< 20 Years	26.37%	24.65%	93.48
20-34 Years	18.49%	15.64%	84.59
35-44 Years	12.37%	11.66%	94.26
45-64 Years	26.88%	29.47%	109.64
65-74 Years	8.65%	10.29%	118.96
75+ Years	7.24%	8.21%	113.4
Median Age	39	40	102.85
Median Age (Male)	37	41	110.47
Median Age (Female)	41	41	98.21

Salem Red Bank Hickory Grove Irwin Tega Cay Barnwell Westminster Ridgeville Elgin Woodford F Seburg Socastee Edisto North Augusta Newberry Eutawville North Charles Intercultural Institute of Confectual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright Sale Contextual Ministry Contextual Ministry

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	67.27%	74.39%	110.58
Black, African-American	30.05%	24.28%	80.8
Native American	0.34%	0.27%	78.01
Asian	0.38%	0.05%	13.94
Pacific Island, Hawaiian	0.1%	0.13%	130.66
Other/Multiple Races	1.86%	0.86%	46.07
Hispanic	0%	2.06%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	26,174	2,623	
Less than 9th Grade	7.67%	11.63%	65.94
No High School Diploma	15.34%	16.62%	92.28
High School Graduate	32.83%	37.63%	87.26
Some College, no degree	17.15%	14.68%	116.85
Associate Degree	7.61%	7.47%	101.85
College Degree	11.79%	8.31%	141.82

7.61%

3.66%

207.94

rk Due West Seven Oaks Williamston Awendaw Perry Fort Mill Clinton Cokesbury Kline Sycamore S York Kershaw Eureka Mill Blackville Springdale Pine Ridge Willington Intercultural Institute Blacksburg He Bamberg Lakewood Starr Lake Murray of Richland Mayo Lane East Sun for Confertual Ministry Gayle Mill Se Copyright 2011, Intercultural Institute for Contextual Ministry Donalds Garden City Modoc Oakland Laurens McCorr

Graduate/Prof. degree

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	9.94%	13.44%	140.28
\$10,000 to \$19,999	12.2%	19.53%	160.11
\$20,000 to \$29,999	12.88%	16.45%	127.76
\$30,000 to \$49,999	22.8%	21.54%	94.46
\$50,000 to \$59,999	7.3%	7.96%	109.05
\$60,000 to \$69,999	6.51%	5.35%	82.18
\$70,000 to \$79,999	6.2%	3.81%	61.53
\$80,000 to \$89,999	5.49%	2.54%	46.32
\$90,000 to \$99,999	3.53%	1.74%	49.25
\$100,000 to \$124,999	7.79%	5.82%	74.67
\$125,000 to \$149,999	2.49%	1.2%	48.44
\$150,000 to \$199,999	2.59%	0.33%	12.93
\$200,000 to \$249,999	0.19%	0%	0
\$250,000 or more	0.11%	0.07%	62.25
Median Household	43,108	32,439	75.25
Average Household	56,732	47,993	84.6
Per Capita Household	21,000	19,184	91.35
Family/Non-Family Household			
Income			
Median Family Income	50,285	44,278	88.05
Average Family Income	65,247	56,645	86.82
Median Non-Family Income	24,017	17,169	71.49
Average Non-Family Income	32,510	19,260	59.24

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Saluda Modee Clearwater Dentsville Travelers Rest Cameron Columbia Springdale E Bucksport East Gaffney Monarch Mill Hollywood Mullins Carlisle Line Intercultural Institute CK Hill Powderville Ehrhardt West Columbia Mauldin Hilton Head Island Copyright 2011, Intercultural Institute for Contextual Ministry Elko Marion Scotia Line Contextual Ministry

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	73.99%	68.7%	92.84
Families with Children	35.67%	32.58%	91.33
Families without Children	38.32%	36.12%	94.25
Non-Family Households			
% Non-Family Households	26.01%	31.3%	120.35
Non-Families with Children	0.25	0.54	213.44
Non-Families without Children	25.76	30.77	119.45
Housing Units			Index
Total Housing Units	18,004	1,840	
Vacant percent	22.46%	18.75%	83.48
Owned percent	58.15%	62.66%	107.76%
Rented Percent	19.39%	18.53%	95.58
Households by Size			Index
Avg household size	2.71	2.49	91.88
Avg family hh size	3.25	3.10	95.38
Avg non-family hh size	1.20	1.14	95
Households By Count of Persons			Percent
One	2,993	422	14.1%
Two	4,506	470	10.43%
Three or Four	4,925	493	10.01%
Five+	1,536	110	7.16%

Little Mountain Orangeburg Irmo Clover Edisto Beach Southern Shops Fort Mill Branchville Liberty The Williston Spartanburg Walhalla Seven Oaks Hanahan Anderson Intercultural Institute Teath Springs Hardeeville Hampton Santee Aiken West Pelzer Smyrna Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Ruby Lake View Privateer Perry Walterboro Vance Ninety Six Rowesville Pickens Shilob Easley W

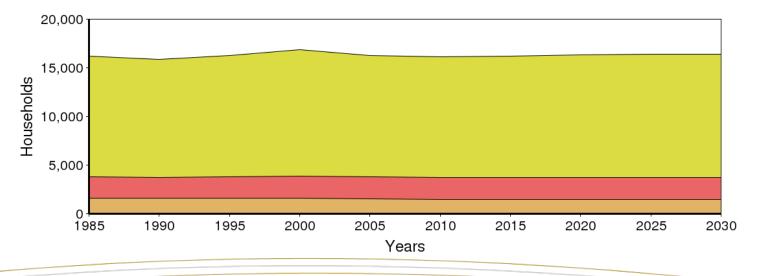
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile ring. The percentage of the county population and number of households that appears in the 0-7 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	33,172	3,848	11.6%
2000 Population	36,108	3,768	10.44%
2010 Population	39,093	3,740	9.57%
2015 Population	40,736	3,781	9.28%

Household Change from 1985 to 2030

🔲 0-7mi Ring 🛛 📕 0-10mi Ring

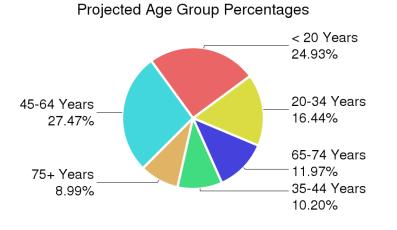
📃 0-15mi Ring



ega Cay Socastee Manning Cheraw Silverstreet McConnells Rembert Holly Hill Willington Murrells in South Congaree Oswego Northlake Elgin Lake City Kiawah Island McCorreit Intercultural Institute for Marin Quinby St. George Hanahan Pom Intercultural Institute Windsor Sun Jon Confectual Ministry Windsor Sun Jon Confectual Ministry Prosperity 20

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

For each category both the current year and the projected percents for the 0-7 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

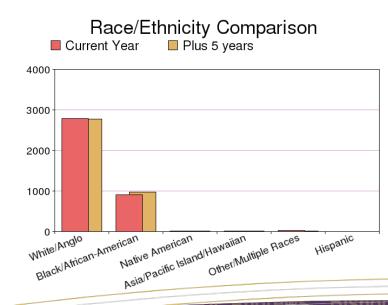


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.87%	5.45%	111.91
4-5 Years	1.9%	1.96%	103.16
6-8 Years	3.5%	3.62%	103.43
9-11 Years	3.85%	3.91%	101.56
12-13 Years	2.62%	2.62%	100
14-17 Years	4.92%	4.39%	89.23
18-19 Years	2.99%	2.99%	100
0-5 Years	6.76%	7.41%	109.62
6-12 Years	8.61%	8.78%	101.97
13-19 Years	9.28%	8.75%	94.29
< 20 Years	24.65%	24.94%	101.18
20-34 Years	15.64%	16.45%	105.18
35-44 Years	11.66%	10.21%	87.56
45-64 Years	29.47%	27.48%	93.25
65-74 Years	10.29%	11.98%	116.42
75+ Years	8.21%	8.99%	109.5
Median Age	39	39	98.91
Median Age (Male)	37	39	104.68
Median Age (Female)	41	40	96.6

