# MissionSite top unreached locations

Eyman Aynor Elgin Briarcliffe Acres Ridgeway Gifford North

CENSUS TRACT: 45013000700 REGION: Low Country Region ASSOCIATION: Savannah River COUNTY: Beaufort STESCAPE: Townscape DENSITY PATTERN: K Intercultural Institute for Contextual Ministry Copyright 2011; Intercultural Institute for Contextual Ministry

#### MissionSite (TM) Table of Contents

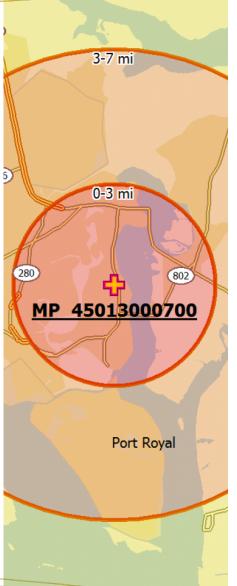
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#### Site Location Summary

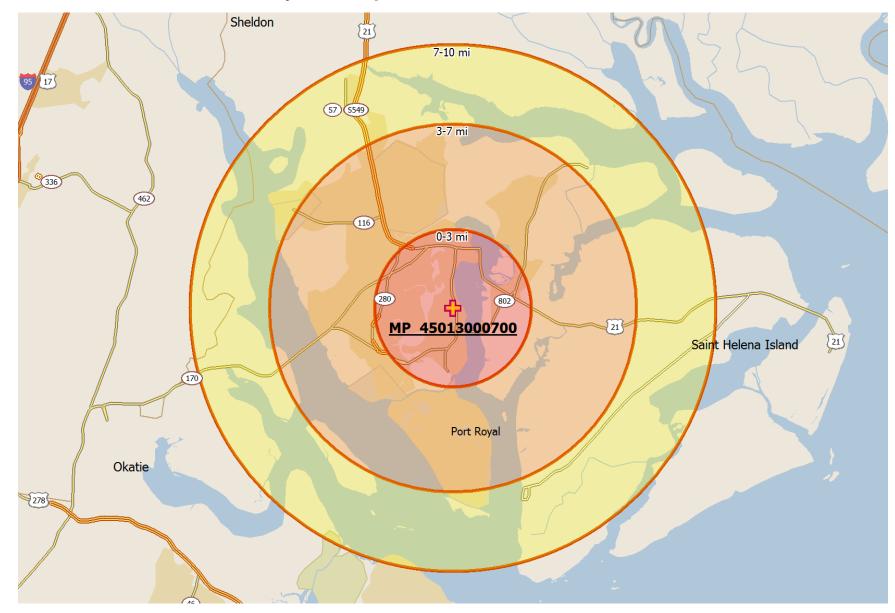
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

|   | Location Typography       | CODE  | LOCATION                               |
|---|---------------------------|-------|--|
| 1 | Region                    | 4503  | Low Country Region                     |
| 2 | Association               | 45A40 | Savannah River                         |
| 3 | County Location           | 45013 | Beaufort                               |
| 4 | Zipcode                   | 29902 | Beaufort                               |
| 5 | Sitescape Category        | 2     | Townscape                              |
| 6 | Sitescape Group           | 2.2   | Medium Towns                           |
| 7 | Sitescape Subgroup        | 2.24  | Medium towns adjacent to a medium town |
| 8 | Sitescape Density Pattern | К     | 50000-50000-50000                      |



ty Hill Conway <u>Sellers</u> Bethune <u>Lake Secession</u> Ridgeland Santee Antreville North Charleston Startex Furman Hilda Greenwood Cokesbury Chester Gaffney Donalds Easler <u>Intercultural Institute</u> Seven Oaks Westminster Mulberry Millwood Valley Falls Due West <u>Intercultural Institute</u> son Mayesville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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



Waterloo Buffalo Antreville Blythewood Latta Sullivan's Island Lamar Murphys Estates Startex Sale Ing Leesville Denmark Southern Shops Dunean Abbeville Manning White <u>Intercultural Institute</u> Sharon Ladson Iman Mills Irmo Eastover Watts Mills Greeleyville Belvedere Heath Spring Contextual Ministry Accopyright 2011, Intercultural Institute for Contextual Ministry Pine Ridge Murrells Inlet Atlantic Beach Boiling Spring 4

#### Site Location Summary - Urbanicity

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

|   | RURAL / URBAN           | CODE | EXPLANATION  |
|---|-------------------------|------|--|
| 1 | Metro or Non-Metro      | 0    | Non-Metro  |
| 2 | Urban Influence         | 8    | Micropolitan area not adjacent to a metro area   |
| 3 | Rural / Urban Continuum | 5    |  |
| 4 | NCHS Rural Urban        | 5    | Micropolitan - counties in a micropolitan statistical area                                   |
|   | Codes                   |      |  |
| 5 | NCES Urban Centric      | 32   | Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or |
|   | Locale Codes            |      | equal to 35 miles from an urbanized area.  |
| 6 | IICM RUCA Values Index  | 79   | Micropolitan core commuting: No additional code  |
| 7 | ERS RUCA Commuting      | 4    | Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large      |
|   | Value                   |      | urban cluster)   |
| 8 | Percent Commuting to    | 0    | Percent commuting from non metro to metro areas  |
|   | Metro                   |      |  |

West Union Jefferson Varnville McCormick Pine Ridge Holly Hill Westminster Bennettsville Mullins perity Seabrook Island Kershaw North Charleston Dentsville Fairfax Horo Intercultural Institute Pleasant Ware Shoals Hollywood Lyman Cane Savannah East Sumter ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Wagener Aiken Chest 5 Mullins Watts Mill

#### Site Location Summary - Band Composition

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

| BAND COMPOSITION               | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|--------------------------------|-----------|-----------|------------|
| 2010 Population                | 19,238    | 34,364    | 13,168     |
| 2010 Households                | 7,745     | 10,556    | 4,428      |
| 2010 Group Quarters Population | 531       | 5,103     | 9          |

| BAND COMPOSITION                      | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|---------------------------------------|-----------|-----------|------------|
| Population Density National Index     | 32        | 28        | 22         |
| Language Diversity National Index     | 39        | 45        | 28         |
| Foreign Born Diversity National Index | 84        | 57        | 56         |
| Ancestry Diversity National Index     | 49        | 36        | 17         |
| Racial Diversity National Index       | 56        | 65        | 75         |

Pomaria Estil Modoc Simpsonville Fairfax Inman Mills Woodford Kiawah Island West Union Wate Little Mountain Santee Laurel Bay Oswego Taylors Pamplico Arcadia <u>Intercultural Institute</u> Jackson North Hy Int Pleasant Williston Kline Five Forks Hardeeville Oak Grove Garden Joi Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Site Location Summary - County Environment

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

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

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

eidville Little River Bethune Wilkinson Heights West Union Chapin Clover Newport Santee Yemassee Landrum Shiloh Windsor Summerville Donalds Elko St. Matthews Alte Mountain Aiken Greer Le oint Bennettsville Barnwell Saxon Lancaster Cherryvale Livingston Summerville Book Vinnsboro Mills Parker Brookd de Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### Site Location Summary - Social Environment

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

| SOCIAL ENVIRONMENT   | 0-3 MI BAND                            | HHLDS | PERCENT |
|----------------------|--|-------|---------|
| Upscale Communities  | Affluent, White-collar Families        | 815   | 10.52%  |
| Mainstay Communities | Established, Diverse Households        | 950   | 12.27%  |
| Working Communities  | Blue-collar, Working Families          | 3,208 | 41.42%  |
| Country Communities  | Rural, Agri. & Mining Families         | 153   | 1.98%   |
| Aspiring Communities | Young Singles / Aspiring-Multihousing  | 1,479 | 19.1%   |
| Urban Communities    | High Density, Inner-city Neighborhoods | 1,139 | 14.71%  |

ta St. Matthews Chesterfield Salley Campobello Lancaster Mill Lancaster Jackson Slater-Marietta Iva Furbeville Varnville Clio Lamar Lugoff Springfield Sharon Conway Intercultural Institute Pine Ridge Allendale Northlake Inman Hartsville Moncks Corner Sm Little Mountain Cordova Spar Gecopyright 2011, Intercultural Institute for Contextual Ministry 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.