Springfield Lake Secession Clio Southern Shops Sycamore Stuckey Joanna Little River Belvedere Wagener Jackson Moncks Corner Dillon City View Silverstreet Shipe Stuckey Joanna Little River Belvedere Patrick Edgefield Five Forks Parksville Blythewood Sellers Gayle for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-7 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	74.39%	73.31%	98.56
Black, African-American	24.28%	25.71%	105.89
Native American	0.27%	0.29%	108.81
Asian	0.05%	0.05%	98.92
Pacific Island, Hawaiian	0.13%	0.13%	98.92
Other/Multiple Races	0.86%	0.5%	58.73
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,623	2,643	
Less than 9th Grade	11.63%	9.31%	80.05
No High School Diploma	16.62%	14.6%	87.86
High School Graduate	37.63%	37.31%	99.14
Some College, no degree	14.68%	16.19%	110.33
Associate Degree	7.47%	8.1%	108.36
College Degree	8.31%	9.38%	112.9
Graduate/Prof. degree	3.66%	5.11%	139.56

Mount Pleasant Whitmire Homeland Park Edisto Beach Mountville Greer Seneca Five Forks Lyman Nonetta Startex Oak Grove Tatum Forestbrook Little Mountain Intercultural Institute Kingstree Ak Lio Furman Monetta Buffalo Promised Land Lexington Bradley East Joi Confestual Ministry Kingstree Ak Copyright 2011, Intercultural Institute for Contextual Ministry Ruby Southern Shops Atlantic Beach Shell Point Moneta Parker Roebuck Little River Riddoway Pelzer Bennettsville Saxon Caston Lake Secession Honea Path

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 0-7 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 0-7 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 0-7 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	13.44%	12.36%	91.92
\$10,000 to \$19,999	19.53%	19.17%	98.16
\$20,000 to \$29,999	16.45%	16.03%	97.43
\$30,000 to \$49,999	21.54%	21.44%	99.56
\$50,000 to \$59,999	7.96%	7.75%	97.35
\$60,000 to \$69,999	5.35%	5.88%	109.85
\$70,000 to \$79,999	3.81%	4.01%	96.36
\$80,000 to \$89,999	2.54%	2.47%	99.87
\$90,000 to \$99,999	1.74%	1.74%	99.87
\$100,000 to \$249,999	5.82%	6.75%	115.94
\$125,000 to \$149,999	1.2%	1.6%	133.16
\$150,000 to \$199,999	0.33%	0.27%	79.89
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	0.07%	0%	0
Median Household	32,439	33,874	104.42
Average Household	47,993	52,049	108.45
Per Capita Household	19,184	20,608	107.42
Family/Non-Family Household			
Income	44.070	45.040	400 77
Median Family Income	44,278	45,946	103.77
Average Family Income	56,645	61,040	107.76
Median Non-Family Income	17,169	19,733	114.93
Average Non-Family Income	19,260	21,137	109.75

on Felly Beach <u>Govan Riverview Jackson Conway</u> Bamberg Clover Cameron Sans Souci Moncks Corner Carlisle Cross Hill Belvedere Judson Elko Swansea Newberry Gaston Greenville Joanna Rock Hill n Falls Bucksport Arnor Ridge Spring Walhalla Landrum Jonesville No Chesnee Denmark Camden Perry Timmonsville Donalds Saxon



23

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 0-7 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 0-7 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 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

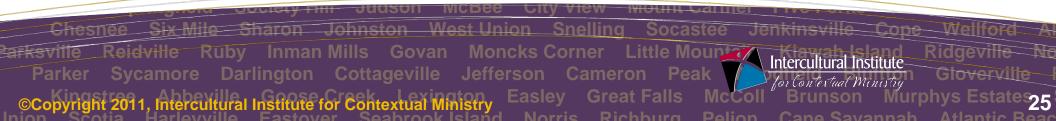
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	68.7%	70.14%	102.1
Families with Children	32.58	32.46	99.66
Families without Children	36.12	37.61	104.12
Non-Family Households			
% Non-Family Households	31.3%	29.86%	95.39
Non-Families with Children	0.54	0.6	95.39
Non-Families without	30.77	29.26	95.09
Children			
Housing Units			
Total Housing Units	1,840	1,845	100.27%
Vacant percent	18.75%	18.86%	100.6
Owned percent	62.66%	62.49%	99.73
Rented Percent	18.53%	18.59%	100.31
Households by Size			
Avg household size	2.49	2.51	100.8%
Avg family hh size	3.10	3.11	100.32%
Avg non-family hh size	1.14	1.11	97.37%
Households By Count of			
Persons			
One	422	397	94.08%
Тwo	470	483	102.77%
Three or Four	493	499	101.22%
Five+	110	118	107.27%

Elleree Hilda Blackville Marion Lowrys Lodge Westminster Golden Grove Woodfield Bishopville G Union Cane Savannah Liberty Irwin Sharon Fairfax Elgin Lugoff Land Intercultural Institute hart Buffalo Batesburg-Leesville Hilton Head Island Lexington Valley Fall (or Contextual Ministry st Copyright 2011, Intercultural Institute for Contextual Ministry St 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:	0-7	7-10	10-15		BORN IN:	0-7	7-10	10-15
	MILES	MILES	MILES			MILES	MILES	MILES
Foreign Born Pop	15	30	807	-	Eastern Africa	0	0	0
Northern Europe	7	0	13		Middle Africa	0	0	0
Western Europe	0	5	29		Northern Africa	0	0	0
Southern Europe	0	0	11		Southern Africa	0	2	5
Eastern Europe	0	4	15		Western Africa	0	0	0
Other Europe	0	0	0		Other Africa	0	0	0
Eastern Asia	0	2	31		Oceania	0	0	7
So. Central Asia	0	0	50		Caribbean	0	0	11
SE Asia	2	1	8		Central Amer.	3	14	574
Western Asia	1	0	8		South America	2	0	32
Other Asia	0	0	4		North America	0	2	9
					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	0-7 MILES	7-10 MILES	10-15 MILES	SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only	2,899	2,281	23,606	Other Indo-Euro	0	0	7
Spanish	31	2,201	806	Asian/PI languages	0	0	0
Other Indo-Euro	22	43	261	Chinese	0	0	0
language	22	45	201	Japanese	0	0	31
French (incl. Patois,	12	22	117	Korean	0	0	12
Cajun)	12	22	117	Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian	0	0	0
Italian	2	0	15	Miao, Hmong	0	0	0
Portuguese	2	0	0	Thai	0	0	0
German	4	3	56	Laotian	0	0	0
					-	-	-
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	1	8	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	0	9
Language		2	10	Other Pacific Is	0	0	0
Greek	1	0	13	Other languages	0	0	39
Russian	0	15	5	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	2	4	Hungarian	0	0	7
Armenian	0	0	0	Arabic	0	0	16
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	3	0	26	African languages	0	0	16
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

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Shileh South Sumter Scotia Mauldin Princeton Lodge East Sumter Summerton North Charleston War Westminster Hampton Turbeville Hodges Folly Beach Cheraw Branch Intercultural Institute Murray of Richland Honea Path Starr Holly Hill Hanahan Troy Brookda (o) Confectual Ministry (o) Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