Starr Pickens Piedmont Summit Vance Eutawville Sellers Lesslie Greenville Summerville Judse Hodges Hilda Hanahan Walterboro Joanna Beaufort Ravenel Traves Lesslie Greenville Summerville Judse pert Anderson Lakewood Ridgeway Edisto Welcome Windsor Lancas for for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry OCopyright 2011, Intercultural Institute for Contextual Ministry Shell Point Central Trenton Promised Land Allendale

# 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?

Bay Meggett Oakland Lincolnville Northlake Greenwood Willington Anderson Sycamore Tega Cay the South Congaree Newberry West Columbia Port Royal Greeleyville Intercultural Institute prings Riverview Cope Shiloh Parker Ulmer Central Pacolet Kline Intercultural Institute Alken Sparta Confectual Ministry Alken Sparta Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry New East Gaffney Suff Copyright 2014, Intercultural Institute for Contextual Ministry Confectual Ministry New East Gaffney Suff Copyright 2014, Intercultural Institute for Contextual Ministry Confectual Ministry New East Gaffney Suff Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

# Spirituality Indicators Overview - Evangelscape

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

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

| EVANGELSCAPE: SPIRITUALITY          | COUNTY | 0-3 MILE BAND | % INDEX |
|-------------------------------------|--------|---------------|---------|
| Unreached Households                | 43,894 | 5,365         | 12.22%  |
| Unreached %                         | 71.09% | 69.27%        | 97.44   |
| Religious But NOT Evangelical HH    | 12,433 | 1,531         | 12.31%  |
| Religious But NOT Evangelical %     | 20.14% | 19.76%        | 98.14   |
| Spiritual But NOT Relig or Evang HH | 6,670  | 702           | 10.53%  |
| Spiritual But NOT Relig or Evang %  | 10.8%  | 9.06%         | 83.91   |
| Not Evangelical, Not Interested HH  | 25,106 | 3,150         | 12.55%  |
| Not Evangelical, Not Interested %   | 40.66% | 40.67%        | 100.03  |



geway Hilton Head Island Sellers Union Andrews New Ellenton Pomaria Ninety Six Creat Falls Belvede Scranton Homeland Park Bonneau Estill Govan Jackson Saluda Laker Mullins Iva Sullivan's Isl /illiston Luray Woodfield Lincolnville Watts Mills Inman Holly Hill Star for Contextual Ministry ©Copyright 2015, Intercultural Institute for Contextual Ministry West Union Reddeland Santee Ravened Antreville Cane Savannab McCormick Pawleys Island, Cheraw

## **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            | 20     | 6      | 30%     |
| Active SCBC Attenders           | 0      | 0      | 0%      |
| Active Evangelical Households   | 5,037  | 671    | 13.33%  |
| Active Evangelical Percent      | 8.16%  | 8.67%  | 106.25  |
| Inactive Evangelical Households | 12,816 | 1,708  | 13.33%  |
| Inactive Evangelical Percent    | 20.76% | 22.05% | 106.26  |
| # New Churches Needed           | 11     | 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  | Port Royal                     | 1.30 mi  |
| 2  | Sea Island/Indigo Pines Chapel | 1.44 mi  |
| 3  | The Link Church                | 1.70 mi  |
| 4  | Baptist Church of Beaufort     | 2.11 mi  |
| 5  | Riverview                      | 2.49 mi  |
| 6  | Shell Point                    | 2.87 mi  |
| 7  | Meadowbrook                    | 3.08 mi  |
| 8  | Grays Hill                     | 6.83 mi  |
| 9  | Brick                          | 8.00 mi  |
| 10 | All Nations Community          | 8.39 mi  |
| 11 | Saint Helena                   | 10.39 mi |
| 12 | Okatee                         | 12.56 mi |
| 13 | North Island                   | 13.47 mi |
| 14 | Indian Hill                    | 14.66 mi |
| 15 | Sheldon                        | 14.85 mi |
|    |                                |          |

|    | CHURCHES                   | DIST.    |
|----|----------------------------|----------|
| 16 | Bluffton First             | 15.59 mi |
| 17 | Crosspoint Church Bluffton | 16.41 mi |
| 18 | Euhaw                      | 16.82 mi |
| 19 | Hilton Head Korean Mission | 17.29 mi |
| 20 | Faith                      | 17.57 mi |
| 21 | Ridgeland                  | 18.47 mi |
| 22 | Coosawhatchie              | 18.90 mi |
| 23 | Hilton Head Island First   | 19.28 mi |
| 24 | Maye River                 | 20.20 mi |
| 25 | Great Swamp                | 20.40 mi |
| 26 | Red Dam                    | 21.17 mi |
| 27 | Yemassee                   | 22.17 mi |
| 28 | Green Pond                 | 22.80 mi |
| 29 | Gillisonville              | 22.81 mi |
| 30 | Edisto Beach               | 22.95 mi |
|    |                            |          |

Hill Fountain Inn Wilkinson Heights Silverstreet Scranton Oakland Fort Lawn Clarks Hill Millwood Trave Hill Westminster Jamestown Briarcliffe Acres Taylors Springfield Intercultural Institute Varnville Luray North Myrtle Beach Camden Easley St. George John Governal Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Marion Turbeville Berea Govan Donalds Georgeto 13 Paravis North Hartsville Lessie Coward St. Stephen Whitmire Summit Centerville Bidgeway Greer Pill

# Using the Spirituality Indicators

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

#### Issues for Your Consideration

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



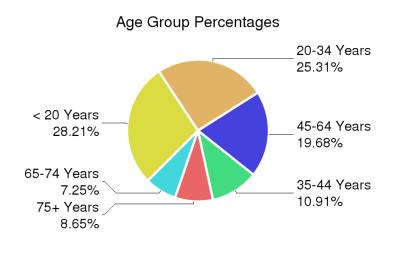
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the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

| DEMOSCAPE                            | COUNTY                       | BAND     | % OF CO          | DEMOSCAPE                               | COUNTY      | BAND     | % OF (   |
|--------------------------------------|------------------------------|----------|------------------|---|-------------|----------|----------|
| 1990 Population                      | 86,425                       | 17,147   | 19.84%           | 1990 Households                         | 30,713      | 6,648    | 21.65%   |
| 2000 Population                      | 120,937                      | 18,982   | 15.7%            | 2000 Households                         | 45,532      | 7,666    | 16.84%   |
| 2010 Population                      | 158,835                      | 19,238   | 12.11%           | 2010 Households                         | 61,748      | 7,745    | 12.54%   |
|                                      | Locati                       | on Types | s in this Missic | nSite                                   | Location T  | уре      | 0-3mi Ba |
| 🗖 0-3mi Band                         | 🔲 3-7mi                      | Band     | 🗖 7-10mi Band    | County                                  | Residential |          | 8,383    |
| 80,000                               |                              |          |                  |   | Residential | Apt.     | 2,209    |
| 60,000                               |                              |          |                  |   | Residential | Non-Apt. | 6,174    |
| 00,000                               |                              |          |                  |   | Business    |          | 1,019    |
| 40,000                               |                              |          |                  |   | Seasonal    |          | 0        |
|                                      |                              |          |                  |   | USPS Resid  | dential  | 8,473    |
| 20,000<br>0<br>Residential<br>Reside | ential Apt.<br>Residential N | on-Apt.  | Business Season  | al<br>JSPS Residential<br>USPS Business | USPS Busir  | ness     | 1,103    |

Smyrna Denmark Lynchburg Myrtle Beach Mauldin Winnsboro Cottageville Atlantic Beach Boiling Spectration Shops Allendale Dalzell Springdale Lake Wylie York Centerviller Intercultural Institute of Marietta Junitation Intercultural Institute for Contextual Ministry Roebuck Manning Laurens Bucksport India Hoo 15

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

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

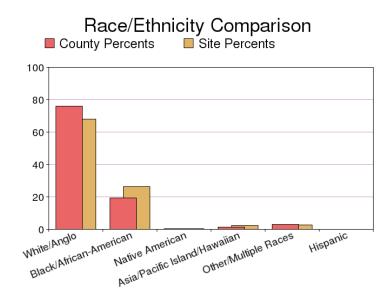


| 2010 POP. ESTIMATES | COUNTY | BAND   | INDEX  |
|---------------------|--------|--------|--------|
| 0-3 Years           | 6.1%   | 8.11%  | 132.95 |
| 4-5 Years           | 2.72%  | 2.95%  | 108.46 |
| 6-8 Years           | 3.93%  | 4.17%  | 106.11 |
| 9-11 Years          | 3.51%  | 3.83%  | 109.12 |
| 12-13 Years         | 2.16%  | 2.24%  | 103.7  |
| 14-17 Years         | 4.5%   | 4.65%  | 103.33 |
| 18-19 Years         | 2.23%  | 2.26%  | 101.35 |
| 0-5 Years           | 8.83%  | 11.06% | 125.25 |
| 6-12 Years          | 8.52%  | 9.14%  | 107.28 |
| 13-19 Years         | 7.79%  | 8.01%  | 102.82 |
| < 20 Years          | 25.14% | 28.21% | 112.21 |
| 20-34 Years         | 19.65% | 25.31% | 128.8  |
| 35-44 Years         | 10.31% | 10.91% | 105.82 |
| 45-64 Years         | 23.5%  | 19.68% | 83.74  |
| 65-74 Years         | 12.47% | 7.25%  | 58.14  |
| 75+ Years           | 8.92%  | 8.65%  | 96.97  |
| Median Age          | 40     | 37     | 91.3   |
| Median Age (Male)   | 38     | 34     | 90.32  |
| Median Age (Female) | 43     | 39     | 92.43  |

M Hemingway Vance Jackson Mount Croghan Mount Carmel Salley St. Stephen Minsboro Mulberry Teeleyville Greer Oswego Mayo Beaufort Travelers Rest Sumter Wader Intercultural Institute Blythewood Sans Souci Hardeeville Union Richburg St. Andrews Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Port Royal North Forest Acres Patrick Pelion York

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

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



| 2010 POP. ESTIMATES             | COUNTY  | BAND   | INDEX  |
|---------------------------------|---------|--------|--------|
| Race/Ethnicity                  |         |        |        |
| White, Anglo                    | 75.98%  | 68%    | 89.49  |
| Black, African-American         | 19.41%  | 26.47% | 136.38 |
| Native American                 | 0.34%   | 0.48%  | 143.25 |
| Asian                           | 1.11%   | 2.11%  | 189.7  |
| Pacific Island, Hawaiian        | 0.09%   | 0.19%  | 209.32 |
| Other/Multiple Races            | 3.07%   | 2.75%  | 89.78  |
| Hispanic                        | 0%      | 6.83%  | 0      |
|                                 |         |        |        |
| Education of Adults (25 yrs+)   |         |        |        |
| Total Adults over age 25 years. | 107,158 | 12,005 |        |
| Less than 9th Grade             | 2.87%   | 4.53%  | 63.41  |

| Total Adults over age 25 years. | 107,158 | 12,005 |        |
|---------------------------------|---------|--------|--------|
| Less than 9th Grade             | 2.87%   | 4.53%  | 63.41  |
| No High School Diploma          | 6.4%    | 7.87%  | 81.31  |
| High School Graduate            | 24.88%  | 26.21% | 94.93  |
| Some College, no degree         | 20.77%  | 22.29% | 93.17  |
| Associate Degree                | 7.55%   | 8.1%   | 93.21  |
| College Degree                  | 23.44%  | 18.08% | 129.59 |
| Graduate/Prof. degree           | 14.09%  | 12.91% | 109.15 |
|                                 |         |        |        |

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

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

| 2010 HOUSEHOLD              | COUNTY | BAND   | INDEX  |
|-----------------------------|--------|--------|--------|
| ESTIMATES                   |        |        |        |
| Household Income            |        |        |        |
| < \$10,000                  | 5.47%  | 8.97%  | 166.4  |
| \$10,000 to \$19,999        | 7.58%  | 10.83% | 142.99 |
| \$20,000 to \$29,999        | 11.67% | 14.84% | 127.11 |
| \$30,000 to \$49,999        | 20.3%  | 24.54% | 120.92 |
| \$50,000 to \$59,999        | 9.38%  | 9.19%  | 97.96  |
| \$60,000 to \$69,999        | 7.61%  | 6.38%  | 83.85  |
| \$70,000 to \$79,999        | 6.67%  | 5.2%   | 78.02  |
| \$80,000 to \$89,999        | 5.62%  | 3.94%  | 70.02  |
| \$90,000 to \$99,999        | 4.06%  | 2.5%   | 61.62  |
| \$100,000 to \$124,999      | 7.84%  | 5.95%  | 75.87  |
| \$125,000 to \$149,999      | 4.54%  | 2.48%  | 54.57  |
| \$150,000 to \$199,999      | 4.08%  | 2.92%  | 71.47  |
| \$200,000 to \$249,999      | 1.52%  | 0.62%  | 40.89  |
| \$250,000 or more           | 3.65%  | 1.6%   | 43.84  |
| Median Household            | 55,305 | 42,608 | 77.04  |
| Average Household           | 80,939 | 66,040 | 81.59  |
| Per Capita Household        | 32,867 | 26,623 | 81     |
| Family/Non-Family Household |        |        |        |
| Income                      |        |        |        |
| Median Family Income        | 64,686 | 54,477 | 84.22  |
| Average Family Income       | 95,149 | 79,994 | 84.07  |
| Median Non-Family Income    | 37,416 | 30,282 | 80.93  |
| Average Non-Family Income   | 51,352 | 39,664 | 77.24  |

ens Mount Carmel Hampton Whitmire Reevesville Honea Path Carlisle Monarch Will Bamberg Riverview Union Isle of Palms Salem Lugoff Sumter Lowrys Paxville Walhaller Intercultural Institute Clemson Johnsonville Barnwell Landrum Vance Ware Shoals Surfsid (Source stud Ministry) Concession Source Starter Source Starter Monarch Wasterington Monarch Waster 18

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

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

| 2010 HOUSEHOLD                 | COUNTY | BAND   |         |
|--------------------------------|--------|--------|---------|
| ESTIMATES                      |        |        |         |
| Family Households              |        |        | Index   |
| % Family Households            | 67.56% | 60.21% | 89.12   |
| Families with Children         | 29.99% | 34.86% | 116.23  |
| Families without Children      | 37.56% | 25.35% | 67.48   |
| Non-Family Households          |        |        |         |
| % Non-Family Households        | 32.44% | 39.79% | 122.65  |
| Non-Families with Children     | 0.02   | 0.03   | 122.66  |
| Non-Families without Children  | 32.42  | 39.77  | 122.65  |
| Housing Units                  |        |        | Index   |
| Total Housing Units            | 86,082 | 9,197  |         |
| Vacant percent                 | 28.27% | 15.79% | 55.85   |
| Owned percent                  | 50.43% | 43.24% | 85.74%  |
| Rented Percent                 | 21.3%  | 40.96% | 192.32  |
| Households by Size             |        |        | Index   |
| Avg household size             | 2.47   | 2.42   | 97.98   |
| Avg family hh size             | 3.06   | 3.19   | 104.25  |
| Avg non-family hh size         | 1.25   | 1.24   | 99.2    |
| Households By Count of Persons |        |        | Percent |
| One                            | 16,729 | 2,644  | 15.8%   |
| Тwo                            | 22,613 | 2,130  | 9.42%   |
| Three or Four                  | 16,538 | 2,289  | 13.84%  |
| Five+                          | 5,868  | 682    | 11.62%  |

hoals Govan Atlantic Beach Inman Mills Folly Beach Walterboro Allendale Coronaca Anderson Jonesy Gifford Scotia Monarch Mill Saxon Murphys Estates Irwin Stuckey Intercultural Institute Summit Pelzer Bowman Travelers Rest Blacksburg Winnsboro Peak Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

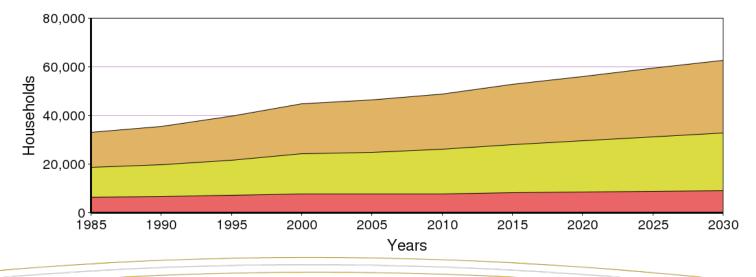
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

| DEMOSCAPE       | COUNTY  | RING   | % OF CO |
|-----------------|---------|--------|---------|
| 1990 Population | 86,425  | 17,147 | 19.84%  |
| 2000 Population | 120,937 | 18,982 | 15.7%   |
| 2010 Population | 158,835 | 19,238 | 12.11%  |
| 2015 Population | 176,930 | 20,990 | 11.86%  |

Household Change from 1985 to 2030

📕 0-3mi Ring 👘 🔲 0-7mi Ring

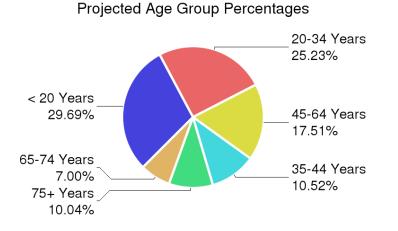
📕 0-10mi Ring



moaks Wedgewood Trenton Roebuck Abbeville Lowndesville Gray Court Luray mo Blenheim East Greenwood West Columbia Ridgeville Ladson Rockville Simpsonville <u>Intercultural Institute</u> Woodford L nit Homeland Park Windsor Manning Santee Winnsboro Summerville [or Contextual Ministry [or Contextual Ministry [ocopyright 2011, Intercultural Institute for Contextual Ministry [ocopyright 2011, Intercultural Institute for Contextual Ministry