10-15

ANCESTRY	0-7	7-10	10-15		ANCESTRY	ANCESTRY 0-7
	MILES	MILES	MILES			MILES
Reporting ancestry	2,127	1,601	19,335		Irish	Irish 115
Arab	0	1	26		Italian	Italian 72
Armenian	0	0	2		Lithuanian	Lithuanian 0
Austrian	0	0	0		Norwegian	Norwegian 3
British	7	4	49		Polish	Polish 2
Canadian	0	0	4	Portu	uguese	uguese 0
Croatian	0	0	0	Romania	n	n 0
Czech	2	0	19	Russian		0
Czechoslovak	0	0	0	Scandinavian		0
Danish	4	0	34	Scotch-Irish		39
Dutch	34	11	125	Scottish		20
English	92	120	1,353	Slovak		0
European	10	6	246	Subsaharan Africa	an	an 1
Finnish	0	0	0	Swedish		0
French (not Basque)	24	15	198	Swiss		2
French Canadian	0	3	22	Ukrainian		0
German	183	75	1,383	US/American		701
Greek	2	0	16	Welsh		0
Hungarian	0	0	8	West Indian		2
Iranian	0	0	0	Yugoslavian		0
				 Other		811

Chesterneid Hickory Grove Union

Pine Ridge Barnwell Fature Fountain Inn Norris Forest Acres Bluffton Briarchife Acres Denmark Lancas The Murray of Richland Silverstreet Roebuck Oak Grove Tega Cay Megger Intercultural Institute Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Minis

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?

mmerton Murrells Inter Lamar Saxon Pawleys Island Millwood Lugoff Peizer North Augusta Spartanburg Sharon Clinton Dalzell Denmark Manning Westminster Mount Pleasant And Murray of Richland Blyther othlake Perry Lancaster Lowrys Clearwater Burton Wilkinson Heights Al Copyright 2011, Intercultural Institute for Contextual Ministry al Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

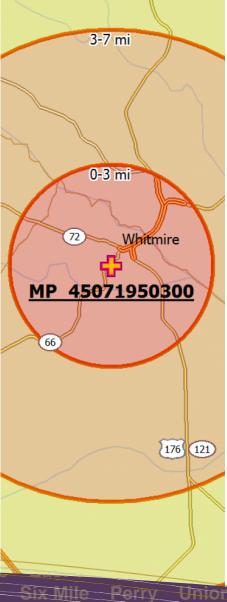
Issues for Your Consideration - continued

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



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.



th Congaree Due West Lesslie Central Pacolet Meggett Lyman Edgefield Hilda Six Mile Perry Union Guinoy Easley Gaston Lugoff Plum Branch Goose Creek Little Mount Intercultural Institute gdale Santee Williamston York Jenkinsville Lincolnville Whitmire Ref Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Decopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Conversion of the Contextual Ministry Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,495	100%	992	100%
AFFLUENT SUBURBIA	1	0.07%	1	0.1%
America's Wealthiest	1	0.07%	1	0.1%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	12	0.8%	8	0.81%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	12	0.8%	8	0.81%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	9	0.6%	6	0.6%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	9	0.6%	0	0%
Family Convenience	0	0%	6	0.6%
Mid-Market Enterprise	0	0%	0	0%

Jors Ridgeland Trenton Lancaster Yemassee Bamberg Pacolet Lane Laurens Harleyville Campobelle Lakewood Dillon Lake Murray of Richland Bishopville Folly Beach partanburg Quinby Santee Promised Land Loris Tega Cay Watts Mills Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,495	100%	992	100%
BLUE COLLAR BACKBONE	178	11.91%	117	11.79%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	40	2.68%	24	2.42%
Lower Income Essentials	138	9.23%	93	9.38%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	11	0.74%	7	0.71%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	6	0.4%	4	0.4%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	5	0.33%	3	0.3%
Mature America	0	0%	0	0%
METRO FRINGE	493	32.98%	339	34.17%
Steadfast Conservative	353	23.61%	242	24.4%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	19	1.27%	13	1.31%
Urban Grit	0	0%	0	0%
Grass-Roots Living	121	8.09%	84	8.47%

Aiken Donalds Sumter Snelling Hilda McClellanville Hardeeville Marion Hickory Grove West Pelzer C dere Columbia Oswego Garden City Jackson Bethune Modoc Boiling intercultural Institute Woodfield Pomaria Darlington Mount Croghan Clemson Silverstreet for Contextual Ministry ^{il} Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-7 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	0-7 HH & Percent		Unreached HH 8	& Percent
Total	1,495	100%	992	100%
REMOTE AMERICA	94	6.29%	58	5.85%
Hardy Rural Fam.	5	0.33%	3	0.3%
Rural Southern Living	6	0.4%	4	0.4%
Coal & Crops	83	5.55%	51	5.14%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	242	16.19%	179	18.04%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	242	16.19%	179	18.04%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	109	7.29%	45	4.54%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	109	7.29%	0	0%
Hinterland Fam.	0	0%	45	4.54%

Gayle Mill Dillen Aiken Springfield Williamston Fort Mill Williston Lockhart Lake City Ravenel Valle Anderson Gilbert Irwin Fountain Inn Bowman Sellers Cameron Levier Intercultural Institute Atlantic Beach Moncks Corner Port Royal New Ellenton Seven Oaks Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,495	100%	992	100%
STRUGGLING SOCIETIES	340	22.74%	229	23.08%
Rugged Southern Style	21	1.4%	12	1.21%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	303	20.27%	205	20.67%
College Town Communities	0	0%	0	0%
New Beginnings	16	1.07%	12	1.21%
URBAN ESSENCE	4	0.27%	3	0.3%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	4	0.27%	3	0.3%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

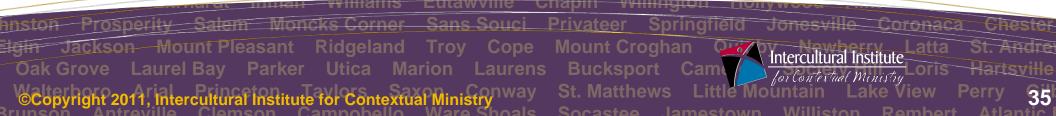
Five Forks Lake Secession Saxon Mulberry Pinewood Summerville Salley Williamston Denmark Conway West Pelzer Little River Elgin Calhoun Falls Dalzell Princeton Intercultural Institute Powderville Ware Shoals Pacolet Gilbert Willington East Sumter For Contextual Ministry 9 Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

Within the 0-7 mile, 7-10 mile and 10-15 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?



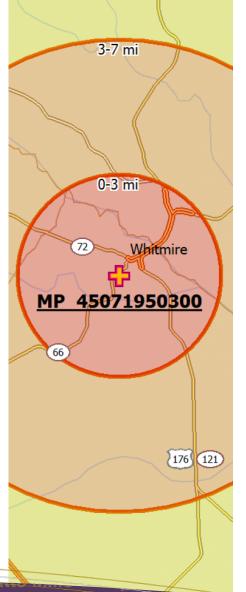
Potential Cultural Bridges

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).



Port Royal <u>Clearwater</u> York <u>Elloree Stateburg</u> <u>Stuckey</u> Bennettsville Alken India Hook Bethune E Livingston Starr Woodruff Tatum Fountain Inn Dillon Lugoff Williams <u>Intercultural Institute</u> Lyman Mo Berea Johnston Walterboro Oakland Parksville Govan Pelzer Rock <u>Intercultural Institute</u> okdate Mannin ^a Copyright 2011, Intercultural Institute for Contextual Ministry Springdale Central Chesnee Scotia Rockville Prince <u>36</u>