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

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

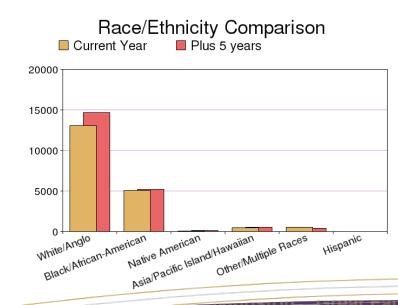


| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YEARS | INDEX  |
|-----------------------|---------|--------------|--------|
| 0-3 Years             | 8.11%   | 7.93%        | 97.78  |
| 4-5 Years             | 2.95%   | 3.11%        | 105.42 |
| 6-8 Years             | 4.17%   | 4.58%        | 109.83 |
| 9-11 Years            | 3.83%   | 4.32%        | 112.79 |
| 12-13 Years           | 2.24%   | 2.72%        | 121.43 |
| 14-17 Years           | 4.65%   | 4.89%        | 105.16 |
| 18-19 Years           | 2.26%   | 2.15%        | 95.13  |
| 0-5 Years             | 11.06%  | 11.03%       | 99.73  |
| 6-12 Years            | 9.14%   | 10.26%       | 112.25 |
| 13-19 Years           | 8.01%   | 8.4%         | 104.87 |
| < 20 Years            | 28.21%  | 29.69%       | 105.25 |
| 20-34 Years           | 25.31%  | 25.23%       | 99.68  |
| 35-44 Years           | 10.91%  | 10.52%       | 96.43  |
| 45-64 Years           | 19.68%  | 17.51%       | 88.97  |
| 65-74 Years           | 7.25%   | 7%           | 96.55  |
| 75+ Years             | 8.65%   | 10.04%       | 116.07 |
| Median Age            | 40      | 36           | 90.13  |
| Median Age (Male)     | 38      | 33           | 87.58  |
| Median Age (Female)   | 43      | 39           | 91.84  |

oberg Summerten Winnsboro Valley Falls Jonesville Marion Forestbrook Olar Orangeburg Vance Clar Gantt East Sumter Briarcliffe Acres Chapin Edgefield Bonneau Mount Croghan Cope Folly Beach Utica Lockhart Denmark Sulliv Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



| CURRENT VS. PROJECTED           | CURRENT | PLUS 5 YRS | INDEX  |
|---------------------------------|---------|------------|--------|
| Race/Ethnicity                  |         |            |        |
| White, Anglo                    | 68%     | 69.85%     | 102.72 |
| Black, African-American         | 26.47%  | 24.9%      | 94.08  |
| Native American                 | 0.48%   | 0.55%      | 113.33 |
| Asian                           | 2.11%   | 2.42%      | 114.91 |
| Pacific Island, Hawaiian        | 0.19%   | 0.23%      | 122.2  |
| Other/Multiple Races            | 2.75%   | 2.05%      | 74.53  |
| Hispanic                        | 0%      | 0%         | 0      |
|                                 |         |            |        |
| Education of Adults (25 yrs+)   |         |            |        |
| Total Adults over age 25 years. | 12,005  | 13,241     |        |
| Less than 9th Grade             | 4.53%   | 3.71%      | 81.83  |
| No High School Diploma          | 7.87%   | 7.02%      | 89.23  |
| High School Graduate            | 26.21%  | 26.75%     | 102.05 |
| Some College, no degree         | 22.29%  | 20.98%     | 94.12  |
| Associate Degree                | 8.1%    | 8.5%       | 104.94 |
| College Degree                  | 18.08%  | 19.04%     | 105.28 |
| Graduate/Prof. degree           | 12.91%  | 14%        | 108.45 |
|                                 |         |            |        |

Quinby Southern Shops Cope North Charleston Walhalla Kiawah Island Cameron Chaple Port Royal Re Hardeeville Powderville Golden Grove Columbia Gloverville Murphys Ester Sons Souci Intercultural Institute Forest Acres Summit Northlake Homeland Park Heath Springs Johnston Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

| CURRENT VS. PROJECTED       | CURRENT | PLUS 5 YEARS | INDEX  |
|-----------------------------|---------|--------------|--------|
| Household Income            |         |              |        |
| < \$10,000                  | 8.97%   | 8.33%        | 92.88  |
| \$10,000 to \$19,999        | 10.83%  | 10.26%       | 94.68  |
| \$20,000 to \$29,999        | 14.84%  | 14.92%       | 100.55 |
| \$30,000 to \$49,999        | 24.54%  | 23.75%       | 96.76  |
| \$50,000 to \$59,999        | 9.19%   | 8.95%        | 97.41  |
| \$60,000 to \$69,999        | 6.38%   | 6.21%        | 97.28  |
| \$70,000 to \$79,999        | 5.2%    | 5.33%        | 96.34  |
| \$80,000 to \$89,999        | 3.94%   | 4.27%        | 101.65 |
| \$90,000 to \$99,999        | 2.5%    | 2.6%         | 103.95 |
| \$100,000 to \$249,999      | 5.95%   | 6.94%        | 116.51 |
| \$125,000 to \$149,999      | 2.48%   | 2.75%        | 110.92 |
| \$150,000 to \$199,999      | 2.92%   | 3.26%        | 111.75 |
| \$200,000 to \$249,999      | 0.62%   | 0.71%        | 113.86 |
| \$250,000 or more           | 1.6%    | 1.58%        | 98.79  |
| Median Household            | 42,608  | 44,145       | 103.61 |
| Average Household           | 66,040  | 70,347       | 106.52 |
| Per Capita Household        | 26,623  | 27,586       | 103.62 |
| Family/Non-Family Household |         |              |        |
| Income                      |         |              |        |
| Median Family Income        | 54,477  | 58,633       | 107.63 |
| Average Family Income       | 79,994  | 88,072       | 110.1  |
| Median Non-Family Income    | 30,282  | 31,178       | 102.96 |
| Average Non-Family Income   | 39,664  | 41,051       | 103.5  |

Eutawville Travelers Rest McCormick Cameron Rembert Greeleyville Mulberry Yemassee Winnsbord in the stand Selley Sullivan's Island Snelling Blenheim Spartary in Avnor Mount Pleasant B naca Branchville St. George Central Lake View Hemingway City View Contextual Ministry Contextual Ministry Eastover Batesburg-Leesville Roebuck Ware Shoals 23 Hartsville Hickory Croye Central Contextual Ministry Eastover Batesburg-Leesville Roebuck Ware Shoals 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 0-3 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

| CURRENT VS. PROJECTED      | CURRENT | PLUS 5 YEARS | INDEX   |
|----------------------------|---------|--------------|---------|
| Family Households          |         |              |         |
| % Family Households        | 60.21%  | 58.07%       | 96.46   |
| Families with Children     | 34.86   | 33.93        | 97.34   |
| Families without Children  | 25.35   | 25.22        | 99.51   |
| Non-Family Households      |         |              |         |
| % Non-Family Households    | 39.79%  | 41.93%       | 105.36  |
| Non-Families with Children | 0.03    | 0.01         | 105.36  |
| Non-Families without       | 39.77   | 41.92        | 105.4   |
| Children                   |         |              |         |
|                            |         |              |         |
| Housing Units              |         |              |         |
| Total Housing Units        | 9,197   | 9,792        | 106.47% |
| Vacant percent             | 15.79%  | 16.05%       | 101.69  |
| Owned percent              | 43.24%  | 42.45%       | 98.17   |
| Rented Percent             | 40.96%  | 41.48%       | 101.28  |
|                            |         |              |         |
| Households by Size         |         |              |         |
| Avg household size         | 2.42    | 2.48         | 102.48% |
| Avg family hh size         | 3.19    | 3.40         | 106.58% |
| Avg non-family hh size     | 1.24    | 1.22         | 98.39%  |
|                            |         |              |         |
| Households By Count of     |         |              |         |
| Persons                    |         |              |         |
| One                        | 2,644   | 2,998        | 113.39% |
| Two                        | 2,130   | 1,936        | 90.89%  |
| Three or Four              | 2,289   | 2,432        | 106.25% |
| Five+                      | 682     | 854          | 125.22% |

Tranchville Peak Irwin Vance Landrum Slater-Marietta Lowrys St. Matthews Sans Souci Greenville Ber West Columbia Gaffney Spartanburg Northlake York Welcome Pelzer Intercultural Institute Hodges Burnettown Hemingway Chesterfield Berea Barnwell Corverse Intercultural Institute (or Confectual Ministry Salem Easley Copyright 2011, Intercultural Institute for Contextual Ministry

# Ethnographic Summary

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

| BORN IN:         | 0-3   | 3-7   | 7-10  |               | BORN IN:       | BORN IN: 0-3     | BORN IN: 0-3 3-7    |
|------------------|-------|-------|-------|---------------|----------------|------------------|---------------------|
|                  | MILES | MILES | MILES |               |                | MILES            | MILES MILES         |
| Foreign Born Pop | 533   | 1,321 | 284   |               | Eastern Africa | Eastern Africa 5 | Eastern Africa 5 13 |
| Northern Europe  | 100   | 108   | 29    | M             | iddle Africa   | iddle Africa 0   | iddle Africa 0 0    |
| Western Europe   | 36    | 45    | 17    | North         | nern Africa    | nern Africa 0    | nern Africa 0 0     |
| Southern Europe  | 13    | 32    | 10    | Southe        | ern Africa     | ern Africa 0     | ern Africa 0 9      |
| Eastern Europe   | 4     | 74    | 2     | Western       | Africa         | Africa 5         | Africa 5 25         |
| Other Europe     | 0     | 0     | 0     | Other Afric   | ca             | ca 0             | ca 0 0              |
| Eastern Asia     | 63    | 74    | 13    | Oceania       |                | 0                | 0 0                 |
| So. Central Asia | 26    | 40    | 34    | Caribbean     |                | 21               | 21 126              |
| SE Asia          | 68    | 116   | 42    | Central Amer. |                | 92               | 92 421              |
| Western Asia     | 0     | 10    | 0     | South America | а              | a 58             | a 58 171            |
| Other Asia       | 0     | 0     | 0     | North America |                | 42               | 42 57               |
|                  |       |       |       | Born at sea   |                | 0                | 0 0                 |