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
PC-HH Own	70%	72%	72%
Use Comp. for Internet/E-mail	47%	49%	50%
Internet Use: E-Mail	38%	40%	42%
Use Comp. for Comp. Games	37%	37%	35%
Use Comp. for Education	28%	28%	29%
Use Comp. for Word	28%	29%	30%
Processing			
Use Comp. for Shopping	26%	27%	28%
HH Owns DVD Player	25%	25%	25%
Use Comp. for Digital Camera	24%	25%	25%
Photo Editing			
Use Comp. for Banking	23%	23%	23%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Internet Use: News/ Weather	21%	22%	23%
Internet Use: Banking	19%	21%	21%
PC-Network-HH Has One	15%	17%	17%
Use Comp. for News/Info./Data	15%	15%	17%
Service			
Internet Use: Research/ Education	10%	10%	10%
Use Comp. for Filing/DB Mngmnt	10%	10%	11%
HH Owns Video/Webcam	9%	9%	9%
Use Comp. for Personal Financial	9%	10%	10%
Mngmnt			
Internet Use: Shopping: Gathered	9%	9%	9%
Info. for Shopping			
Internet Use: Shopping: Made A	9%	10%	9%
Purchase			

est Union Burnettown Powderville Eutawville Central Piedmont Donalds Willington Sycamore Williams ford Lakewood Olar East Sumter Pamplico Elloree Elgin Forestbrook Intercultural Institute South Congaree Fairfax Arcadia Lakes Barnwell Marion Denmark Confextual Ministry Southern Shops Myrtle Beach Nichols Hickory Grove 37 Saluda Mari Shoals Maudin Aver Contextual Ministry Saluda Mari Shoals Maudin Aver Contextual Ministry Saluda Mari Shoals Stuckey Fountain Inn

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Listening To Music	65%	65%	65%
Dining Out (Not Fast Food)	49%	50%	50%
Reading Books	48%	49%	51%
Card Games	38%	39%	39%
Gardening	33%	33%	30%
Cooking for Fun	33%	33%	34%
Board Games	29%	30%	29%
Go To A Beach/Lake	28%	29%	30%
Going To	17%	16%	16%
Bars/Nightclubs/Dancing			
Visit Zoo	15%	15%	16%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Any Ailment	69%	69%	69%
Gen./Fam. Practitioner	39%	39%	37%
Backache	24%	24%	23%
Dentist	23%	23%	25%
Eye Dr.	22%	21%	21%
Hypertension/High Blood	22%	22%	22%
Pressure			
High Cholesterol	18%	18%	18%
None Of These	18%	18%	19%
Any Arthritis	18%	18%	17%
Acid Reflux Disease	15%	15%	15%
(GERD)			

Antreville Hodges Woodruff Coronaca Bonneau Trenton Dentsville Ninety Six Mount Pleasant Lexif Carliste Central Pacolet Winnsboro Lake City Cottageville Lyman Garder City Govan Walterboro Ridg town Piedmont Estill Chapin Gilbert Mount Carmel Oakland Troy Sa Contextual Ministry er Copyright 2011, Intercultural Institute for Contextual Ministry Sumter North Myrtle Beach Willington Stuckey Edist 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 - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Concert	22.78%	23.2%	24.16%
Live Theater	14.75%	15.21%	16.86%
Rock/Pop Concerts Most	12.68%	12.81%	13.31%
Often			
Live Theater Most Often	12.07%	12.38%	13.68%
Dance Performance	8.34%	8.04%	8.52%
Comedy Club	7.66%	7.67%	8.18%
Movies: Comedy	39.04%	38.72%	39.08%
Movies: Action/Adventure	37.79%	37.47%	37.42%
Movies: Fam.	22.05%	21.41%	21.31%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Movies: Drama	20.37%	20.42%	21.17%
Movies: Romantic Comedy	17.92%	18.1%	19.3%
Movies: Mystery	17.4%	17.24%	16.89%
College Football Reg.	4.67%	4.88%	5.02%
Season			
MLB Baseball Reg.	3.67%	3.9%	4.4%
Season			
NFL Football Reg. Season	3.54%	3.93%	4.62%
College Basketball Reg.	3.18%	3.31%	3.59%
Season			
NBA Basketball Reg.	2.14%	2.33%	2.77%
Season			
Auto Racing Events	1.99%	2.12%	1.96%



The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Walking for Exercise	35.86%	36.16%	36.95%
Swimming	25.9%	27.23%	27.25%
Bowling	18.93%	19.8%	20.09%
Freshwater Fishing	17.82%	18.92%	16.99%
Billiards/Pool	16.77%	17.06%	16.81%
Basketball	14.93%	15.61%	16.68%
Camping Trips	14.87%	15.05%	12.43%
Jogging/Running	12.83%	12.99%	14.09%
Weight Training	11.22%	11.95%	13.1%
Baseball	10.51%	10.71%	10.8%
Hunting	10.33%	10.76%	9.06%
Football	10.22%	10.73%	11.37%
Stationary Cycling	9.76%	9.98%	10.32%
Using Cardio	9.14%	9.65%	10.52%
Machine			

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Golf	8.91%	9.48%	10.35%
Mountain/Road Biking	8.7%	9.14%	9.63%
Aerobics	8.34%	8.78%	9.99%
Target Shooting	8.14%	8.32%	7.46%
Volleyball	8.12%	8.31%	8.44%
Backpacking/Hiking	7.41%	7.71%	7.57%
Softball	6.67%	6.79%	7.01%
Saltwater Fishing	6.53%	7.05%	7.15%
Power Boating	6.07%	6.16%	6.19%
Soccer	5.56%	5.91%	6.69%
Tennis	5.53%	5.9%	6.45%
Yoga	5.52%	5.57%	6.06%
Motorcycling	5.39%	5.39%	5.02%
Canoeing/Kayaking	5.31%	5.48%	5.56%

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The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Horseback Riding	5.13%	5.49%	5.25%
Ice Skating	4.74%	4.73%	5.07%
Fly Fishing	4.66%	4.79%	4.5%
Roller Skating	4.57%	4.69%	5.16%
Jet Skiing	4.06%	4.11%	3.98%
Snorkeling	3.8%	3.88%	4.15%
Water Skiing	3.72%	3.83%	3.67%
Auto Racing	3.69%	3.35%	2.85%
Archery	3.5%	3.81%	3.78%
Hockey	3.3%	3.39%	3.64%

0-7	7-10	10-15
MILES	MILES	MILES
3.25%	3.39%	3.5%
3.21%	3.4%	3.8%
3.14%	3.31%	3.76%
3.1%	3.11%	3.2%
3.04%	2.93%	2.98%
3.04%	2.92%	2.96%
2.68%	2.87%	2.91%
2.51%	2.62%	2.75%
2.09%	2.13%	2.34%
2.04%	2.2%	2.26%
	MILES 3.25% 3.21% 3.14% 3.14% 3.04% 3.04% 2.68% 2.51% 2.09%	MILES MILES 3.25% 3.39% 3.21% 3.4% 3.14% 3.31% 3.14% 3.11% 3.1% 2.93% 3.04% 2.92% 2.68% 2.87% 2.51% 2.62% 2.09% 2.13%

Burnettown Tega Cay York Dentsville Smoaks Wellford Bradley Monarch Hill Ha Lessle Forest A Gray Court Jenkinsville Sycamore Stateburg Govan Woodfield Pagelar Intercultural Institute Tyrna Parker Belton Greenville Turbeville Seven Oaks Coward Lake Confectual Ministry Stocopyright 2011, Intercultural Institute for Contextual Ministry

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.

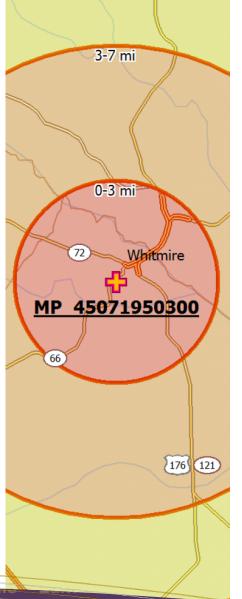
BIBLICAL BARRIERS

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.



Le Clar Cross Hill Estil Multins St. Matthews Clemson Simpsonville Cowpens Laurel Bay Lowrys Bay Heights Gloverville City View Walhalla Travelers Rest Starr Patrick Intercultural Institute Fountain Inn Jamestown North Hartsville Jefferson Murphys Estates Clover Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

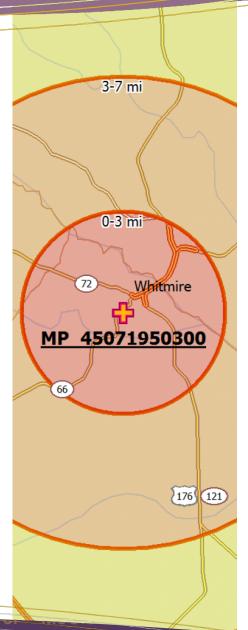
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Seneca Princeton Antreville Kline East Gaffney Elko Dalzell Lakewood Riverview Sumter Spartant Florence Privateer Saxon Aiken Cayce Windsor Chesnee New Eller Materloo Furman Fort Mill Easley Centerville Meggett Startex Boilin Intercultural Institute for Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES		0-7 MILES	7-10 MILES	
Important Continue Learning New Things	53%	53%	53%		20%	20%	
Speak My Mind Even If It	40%	40%	39%	I Åm A Workaholic	20%	20%	
Upsets People	000/	000/	000/	Marijuana Should Be Legalized	19%	19%	
Like Control Over People And Resources	38%	38%	38%	Rarely Sit Down to a Meal Together At Home	19%	19%	
Woman's Place Is In The Home Find It Difficult To Say No To	37% 37%	37% 38%	36% 38%	Like To Pursue Challenge/Novelty/Change	18%	18%	
My Kids				We Should Strive for Equality	15%	15%	
Like To Do Unconventional	32%	32%	31%	for All			
Things				Only Work Current Job for The	15%	15%	
Don't Judge People/Way They	31%	31%	30%	Money			
Live Life				115 5	11%	11%	
Too Much Sponsorship In	30%	29%	29%	Living	4.4.07	4.4.07	
Arts/Sports	070/	070/	200/	I I	11%	11%	
Prefer To Have Few Possessions As Possible	27%	27%	29%	They Deserve	100/	100/	
Money Is Best Measure Of	25%	25%	25%	Little I Can Do To Change My Life	10%	10%	
Success	2070	2070	2070		9%	9%	
Like to Stand Out In A Crowd	24%	24%	23%	ls	070	070	
If Won Lottery Would Never Work Again	24%	24%	25%		9%	9%	
WORK Again				EXIIdS			

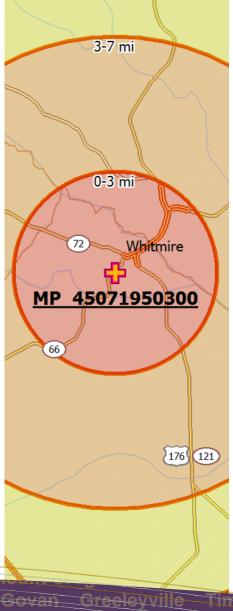
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St. Stephen Bowman Belvedere Livingston Berea Olar Lyman Par Intercultural Institute Scranton Hickory Grove Elgin North Augusta Eutawville Johnston Hilf Gor Contextual Ministry OCopyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



Millwood Lynchburg Carliste Lake City Donalds Bonneau Chesterfield Arial Govan Greeleyville Time Summerton Olar Gilbert Wellford Lancaster Mill Bishopville Swansea Intercultural Institute Willington Columbia Blacksburg North Six Mile Lake View Forest A for Contextual Ministry a Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	THEMES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
You Should Seize Opportunities	57%	57%	58%	Like To Just Enjoy Life	20%	20%	21%
In Life				Provide My Kids With The Little	17%	18%	19%
mportant To Respect Customs	54%	56%	57%	Extras			
And Beliefs				Real Men Don't Cry	17%	17%	18%
Like To Understand About Nature	39%	38%	38%	Worried About Pollution Caused By Cars	16%	16%	17%
Prefer Work Part Of Team Than	37%	37%	37%	Is An Important Part Of Who I Am	15%	15%	15%
Alone				Try Not To Worry About The	15%	15%	15%
mportant To Juggle Various	34%	34%	35%	Future			
Tasks				Enjoy Spending Time With My	15%	15%	14%
mportant Feel Respected By	33%	33%	33%	Fam.			
My Peers				Children Should Be Allowed To	7%	8%	8%
Good At Fixing Things	31%	30%	30%	Express Themselves			
Have Keen Sense Of Adventure	28%	27%	27%	Feel Very Alone In The World	7%	7%	6%
Prefer To Have Few	27%	27%	29%	Like Spending Most Time With	5%	5%	5%
Possessions As Possible				Fam.			
Consider Myself Interested In	22%	21%	21%	Would Like To Set Up Own	5%	5%	4%
The Arts				Business			
People Have To Take Me As	21%	21%	22%	Decor Particular Interest To Me	3%	3%	3%
They Find Me							
Looking for New Ideas To Improve Home	21%	20%	20%				

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rioo Hodges St Andrews Windsor Olar Mauldin Pelzer Startex Wedgewood Reidvile Selem Inman eta Mill Springdale Greenville Seabrook Island Andrews Mulberry York Intercultural Institute Kiawah Island Summerville Surfside Beach Hilton Head Island Clove Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Places

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

Beaufort Chester Awendaw Monetta Greenville Saluda Abbeville Powderville Jonesville Camdo Tolzell Ridge Spring Dentsville Hemingway Richburg Lake View Intercultural Institute Windsor Cottageville Walterboro Aiken Cokesbury Sharon Six Mil for Contextual Ministry 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 - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Fast Food/Drive-In	88.44%	88.39%	86.96%
Restaurant-Visit Any			
Fam. Restaurants/Steak	79.78%	80.39%	79.28%
Houses-Visit Any			
McDonald's	56.95%	57.03%	56.38%
Burger King	40.49%	40.28%	39%
Kentucky Fried Chicken (KFC)	34.78%	34.98%	35.09%
Wendy's	32.12%	32.35%	32.15%
Subway	31.87%	31.89%	31.1%
Taco Bell	28.23%	28.06%	27.14%
Applebee's	27.19%	27.67%	27.08%
Pizza Hut	27.09%	26.97%	25.89%
Arby's	22.76%	22.74%	21.97%
Dairy Queen	22.02%	21.06%	19.04%

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Red Lobster	18.69%	18.57%	18.76%
Sonic	18.11%	18.12%	16.37%
Olive Garden	18%	18.19%	18.3%
Domino's Pizza	16.06%	15.96%	16.67%
Hardee's	15.5%	15.5%	13.8%
Cracker Barrel	15.15%	15.78%	14.57%
Golden Corral	14.9%	15.15%	15.19%
Long John Silver's	13.97%	13.63%	11.58%
IHOP (International House Of	13.07%	13.29%	14.21%
Pancakes)			
Denny's	12.84%	12.16%	11.78%
Popeyes	12.65%	12.51%	13.66%
Chick-Fil-A	12.39%	13.52%	14.19%

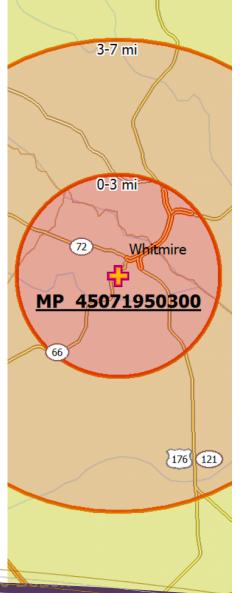
The Marphys Estates Parick Relowing Bound Linko Marphys Estates Parick Relowing Bound Vine Bound Vine House And Startex Gloverville Travelers Rest Cope West Columbia Smyrna City Contextual Institute fountain Mullins Rowesville Timmonsville St. George Forestbrook Ellor for Contextual Ministry Copyright 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!