Anderson Seven Oaks North Hartsville Wilkinson Heights Travelers Rest Parker Cowpens Chapin Patrick wille Abbeville Lamar Aynor Pawleys Island Laurens McCormick Manual North Charleston Lodge Re forth Myrtle Beach Heath Springs Hickory Grove Perry Welcome Mayesv I Confectual Ministry Great Falls Monarch Mill Elko Cottageville St. Steph 25 Privateer Kingstree Fountain Inc. Kiawah Island Chester NorthLake Hartsville Donalds Williamston Value Val

# Language Summary

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

| SPOKEN AT HOME        | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES | SPOKEN AT HOME     | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES |
|-----------------------|--------------|--------------|---------------|--------------------|--------------|--------------|---------------|
| English only          | 15,550       | 25,067       | 10,937        | Other Indo-Euro    | 57           | 9            | 4             |
| Spanish               | 749          | 2,029        | 444           | Asian/PI languages | 0            | 0            | 0             |
| Other Indo-Euro       | 444          | 328          | 110           | Chinese            | 19           | 23           | 0             |
| language              |              |              |               | Japanese           | 39           | 71           | 11            |
| French (incl. Patois, | 137          | 91           | 19            | Korean             | 3            | 46           | 0             |
| Cajun)                |              |              |               | Mon-Khmer,         | 0            | 0            | 0             |
| French Creole         | 0            | 23           | 0             | Cambodian          |              |              |               |
| Italian               | 34           | 29           | 16            | Miao, Hmong        | 0            | 0            | 0             |
| Portuguese            | 7            | 14           | 1             | Thai               | 9            | 6            | 0             |
| German                | 124          | 65           | 15            | Laotian            | 0            | 0            | 0             |
| Yiddish               | 0            | 0            | 0             | Vietnamese         | 42           | 22           | 0             |
| Other West Germanic   | 3            | 22           | 2             | Other Asian        | 0            | 16           | 4             |
| A Scandinavian        | 8            | 2            | 3             | Tagalog            | 20           | 84           | 66            |
| Language              |              |              |               | Other Pacific Is   | 1            | 16           | 0             |
| Greek                 | 9            | 17           | 1             | Other languages    | 5            | 36           | 10            |
| Russian               | 0            | 18           | 0             | Navajo             | 0            | 0            | 0             |
| Polish                | 5            | 31           | 10            | Other Native N.    | 0            | 8            | 0             |
| Serbo-Croatian        | 0            | 0            | 0             | American           |              |              |               |
| Other Slavic Language | 11           | 3            | 5             | Hungarian          | 0            | 0            | 0             |
| Armenian              | 0            | 0            | 0             | Arabic             | 0            | 10           | 0             |
| Persian               | 0            | 0            | 0             | Hebrew             | 0            | 0            | 0             |
| Gujarathi             | 46           | 0            | 0             | African languages  | 5            | 18           | 0             |
| Hindi                 | 0            | 0            | 34            | Other unspecified  | 0            | 0            | 10            |
| Urdu                  | 0            | 0            | 0             |                    |              |              |               |

Unean North Myrtle Beach Richburg Sharon Lincolnville Modoc Perry Bowman Belton Parlington Me Blenheim Dillon Judson Silverstreet Kline Cross Hill Lane Holly Andrews Seab-ook Simpsonville Kiawah Island Burnettown Sans Souci Greeleyville Pice for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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# Ancestry Summary

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

| ANCESTRY            | 0-3    | 3-7    | 7-10   | ANCESTRY           | ANCESTRY 0-3          | ANCESTRY 0-3 3-7          |
|---------------------|--------|--------|--------|--------------------|-----------------------|---------------------------|
|                     | MILES  | MILES  | MILES  |                    | MILES                 | MILES MILES               |
| Reporting ancestry  | 13,913 | 23,920 | 10,358 | Irish              | Irish 1,350           | Irish 1,350 2,424         |
| Arab                | 40     | 49     | 9      | Italian            | Italian 446           | Italian 446 1,091         |
| Armenian            | 7      | 0      | 0      | Lithuanian         | Lithuanian 9          | Lithuanian 9 9            |
| Austrian            | 13     | 24     | 9      | Norwegian          | Norwegian 83          | Norwegian 83 97           |
| British             | 108    | 70     | 63     | Polish             | Polish 292            | Polish 292 400            |
| Canadian            | 15     | 50     | 5      | Portuguese         | Portuguese 7          | Portuguese 7 65           |
| Croatian            | 11     | 14     | 4      | Romanian           | Romanian 1            | Romanian 1 11             |
| Czech               | 43     | 13     | 0      | Russian            | Russian 61            | Russian 61 53             |
| Czechoslovak        | 34     | 50     | 8      | Scandinavian       | Scandinavian 36       | Scandinavian 36 41        |
| Danish              | 47     | 50     | 1      | Scotch-Irish       | Scotch-Irish 345      | Scotch-Irish 345 486      |
| Dutch               | 117    | 186    | 87     | Scottish           | Scottish 318          | Scottish 318 457          |
| English             | 1,491  | 1,750  | 638    | Slovak             | Slovak 16             | Slovak 16 0               |
| European            | 141    | 189    | 140    | Subsaharan African | Subsaharan African 69 | Subsaharan African 69 245 |
| Finnish             | 0      | 3      | 0      | Swedish            | Swedish 57            | Swedish 57 139            |
| French (not Basque) | 523    | 541    | 165    | Swiss              | Swiss 19              | Swiss 19 24               |
| French Canadian     | 113    | 178    | 62     | Ukrainian          | Ukrainian 12          | Ukrainian 12 27           |
| German              | 1,423  | 2,376  | 972    | US/American        | US/American 1,135     | US/American 1,135 2,081   |
| Greek               | 21     | 38     | 1      | Welsh              | Welsh 50              | Welsh 50 105              |
| Hungarian           | 36     | 50     | 9      | West Indian        | West Indian 50        | West Indian 50 168        |
| Iranian             | 0      | 5      | 0      | Yugoslavian        | Yugoslavian 0         | Yugoslavian 0 5           |
|                     |        |        |        | Other              | Other 5,374           | Other 5,374 10,356        |

Hemingway Richburg Calhoun Falls Forestbrook Union Kershaw Bethrin Hecoll Branchville McConn Wellford Hilda St. George Loris Cowpens Privateer Orangeburg Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Shoals Berea Reidville Slater-Marietta Saluda Greel 27

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## Using the Demographic Indicators

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

#### Issues for Your Consideration

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



# Using the Demographic Indicators

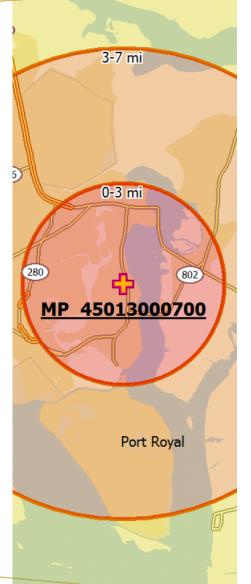
#### Issues for Your Consideration - continued

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

North Hartsville Loris Luray Ridge Spring Chester Smyrna Piedmont Plum Branch Hardeeville Swans Nichols Parker Greenville Lockhart Snelling Boiling Springs Jackson Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Cane States Date Powerville Reevesville Trenton Summit Burnettown Dillon

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.