Ridgeway Travelers Rest Columbia Chesterfield Perry Hardeeville St. Matthews Coronace Union Solution The Marion Edisto Bucksport Gloverville Honea Path Chester Monetta Intercultural Institute sboro Mills Joanna Eureka Mill Port Royal Luray Laurens Chesnee Stor for Contextual 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-- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Voted in fed/state/local election	42.05%	42.28%	42.94%
Recycled products	25.8%	26.28%	27.26%
Worked as volunteer (non political)	13.49%	13.5%	13.56%
Engaged in fund raising	10.2%	10.45%	10.76%
Religious club member	7.85%	8.03%	8.22%
Church Board	5.89%	6.26%	6.73%

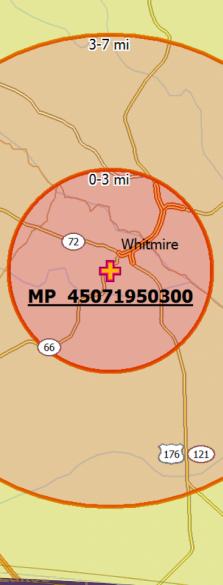
PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Wrote to editor of mag or	4.92%	4.81%	4.77%
newspaper			
Union member	4.65%	4.77%	4.93%
Took active part in local civic	4.43%	4.4%	4.64%
issue			
Charitable Organization	4.39%	4.47%	4.54%
Wrote to elected offcl about	4.33%	4.38%	4.61%
publ bus			
Fraternal order member	4.04%	3.97%	4.04%

nion Lamar Johnston Privateer Springdale Cameron Williams Bethune Folly Beach Fairfax Mullins Bradley St. Andrews Wagener Parksville Little River Slater-Marietta <u>Intercultural Institute</u> Abbeville Calhoun Falls Mayesville Waterloo Florence Antreville Willis *(or Contestual Ministry*) Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



Conserville Andrews North Charleston Tatum Saxon Pomaria Gilbert Scranton Lakewood Taylors Gilbert Bowman Olanta Mount Croghan Eureka Mill Landrum Travelers Research Intercultural Institute Mulberry And Mount Please View Modoc Central Pacolet Ridgeville Pendleton Timmonsville St. Confectual Ministry Ton Confectual Ministry Cheraw Red Bank Bishopville Hanahan Livingston 51

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Novel	12.89%	13.16%	13.71%
Children's Books	11.95%	12.22%	12.66%
Religious (not Bibles)	9.16%	9.5%	9.59%
Mystery	8.82%	8.89%	8.81%
Cookbooks	8.67%	8.81%	8.84%
Romance	6.33%	6.47%	6.52%
History	5.13%	5.2%	5.28%
Biography	5.09%	5.22%	5.54%
Personal/Business Self-help	4.92%	5.16%	5.84%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	62%	62.09%	64.13%
Gen. Editorial	48.48%	48.87%	50.16%
Womens	42.73%	43.24%	44.63%
Service	31.68%	31.81%	31.22%
Mens	18.8%	18.56%	18.89%
Music	15.54%	15.73%	16.74%
Business/Finance	15.51%	16.41%	18.6%
Parenthood	14.08%	14.08%	14.33%
Health	13.64%	13.86%	13.96%

St. Stephen Johnston Welcome North Hartsville Cayce Mount Croghan West Columbia Pacolet St. Af Pomaria Troy Socastee Scranton Simpsonville Elko Stateburg Symp Intercultural Institute Winnsboro Mills Nichols Slater-Marietta Judson Patrick Edisto Beach I Confectual Ministry er ©Copyright 2011, Intercultural Institute for Contextual Ministry Bonneau Springfield Cameron Coward Edisto

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Gen. News	50.78%	50.74%	50.21%
Classified	34.77%	34.31%	32.51%
Sport	29.31%	29.26%	29.43%
Editorial Page	27.39%	27.62%	26.87%
Comics	25.07%	24.64%	23.94%
Business/Finance	22.03%	22.31%	23.74%
Food/Cooking	22.03%	22.23%	22.29%
TV/Radio Listings	21.93%	22.02%	22.22%
Movie Listings & Reviews	21.09%	21.28%	22.38%
Home/Gardening	18.02%	18.34%	18.69%
Travel	14.41%	14.92%	16.3%
Science/Technology	13.78%	13.96%	14.68%
Fashion	13.68%	14.13%	15.05%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Urban Contemporary	25.02%	25.93%	30.25%
Country	20.82%	20.97%	17.05%
CHR Contemp Hit Radio	16.21%	16.16%	16.76%
Adult Contemporary	14.04%	13.6%	12.47%
Oldies	9.63%	9.4%	9.38%
Rock	8.2%	7.93%	7.76%
Variety	7.25%	7.52%	9.26%
Jazz	7.22%	7.98%	9.86%
Classic Rock	7.21%	6.86%	6.13%
News/Talk	6.55%	6.58%	7.25%
Gospel	6.32%	6.6%	6.66%
Alternative	5.57%	5.5%	5.56%
Religious	5.31%	5.7%	6.02%
Soft Contemporary	4.38%	4.53%	4.88%
All News	4.03%	4.62%	5.97%
Classic Hits	2.76%	2.63%	2.29%
Sports	2.46%	2.57%	3.02%
All Talk	2.42%	2.66%	3.15%

Chesnee Mount Carmel Sans Souci Wilkinson Heights Startex Ladson Sullivan's Island Folly Beach Forkdate Easley Calhoun Falls Riverview Centerville Smoaks Hollywoor Intercultural Institute n Cane Savannah Wade Hampton Columbia East Gaffney Socastee He for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry City View Furman Lake City Holly Hill Lyman 53

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Fox News Channel	60.45%	61.24%	61.68%
Satellite Dish	53.71%	53.62%	52.27%
Other Video-On-Demand	52.42%	50.75%	47.16%
Soapnet	48.56%	48.9%	50.24%
Sci-Fi Channel	36.03%	36.07%	35.74%
MSNBC	33.77%	33.54%	33.42%
Adult Pay Per View TV	32.92%	33.79%	33.51%
Subscribe Digital Cable	29.58%	30.21%	31.32%
Nickelodeon	27.82%	28.12%	26.88%
TV Info From Sunday TV	26.07%	26.83%	28.1%
Magazine			
Nick At Nite	24.51%	24.55%	23.94%
TV Info From Newspapers	24.36%	24.69%	25.21%

MULTIMEDIA: TV	0-7	7-10	10-15
	MILES	MILES	MILES
TCM (Turner Classic	23.73%	23.95%	24.62%
Movies)			
TV Info From Monthly Cable	22.77%	22.72%	22.34%
Guide			
BET (Black Entertainment	22.69%	21.98%	21.98%
TV)			
Adult Swim	22.29%	22%	20.83%
Hallmark Channel	22.24%	22.7%	23.28%
Comedy Central	21.6%	21.98%	24.41%
USA Network	21.37%	21.57%	22.33%
Lifetime	21.24%	21.22%	21.3%
TV Info From Other	20.2%	20.26%	20.52%
Encore	19.56%	19.25%	17.82%
The Golf Channel	19.12%	19.69%	20.97%
ABC Fam.	18.87%	18.64%	19.65%

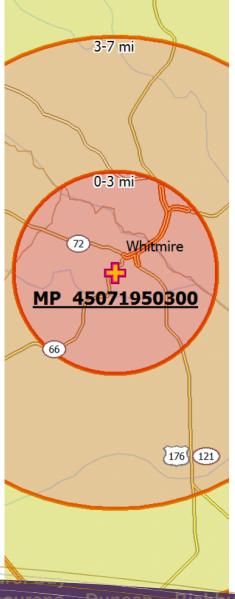
uldin Hickory Greve Clover Moncks Corner Woodruff Blythewood Cottageville Lynchburg Parker Bown the Lyman Gray Court Walterboro Smoaks Dalzell Lake City Brunson Intercultural Institute Sea Chesterfield Harleyville Pinewood Mayo Turbeville Trenton Cher Intercultural Institute Capopyright 2011, Intercultural Institute for Contextual Ministry Water Peak Briarchitte Acres Blacksburg Ork Batesburg Leesville Ebrhardt Lake Wylie Greenville Fair

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.