Cotia Lake View Ruby Allendale Ladson Riverview Travelers Rest Lake City West Columbia Fort Lawn ward Vance Springdale Wade Hampton Bethune Shell Point Kershaw Golden Grove Little River Lowrys Silverstreet Jamestown Luray Gray Gray Joi Confeitual Ministry Gayle Mill Be Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Homeland Park Elloree Rowesville Reevesville Tatum

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

| 2010 MOSAIC HHIds            | 0-3 HH & Percent |       | Unreached HH & Percent |       |
|------------------------------|------------------|-------|------------------------|-------|
| Total                        | 7,745            | 100%  | 5,391                  | 100%  |
| AFFLUENT SUBURBIA            | 109              | 1.41% | 77                     | 1.43% |
| America's Wealthiest         | 2                | 0.03% | 2                      | 0.04% |
| Dream Weavers                | 8                | 0.1%  | 6                      | 0.11% |
| White Collar Suburbia        | 0                | 0%    | 0                      | 0%    |
| Upscale Suburbia             | 0                | 0%    | 0                      | 0%    |
| Enterprising Couples         | 0                | 0%    | 0                      | 0%    |
| Small Town Success           | 99               | 1.28% | 69                     | 1.28% |
| New Suburbia Fam.            | 0                | 0%    | 0                      | 0%    |
| UPSCALE AMERICA              | 706              | 9.12% | 476                    | 8.83% |
| Status Conscious Consumers   | 0                | 0%    | 0                      | 0%    |
| Affluent Urban Professionals | 0                | 0%    | 0                      | 0%    |
| Urban Commuter Fam.          | 682              | 8.81% | 458                    | 8.5%  |
| Solid Suburban Mix           | 0                | 0%    | 0                      | 0%    |
| 2nd Generation Success       | 0                | 0%    | 0                      | 0%    |
| Successful Urban Sprawl      | 24               | 0.31% | 18                     | 0.33% |
| SM TWN SUCCESS               | 581              | 7.5%  | 400                    | 7.42% |
| Successful Urban Sprawl      | 72               | 0.93% | 18                     | 0.33% |
| 2nd City Homebodies          | 478              | 6.17% | 51                     | 0.95% |
| Prime Middle America         | 0                | 0%    | 311                    | 5.77% |
| Urban Optimists              | 31               | 0.4%  | 0                      | 0%    |
| Family Convenience           | 0                | 0%    | 20                     | 0.37% |
| Mid-Market Enterprise        | 0                | 0%    | 0                      | 0%    |

harleston Georgetown Goose Creek Reidville Trenton Plum Branch Homeland Park St. Stephen Pageland Hoaks Wellford Allendale Bethune Bamberg Pelion Forest Acres Care Intercultural Institute Clearwater Swansea Due West Chester Moncks Corner Welcome Trop for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Manning Irmo Cottageville Greenville Myrtle Beach 316

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

| 2010 MOSAIC HHIds         | 0-3 HH & Percent |        | Unreached HH & Percent |        |
|---------------------------|------------------|--------|------------------------|--------|
| Total                     | 7,745            | 100%   | 5,391                  | 100%   |
| BLUE COLLAR BACKBONE      | 360              | 4.65%  | 237                    | 4.4%   |
| Nuevo Hispanic Fam.       | 0                | 0%     | 0                      | 0%     |
| Working Rural Suburbia    | 72               | 0.93%  | 43                     | 0.8%   |
| Lower Income Essentials   | 14               | 0.18%  | 9                      | 0.17%  |
| Small Town Endeavors      | 274              | 3.54%  | 185                    | 3.43%  |
| AMER. DIVERSITY           | 369              | 4.76%  | 247                    | 4.58%  |
| Ethnic Urban Mix          | 0                | 0%     | 0                      | 0%     |
| Urban Blues               | 69               | 0.89%  | 44                     | 0.82%  |
| Professional Urbanites    | 120              | 1.55%  | 87                     | 1.61%  |
| Urban Advancement         | 9                | 0.12%  | 6                      | 0.11%  |
| Amer. Great Outdoors      | 171              | 2.21%  | 110                    | 2.04%  |
| Mature America            | 0                | 0%     | 0                      | 0%     |
| METRO FRINGE              | 2,848            | 36.77% | 1,968                  | 36.51% |
| Steadfast Conservative    | 2,175            | 28.08% | 1,491                  | 27.66% |
| Moderate Conventionalists | 214              | 2.76%  | 144                    | 2.67%  |
| Southern Blues            | 97               | 1.25%  | 68                     | 1.26%  |
| Urban Grit                | 302              | 3.9%   | 223                    | 4.14%  |
| Grass-Roots Living        | 60               | 0.77%  | 42                     | 0.78%  |

antee Smoaks <u>Springfield</u> Cokesbury Hemingway Hardeeville West Pelzer Pelion Charleston Quinby Enalds Batesburg-Leesville Clarks Hill Mountville Pageland Bucksport Intercultural Institute ston Newport Red Hill Privateer Red Bank Seven Oaks Blythewood for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Dalzell Trenton Furman Rockville Five Forks Folly Rea

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

| 2010 MOSAIC HHIds          | 0-3 HH & Percent |        | Unreached HH & Percent |        |
|----------------------------|------------------|--------|------------------------|--------|
| Total                      | 7,745            | 100%   | 5,391                  | 100%   |
| REMOTE AMERICA             | 42               | 0.54%  | 25                     | 0.46%  |
| Hardy Rural Fam.           | 15               | 0.19%  | 9                      | 0.17%  |
| Rural Southern Living      | 27               | 0.35%  | 16                     | 0.3%   |
| Coal & Crops               | 0                | 0%     | 0                      | 0%     |
| Native America             | 0                | 0%     | 0                      | 0%     |
| ASPIRING CONTEMP'S         | 1,479            | 19.1%  | 1,091                  | 20.24% |
| Young Cosmopolitans        | 0                | 0%     | 0                      | 0%     |
| Minority Metro Communities | 1,290            | 16.66% | 955                    | 17.71% |
| Stable Careers             | 177              | 2.29%  | 128                    | 2.37%  |
| Aspiring Hispania          | 12               | 0.15%  | 8                      | 0.15%  |
| RURAL VILLAGES & FARMS     | 111              | 1.43%  | 75                     | 1.39%  |
| Aspiring Hispania          | 0                | 0%     | 8                      | 0.15%  |
| Industrious Country Living | 0                | 0%     | 0                      | 0%     |
| America's Farmland         | 94               | 1.21%  | 0                      | 0%     |
| Comfy Country Living       | 17               | 0.22%  | 57                     | 1.06%  |
| Small Town Connections     | 0                | 0%     | 10                     | 0.19%  |
| Hinterland Fam.            | 0                | 0%     | 0                      | 0%     |

Elgin Ridgeland Brookdale Willington Ladson Shell Point Blythewood Gayle Mill Boiling Springs Europhyte Neeses Ware Shoals Williston Pageland Irwin Easley Sullivan's Islam Intercultural Institute India Hook Hollywood North Augusta Blacksburg Springfield McConne for Contextual Ministry OCopyright 2011, Intercultural Institute for Contextual Ministry Hickory Grove Green Gloverville Jonesville South 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 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

| 2010 MOSAIC HHIds        | 0-3 HH & Percent |        | Unreached HH & Percent |        |
|--------------------------|------------------|--------|------------------------|--------|
| Total                    | 7,745            | 100%   | 5,391                  | 100%   |
| STRUGGLING SOCIETIES     | 325              | 4.2%   | 220                    | 4.08%  |
| Rugged Southern Style    | 0                | 0%     | 0                      | 0%     |
| Latino Nuevo             | 6                | 0.08%  | 4                      | 0.07%  |
| Struggling city Centers  | 319              | 4.12%  | 216                    | 4.01%  |
| College Town Communities | 0                | 0%     | 0                      | 0%     |
| New Beginnings           | 0                | 0%     | 0                      | 0%     |
| URBAN ESSENCE            | 814              | 10.51% | 575                    | 10.67% |
| Unattached Multicultures | 0                | 0%     | 0                      | 0%     |
| Academic Necessities     | 0                | 0%     | 0                      | 0%     |
| Af. Amer. Neighborhoods  | 443              | 5.72%  | 310                    | 5.75%  |
| Urban Diversity          | 324              | 4.18%  | 233                    | 4.32%  |
| New Generation Activists | 47               | 0.61%  | 32                     | 0.59%  |
| 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%     |
|                          |                  |        |                        |        |

Charleston Johnsonville Wagener Springdale Surfside Beach Whitmire West Union Arcadia Lakes Be Ward Spartanburg Wilkinson Heights Plum Branch Summerville Sympony Intercultural Institute ynor East Sumter Fort Lawn Centerville Winnsboro Mills Shiloh Perry John Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

Ward Berea <u>Socastee Modoc Fountain Inn Ehrhardt Belton</u> Jamestown <u>Golden Grove</u> Luray Trave Lancaster Mill Elgin Mayo Eureka Mill Myrtle Beach Jackson Richburg Intercultural Institute Sumter Cokesbury Clarks Hill Monetta Stateburg India Hook Mount Carifor Contextual Ministry Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

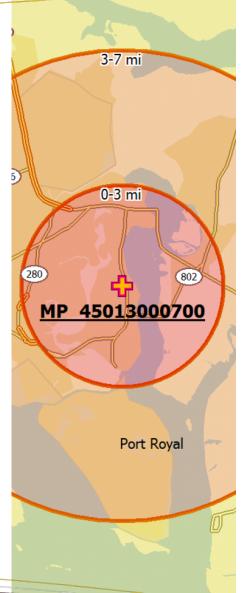
#### **Potential Cultural Bridges**

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

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

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

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



Jimer Olanta Stateburg Cherryvale Watts Mills Coward Antreville Beaufort Kershaw Gray Court Hemin Taids Lodge Ridgeland India Hook Camden Lugoff South Congaree Michael Intercultural Institute As Estates Rock Hill Myrtle Beach Mayesville Timmonsville Perry McCo (Soutestual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

| BRIDGES                       | 0-3   | 3-7   | 7-10  | BRIDGES                 |
|-------------------------------|-------|-------|-------|-------------------------|
|                               | MILES | MILES | MILES |                         |
| PC-HH Own                     | 75%   | 76%   | 75%   | Internet Use: News/ Wea |
| Use Comp. for Internet/E-mail | 56%   | 56%   | 54%   | Internet Use: Banking   |
| Internet Use: E-Mail          | 47%   | 48%   | 46%   | Use Comp. for News/Inf  |
| Use Comp. for Comp. Games     | 38%   | 39%   | 40%   | Service                 |
| Use Comp. for Word Processing | 36%   | 36%   | 36%   | PC-Network-HH Has Or    |
| Use Comp. for Shopping        | 31%   | 32%   | 31%   | Internet Use: Research/ |
| Use Comp. for Education       | 30%   | 31%   | 32%   | Use Comp. for Personal  |
| Use Comp. for Digital Camera  | 29%   | 31%   | 31%   | Mngmnt                  |
| Photo Editing                 |       |       |       | Internet Use: Read Mag  |
| Use Comp. for Banking         | 28%   | 29%   | 28%   | Newspapers              |
| HH Owns DVD Player            | 26%   | 28%   | 29%   | Internet Use: Shopping: |
|                               |       |       |       | lafa fan Channing       |

| BRIDGES                           | 0-3   | 3-7   | 7-10  |
|-----------------------------------|-------|-------|-------|
|                                   | MILES | MILES | MILES |
| Internet Use: News/ Weather       | 26%   | 26%   | 26%   |
| Internet Use: Banking             | 23%   | 25%   | 25%   |
| Use Comp. for News/Info./Data     | 21%   | 22%   | 21%   |
| Service                           |       |       |       |
| PC-Network-HH Has One             | 17%   | 18%   | 17%   |
| Internet Use: Research/ Education | 12%   | 12%   | 12%   |
| Use Comp. for Personal Financial  | 12%   | 13%   | 12%   |
| Mngmnt                            |       |       |       |
| Internet Use: Read Magazines/     | 12%   | 11%   | 11%   |
| Newspapers                        |       |       |       |
| Internet Use: Shopping: Gathered  | 11%   | 12%   | 12%   |
| Info. for Shopping                |       |       |       |
| HH Owns Video/Webcam              | 11%   | 11%   | 12%   |
| Use Comp. for Accounting          | 10%   | 12%   | 13%   |



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

| BRIDGES                    | 0-3   | 3-7   | 7-10  |
|----------------------------|-------|-------|-------|
|                            | MILES | MILES | MILES |
| Listening To Music         | 66%   | 67%   | 68%   |
| Dining Out (Not Fast Food) | 54%   | 54%   | 52%   |
| Reading Books              | 52%   | 54%   | 55%   |
| Card Games                 | 40%   | 41%   | 43%   |
| Cooking for Fun            | 34%   | 35%   | 35%   |
| Go To A Beach/Lake         | 33%   | 34%   | 34%   |
| Gardening                  | 32%   | 30%   | 29%   |
| Board Games                | 32%   | 33%   | 34%   |
| Visit Museum               | 19%   | 19%   | 18%   |
| Going To                   | 19%   | 18%   | 17%   |
| Bars/Nightclubs/Dancing    |       |       |       |

| BRIDGES                    | 0-3   | 3-7   | 7-10  |
|----------------------------|-------|-------|-------|
|                            | MILES | MILES | MILES |
| Any Ailment                | 68%   | 68%   | 69%   |
| Gen./Fam. Practitioner     | 39%   | 39%   | 38%   |
| Dentist                    | 26%   | 26%   | 25%   |
| Backache                   | 22%   | 23%   | 24%   |
| Eye Dr.                    | 21%   | 21%   | 22%   |
| Hypertension/High Blood    | 20%   | 21%   | 23%   |
| Pressure                   |       |       |       |
| None Of These              | 20%   | 19%   | 18%   |
| High Cholesterol           | 18%   | 18%   | 17%   |
| Any Arthritis              | 16%   | 16%   | 17%   |
| Acid Reflux Disease (GERD) | 15%   | 15%   | 14%   |

Sor Reevesville Lamar Woodfield Elloree Chesnee Sellers Shell Point Honea Path Six Mile Lockhart Springs Taylors Bamberg Richburg McBee Livingston Arial Starr Intercultural Institute onetta Seneca Bishopville Greenwood Olanta Bethune Folly Beach Score Toy Georgetown Andrews Co38 Copyright 2011, Intercultural Institute for Contextual Ministry Hartsville Pendleton Campobello Donalds Cover Monarch Mill Wilkinson Heights Wagener Tatum Sa

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

| BRIDGES                  | 0-3    | 3-7    | 7-10   |
|--------------------------|--------|--------|--------|
|                          | MILES  | MILES  | MILES  |
| Concert                  | 26.26% | 27.51% | 28.14% |
| Live Theater             | 18.84% | 20.61% | 21.64% |
| Live Theater Most Often  | 15.39% | 16.92% | 17.77% |
| Rock/Pop Concerts Most   | 14.4%  | 14.26% | 13.85% |
| Often                    |        |        |        |
| Comedy Club              | 10.2%  | 10.12% | 9.61%  |
| Dance Performance        | 9.39%  | 9.28%  | 9.52%  |
| Movies: Comedy           | 38.9%  | 40.93% | 41.67% |
| Movies: Action/Adventure | 37.44% | 38.45% | 38.55% |
| Movies: Fam.             | 20.21% | 21.58% | 22.5%  |

| BRIDGES                  | 0-3    | 3-7    | 7-10   |
|--------------------------|--------|--------|--------|
|                          | MILES  | MILES  | MILES  |
| Movies: Drama            | 19.67% | 21.38% | 22.43% |
| Movies: Romantic Comedy  | 19.1%  | 20.13% | 20.05% |
| Movies: Mystery          | 15.76% | 17.2%  | 18.28% |
| MLB Baseball Reg. Season | 6.71%  | 6.97%  | 6.46%  |
| NFL Football Reg. Season | 6.38%  | 6.67%  | 6.28%  |
| College Football Reg.    | 5.63%  | 5.75%  | 5.47%  |
| Season                   |        |        |        |
| College Basketball Reg.  | 3.75%  | 3.96%  | 3.83%  |
| Season                   |        |        |        |
| NBA Basketball Reg.      | 3.36%  | 3.63%  | 3.56%  |
| Season                   |        |        |        |
| NHL Hockey Reg. Season   | 2.88%  | 2.68%  | 2.41%  |



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

| RIDGES               | 0-3    | 3-7    | 7-10   | BRIDGES            | 0 |
|----------------------|--------|--------|--------|--------------------|---|
|                      | MILES  | MILES  | MILES  |                    | Μ |
| Valking for Exercise | 39.75% | 40.42% | 40.57% | Football           | 1 |
| Swimming             | 30.12% | 31.55% | 31.57% | Aerobics           | 1 |
| Bowling              | 20.78% | 22.13% | 23.08% | Backpacking/Hiking | 8 |
| Billiards/Pool       | 17.86% | 18.12% | 17.98% | Volleyball         | 8 |
| Freshwater Fishing   | 15.88% | 15.67% | 14.72% | Target Shooting    | 8 |
| Basketball           | 15.62% | 16.55% | 17.06% | Hunting            | 8 |
| Weight Training      | 14.64% | 15.2%  | 14.93% | Softball           | 7 |
| Jogging/Running      | 14.63% | 15.55% | 16.23% | Soccer             | 7 |
| Camping Trips        | 13.26% | 12.6%  | 12.36% | Power Boating      | 7 |
| Using Cardio Machine | 12.88% | 13.82% | 14.25% | Saltwater Fishing  | 6 |
| Baseball             | 11.98% | 11.43% | 10.89% | Yoga               | 6 |
| Mountain/Road Biking | 11.97% | 11.58% | 11.33% | Tennis             | 6 |
| Stationary Cycling   | 11.92% | 12.33% | 12.98% | Canoeing/Kayaking  | 6 |
| Golf                 | 11.84% | 12.27% | 11.88% | Roller Skating     | 5 |
|                      |        |        |        |                    |   |

| BRIDGES            | 0-3    | 3-7    | 7-10   |
|--------------------|--------|--------|--------|
|                    | MILES  | MILES  | MILES  |
| Football           | 10.76% | 12.02% | 13.29% |
| Aerobics           | 10.26% | 10.58% | 10.65% |
| Backpacking/Hiking | 8.88%  | 9.08%  | 9.32%  |
| Volleyball         | 8.67%  | 8.87%  | 9.53%  |
| Target Shooting    | 8.45%  | 7.38%  | 6.63%  |
| Hunting            | 8.32%  | 7.56%  | 6.97%  |
| Softball           | 7.91%  | 7.84%  | 7.54%  |
| Soccer             | 7.13%  | 7.42%  | 7.7%   |
| Power Boating      | 7.11%  | 6.9%   | 6.59%  |
| Saltwater Fishing  | 6.91%  | 7.29%  | 6.95%  |
| Yoga               | 6.81%  | 6.67%  | 6.5%   |
| Tennis             | 6.71%  | 6.87%  | 6.79%  |
| Canoeing/Kayaking  | 6.49%  | 5.93%  | 5.46%  |
| Roller Skating     | 5.84%  | 5.45%  | 5.39%  |
|                    |        |        |        |