Son Central Inman Mills Gloverville Isle of Palms Lynchburg Lyman Dalzell Laurens Dunean Richburg Kaville Ridge Spring Heath Springs Burnettown Olar Abbeville Bowman Culffron Cilbert Six Mile Mills Red Hill Tega Cay Conway Lakewood Shiloh South Sumter Buffalo Joc 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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	15.62%	15.99%	16.37%
Medium Users (4-6)	8.56%	8.57%	8.59%
Light Users (1-3)	18.12%	18.29%	18.8%
Quintiles (20%)			
Newspaper I (Heavy)	1.04%	0.98%	0.95%
Newspaper II	1.36%	1.39%	1.4%
Newspaper III	1.72%	1.83%	2.03%
Newspaper IV	0.58%	0.53%	0.5%
Newspaper V (Light)	1.21%	1.13%	1.29%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	20.15%	19.91%	20.06%
Magazines II	8.58%	8.78%	8.97%
Magazines III	9.73%	9.71%	10.03%
Magazines IV	13.1%	12.88%	12.74%
Magazines V (Light)	0.56%	0.66%	0.85%
Outdoor I (Heavy)	7.78%	7.49%	7.83%
Outdoor II	4.04%	4%	4.3%
Outdoor III	4.47%	4.37%	4.51%
Outdoor IV	19.42%	19.22%	17.92%
Outdoor V (Light)	25.68%	25.5%	25.29%
Yellow Pages I	17.81%	17.44%	16.88%
(Heavy)			
Yellow Pages II	6.49%	6.71%	7.49%
Yellow Pages III	8.58%	8.18%	8.36%
Yellow Pages IV	27.63%	26.78%	25.71%
Yellow Pages V	5.67%	5.2%	4.65%
(Light)			

Socastee Hilton Head Island McCormick Dunean Salem Central Greenville Ayner Honea Path War Saxon Stateburg Georgetown Summerville Bradley Fort Mill Burter Intercultural Institute Meggett Abbeville Rock Hill Whitmire Orangeburg Pine Ridge Ridge Confextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Beak Bisbopyille Pelzer Rowesville Powderville Bethur

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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.

EDIUM 0-7 7-10 10-15 M	IEDIUM
MILES MILES MILES	
adio Drive Time Quntiles TV Prime	Time Quntiles (fifths
ifths / 20%) / 20%)	
rive Time I & II (Heavy) 2.33% 2.36% 2.65% Prime Time I & II	(Heavy)
rive Time III (Medium) 0.77% 0.8% 0.97% Prime Time III (Med	lium)
adio IV & V (Light) 3.06% 2.92% 2.7% Prime Time IV & V (L	ight)
adio Media Quntiles (fifths / TV Early/Late Fringe 0	Quntiles
0%) (fifths / 20%)	
adio I & II (Heavy) 10.78% 10.54% 10.27% Fringe I & II (Heavy)	
adio III (Medium) 3.97% 3.94% 3.84% Fringe III (Medium)	
adio IV & V (Light) 2.72% 2.97% 3.63% Fringe IV (Light)	
able TV Quntiles (fifths / TV All Day Quntiles (fifths	s /
D%) 20%)	
able I & II (Heavy) 10.96% 11.42% 11.81% All Day I & II (Heavy)	
able III (Medium) 5.99% 5.77% 5.27% All Day III (Medium)	
able IV & V (Light) 39.38% 38.49% 37.58% All Day IV (Light)	



Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.08%	10.37%	10.6%
6:00am - 10:00am	12.12%	12.2%	14.32%
10:00am - 3:00pm	8.64%	8.43%	9.29%
3:00pm - 7:00pm	15.93%	15.13%	14.76%
7:00pm - Midnight	11.47%	11.22%	11.55%
Midnight - 6:00am	6.53%	6.37%	6.85%
Weekend Radio			
Listeners			
Dayparts [summary]	13.63%	13.43%	13.36%
6:00am - 10:00am	2.06%	2.27%	2.52%
10:00am-3:00pm	3.53%	3.73%	4.67%
3:00pm - 7:00pm	6.75%	6.55%	6.52%
7:00pm - Midnight	8.67%	8.83%	9.25%
Midnight - 6:00am	10.86%	10.84%	12.18%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.86%	5.87%	5.85%
Saturday:	7.49%	7.7%	7.8%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.05%	9.84%	9.09%
9:00am-1:00pm	24.51%	24.55%	23.94%
9:00am-4:00pm	27.93%	28.22%	27.77%
4:00pm-7:00pm	26.44%	27.27%	29.76%
11:00pm-1:00am	42.32%	42.2%	43.08%
AVG Prime time	4.32%	4.26%	4.57%
Mon-Sun			

dge Taylors West Pelzer West Union Dillon Monarch Mill Plum Branch Spartanburg Princeton Ridgewa Estil Greeleyville Loris Wedgewood Conway Meggett City View Intercultural Institute Sharon Swansea Lancaster Lake Wylie Mount Pleasant McBee Lugoff for Contestual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	τν νι	TV VIEWERS	TV VIEWERS 0-7	TV VIEWERS 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Weekday				Weeke	Weekend	Weekend	Weekend
6-7am	14.76%	14.25%	14.87%	Sat: 7	Sat: 7-10am	Sat: 7-10am 15.27%	Sat: 7-10am 15.27% 15.41%
7-9am	17.43%	17.67%	18.87%	Sat: 1	Sat: 10am-1pm	Sat: 10am-1pm 6.59%	Sat: 10am-1pm 6.59% 6.93%
9am-12noon	18.92%	19.08%	18.85%	Sat: 1	Sat: 1-4pm	Sat: 1-4pm 24.28%	Sat: 1-4pm 24.28% 24.49%
12noon-4pm	9.01%	9.14%	8.92%	Sat: 4	Sat: 4-6pm	Sat: 4-6pm 6.3%	Sat: 4-6pm 6.3% 6.42%
4-6pm	42.43%	43.59%	46.27%	Sat: 6	Sat: 6-7pm	Sat: 6-7pm 1.24%	Sat: 6-7pm 1.24% 1.34%
6-7pm	18.01%	18.35%	17.89%	Sat: 7	Sat: 7-8pm	Sat: 7-8pm 0.76%	Sat: 7-8pm 0.76% 0.76%
7-7:30pm	1.15%	1.28%	1.66%	Sat: 8-	Sat: 8-11pm	Sat: 8-11pm 7.49%	Sat: 8-11pm 7.49% 7.7%
7:30-8pm	11.83%	11.78%	11.71%	Sat: 1	Sat: 11pm-1am	Sat: 11pm-1am 5.18%	Sat: 11pm-1am 5.18% 5.33%
8-11pm	5.86%	5.87%	5.85%	Sat: 1	Sat: 1am-7pm	Sat: 1am-7pm 21.37%	Sat: 1am-7pm 21.37% 21.57%
11pm-12am	33.77%	33.54%	33.42%	Sun: 7	Sun: 7-10am	Sun: 7-10am 2.16%	Sun: 7-10am 2.16% 2.34%
11pm-1am	42.32%	42.2%	43.08%	Sun: 1	Sun: 10am-1pm	Sun: 10am-1pm 6.59%	Sun: 10am-1pm 6.59% 6.58%
1-6am	28.6%	28.41%	29.13%	Sun: 1	Sun: 1-4pm	Sun: 1-4pm 4.97%	Sun: 1-4pm 4.97% 5.23%
				Sun: 4	Sun: 4-7pm	Sun: 4-7pm 12.08%	Sun: 4-7pm 12.08% 12.04%
				Sun: 7	Sun: 7-11pm	Sun: 7-11pm 10.05%	Sun: 7-11pm 10.05% 9.84%
				Sun: 1	Sun: 11pm-1am	Sun: 11pm-1am 4.48%	Sun: 11pm-1am 4.48% 4.48%
				Sun: 1	Sun: 1-7am	Sun: 1-7am 20.12%	Sun: 1-7am 20.12% 20.15%

Yemassee Salem Olar Rembert Saluda Seabrook Island Arcadia Lakes Ward Belton Clinton West Tex Jamestown Sellers Monarch Mill Buffalo Lowrys Sharon Iva March Corner Pelzer Springdale Denmark Pacolet Furman Charleston Kingstree Cane Savannah Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

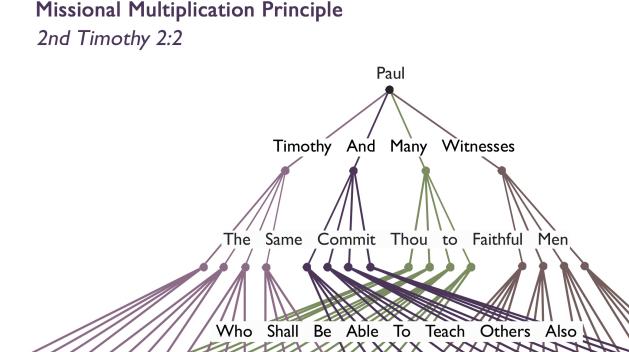
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Lockhart Gantt Greeleyville Hickory Grove Kingstree Timmonsville Quinby Frenton Welcome Denne affec Silverstreet St. Andrews Olanta Lancaster Mill Wilkinson Heights Intercultural Institute Springdale Garden City Springdale Dalzell Bishopville Ruby Columbia Geopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Beaufort Branchville Hemingway Florence Pawley61

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.



Tega Cay Forest Acres Timmonsville Walterboro Andrews Travelers Rest Dalzel Williston Pine Rick ker Perry Hardeeville Calhoun Falls Holly Hill Mount Carmel Conway Intercultural Institute Lake View Troy Batesburg-Leesville Startex Winnsboro Irmo West Perry Hourt Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Patrick Month Perry Hardeeville River Woodr

Establishing Redemptive Relationships

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

Communication Steps

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



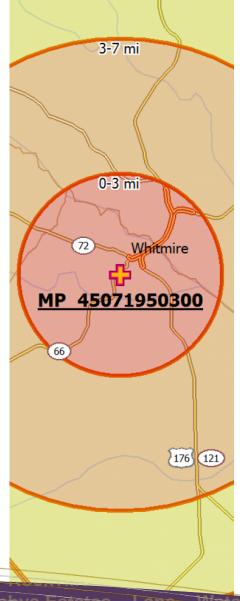


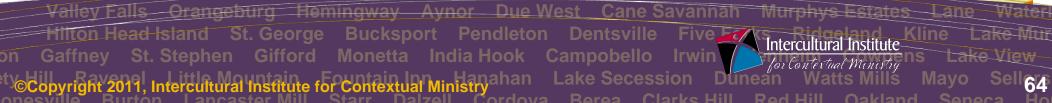
Your MissionSite and the Missional Suite

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

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

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





Notes and Sources

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



APPENDIX: SCBC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Central Avenue	PO Box 133 Whitmire, SC 29178	0.15 mi	0	
2	Whitmire First	PO Box 137 Whitmire, SC 29178	0.42 mi	0	
3	The Master's	21 Gary Street Extension Whitmire, SC 29178	0.56 mi	0	
4	Bethesda	1309 Coleman Ave Whitmire, SC 29178	3.20 mi	0	
5	Fairview	4419 Indian Creek Rd Kinards, SC 29355	7.93 mi	0	
6	Salem	1835 Tinker Creek Road Union, SC 29379	10.94 mi	0	
7	Padgetts Creek	4264 Cross Keys Hwy Union, SC 29379	11.48 mi	0	
8	Hebron	143 Hebron Church Rd Union, SC 29379	11.93 mi	0	
9	Hurricane	2917 Hurricane Church Road Clinton, SC 29325	11.93 mi	0	
10	Enoree	5101 Jollystreet Road Newberry, SC 29108	12.02 mi	0	
11	Joanna First	301 Magnolia St Joanna, SC 29351	12.71 mi	0	
12	Freedom	PO Box 1106 Newberry, SC 29108	12.74 mi	0	
13	College Street	3240 College St Newberry, SC 29108	13.76 mi	0	
14	Cool Branch	10726 State Highway 215 N Blair, SC 29015	14.08 mi	0	
15	Community	704 N Adair St Clinton, SC 29325	14.30 mi	0	

Greeleyville Socastee South Sumter Branchville Pomaria St. Matthews Mount Greghan Calhoun Fails ewindesville Tega Cay Fort Lawn Troy Trenton Simpsonville Lodge Der Eurman Mountville Willie Ridgeway Mauldin Chesterfield McBee Chapin Easley Irwin Fairfax Forest Ministry (or Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Sumter Belton Vance McClellanville Ninety Six Edget

APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG IICM CGR
16	Community	121 East Windsor Street Westminster, SC 29693	14.30 mi	0
17	Lower Fairforest	125 Lower Fairforest Church Road Union, SC 29379	14.37 mi	0
18	Tabernacle	915 S Pinckney St Union, SC 29379	14.47 mi	0
19	Davidson Street	PO Box 629 Clinton, SC 29325	14.49 mi	0
20	Bush River	8936 Bush River Rd Newberry, SC 29108	14.61 mi	0
21	Beulah	1414 Neal Shoals Rd Union, SC 29379	14.78 mi	0
22	Rock Creek	13615 Newberry Rd Blair, SC 29015	14.81 mi	0
23	Fairview	763 Neal Shoals Rd Union, SC 29379	15.01 mi	0
24	Primera Iglesia Bautista Nueva Vida	928 Speers St Newberry, SC 29108	15.09 mi	0
25	Ottaray	200 Lowe St Union, SC 29379	15.10 mi	0
26	Clinton First	PO Box 95 Clinton, SC 29325	15.15 mi	0
27	Union First	405 E Main St Union, SC 29379	15.18 mi	0
28	Crestview	1100 Furman L Fendley Hwy Union, SC 29379	15.23 mi	0
29	Covenant	PO Box 10 Union, SC 29379	15.30 mi	0
30	Mon-Aetna	1431 Lockhart Hwy Union, SC 29379	15.35 mi	0

Williamston Scranton Ridgeland Cokesbury Ward McCormick Aynor Elloree Millwood Govan Little River Meggett Saluda Valley Falls Greenwood Oakland Westminster Willie Intercultural Institute Well West Columbia Burton Bethune Eureka Mill Wagener Salley Wall for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Leeds	3231 Leeds Rd Carlisle, SC 29031	15.42 mi	0	
32	Calvary	702 N Sloan St Clinton, SC 29325	15.45 mi	0	
33	Newberry First	1020 Boundary St Newberry, SC 29108	15.50 mi	0	
34	West End	620 Main Street Newberry, SC 29108	15.62 mi	0	
35	Glenn Street	300 Glenn St Newberry, SC 29108	15.79 mi	0	
36	Morningside	112 Bates Ave Union, SC 29379	15.79 mi	0	
37	Cornerstone	PO Box 1629 Clinton, SC 29325	15.81 mi	0	
38	New Spirit of Hope Baptist Mission	1100 North Sloan Street Clinton, SC 29325	16.10 mi	0	
39	Buffalo	PO Box 428 Buffalo, SC 29321	16.22 mi	0	
40	Lydia	99 Palmetto St Clinton, SC 29325	16.26 mi	0	
41	Lakeside	640 Lakeside Drive Union, SC 29379	16.49 mi	0	
42	Trinity	309 Barnado Rd Union, SC 29379	16.75 mi	0	
43	Langston	1609 Cattle Drive Laurens, SC 29360	16.95 mi	0	
44	New Life	502 Meansville Rd Union, SC 29379	16.99 mi	0	
45	New Hope	PO Box 100 Cross Anchor, SC 29331	17.14 mi	0	

Path Ladson Scranton Calhoun Falls Richburg Elgin Conway Prosperity Jackson Olar Hanahan Sev Wagener North Myrtle Beach Plum Branch Briarcliffe Acres Cope Hero Intercultural Institute Jamestown Elgin Seabrook Island Murrells Inlet Bishopville Scotia Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry



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