Elgin Judson Hemingway Burton Cherryvale Orangeburg Lyman Valley Falls Lexington Bamberg Est intercultural Institute Elgin McConnells Coward Slater-Marietta Intercultural Institute vichols Wellford Sycamore McCormick Five Forks Walhalla Murrells Intercultural Institute McColl Mone Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

| BRIDGES              | 0-3   | 3-7   | 7-10  |
|----------------------|-------|-------|-------|
|                      | MILES | MILES | MILES |
| Motorcycling         | 5.73% | 5.5%  | 5.12% |
| Ice Skating          | 5.71% | 5.26% | 5.14% |
| Horseback Riding     | 5.03% | 4.95% | 4.55% |
| Archery              | 4.49% | 3.81% | 3.46% |
| Snorkeling           | 4.48% | 4.52% | 4.3%  |
| Jet Skiing           | 4.41% | 4.3%  | 4.11% |
| Downhill & X-Country | 4.4%  | 4.03% | 3.81% |
| Skiing               |       |       |       |
| Fly Fishing          | 4.36% | 4.1%  | 3.92% |
| Racquetball          | 4.21% | 4.06% | 3.89% |
| Water Skiing         | 4.11% | 3.87% | 3.78% |

| BRIDGES               | 0-3   | 3-7   | 7-10  |
|-----------------------|-------|-------|-------|
|                       | MILES | MILES | MILES |
| Hockey                | 3.97% | 3.61% | 3.5%  |
| Rock Climbing         | 3.68% | 3.31% | 3.07% |
| Snowmobiling          | 3.65% | 3.41% | 3.24% |
| Snowboarding          | 3.5%  | 3.33% | 3.16% |
| Martial Arts          | 3.49% | 3.47% | 3.68% |
| Auto Racing           | 3.36% | 2.69% | 2.43% |
| Skateboarding         | 3.32% | 3.3%  | 3.23% |
| Sailing               | 3.09% | 3.04% | 2.95% |
| Rowing                | 2.83% | 2.75% | 2.55% |
| Surfing & Windsurfing | 2.82% | 2.68% | 2.53% |

Matthews Paxville Pomaria Summit Mayo Inman Mills Coronaca McClellanville Ridge Spring Neeses Sucksport Ridgeland Lake Secession Lake Murray of Richland Iva Dentsville <u>Ridge Spring</u> Lincolnville South Walhalla Meggett Pelzer Hartsville Roebuck Edgefield Pacolet Irwin (Southertual Institute) Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Matts Mills Williston Summerton Lowndesville Ebrbard

### 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.

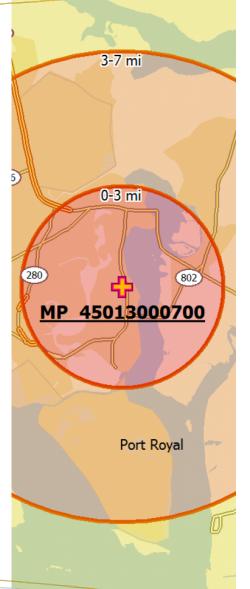
#### **BIBLICAL BARRIERS**

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.



Arial Lodge Jackson Blenheim Wade Hampton Ravenel Lakewood Bowman Monarch Mill Cifford Plur Lion Murphys Estates Smoaks Starr Florence Trenton Hanahan Kings Circ View Johnsonville Late Springs Cowpens Latta Ward Valley Falls Joanna Springfield Lesslie Contextual Ministry Contextual Ministry Walterboro 42 Copyright 2011, Intercultural Institute for Contextual Ministry Black Hill Sycamore Little Mountain Pelzer

### 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.

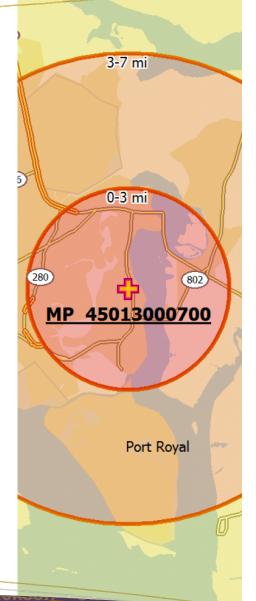
CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Lexington McColl Winnsboro Mills Cope Wellford Modoc Parksville Society Hill South Congaree Ge Ridgeville Lake City Bowman Shell Point Ware Shoals Snelling Core Intercultural Institute Columbia Springdale Iva Varnville Charleston Murphys Estates In <u>Intercultural Institute</u> Holly Hill Fores Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

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

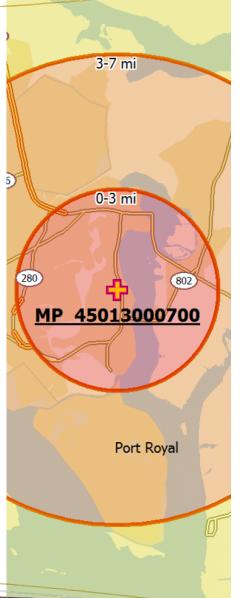
| BARRIERS                                      | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES | BARRIERS  | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILE |
|---|--------------|--------------|---------------|---|--------------|--------------|--------------|
| Important Continue Learning                   | 50%          | 52%          | 53%           | Like to Stand Out In A Crowd                          | 19%          | 20%          | 20%          |
| New Things                                    |              |              |               | Marijuana Should Be Legalized                         | 19%          | 20%          | 21%          |
| Speak My Mind Even If It Upsets               | 37%          | 38%          | 39%           | I Am A Workaholic                                     | 19%          | 20%          | 20%          |
| People  | 250/         | 270/         | 270/          | Like To Pursue  | 18%          | 17%          | 17%          |
| Find It Difficult To Say No To My Kids        | 35%          | 37%          | 37%           | Challenge/Novelty/Change<br>Rarely Sit Down to a Meal | 16%          | 16%          | 16%          |
| Like Control Over People And                  | 35%          | 36%          | 36%           | Together At Home                                      | 4.40/        | 4.40/        | 4 = 0 (      |
| Resources                                     | 220/         | 200/         | 240/          | Only Work Current Job for The                         | 14%          | 14%          | 15%          |
| Prefer To Have Few<br>Possessions As Possible | 33%          | 32%          | 31%           | Money<br>We Should Strive for Equality                | 14%          | 14%          | 15%          |
| Woman's Place Is In The Home                  | 33%          | 33%          | 33%           | for All   |              |              |              |
| Like To Do Unconventional<br>Things           | 29%          | 30%          | 30%           | Happy With My Standard Of<br>Living                   | 12%          | 12%          | 12%          |
| Don't Judge People/Way They<br>Live Life      | 28%          | 29%          | 29%           | On Whole People Get What<br>They Deserve              | 11%          | 11%          | 11%          |
| If Won Lottery Would Never<br>Work Again      | 26%          | 27%          | 27%           | Indulge My Kids With The Little Extras                | 10%          | 9%           | 9%           |
| Money Is Best Measure Of<br>Success           | 25%          | 25%          | 25%           |   | 8%           | 8%           | 8%           |
| Too Much Sponsorship In<br>Arts/Sports        | 25%          | 26%          | 27%           | I Am A Perfectionist                                  | 7%           | 7%           | 7%           |
| Friends More Important Than My Fam.           | 24%          | 23%          | 22%           |   |              |              |              |

Luray Newberry McBee Riverview Clinton Springdale East Gaffney Greenwood Govan Duncan Jame Ravenel Heath Springs Whitmire St. Stephen Williston North Charlestory Intercultural Institute Blythewood Newport Walterboro Greeleyville Eutawville Lane Edge for Confertual Ministry Confertual Ministry Compyright 2011, Intercultural Institute for Contextual Ministry North Augusta Georgetown Berea Johnston

### **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.



Silverstreet Rockville Jonesville Due West Timmonsville Shiloh Edisto Scranton Seneca Ulmer Sy Gray Court Belvedere Meggett Oak Grove Elko Golden Grove Gifford Intercultural Institute sville Tega Cay Ridgeway Taylors Cottageville North Aynor Carlisle McCopyright 2011, Intercultural Institute for Contextual Ministry Blenheim Snelling Vork Williston Perry Inman Mi45

## **Potential Cultural Themes:**

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

| THEMES  | 0-3   | 3-7   | 7-10  | THEMES  | 0-3   | 3-7   | 7-10  |
|---|-------|-------|-------|---|-------|-------|-------|
|   | MILES | MILES | MILES |   | MILES | MILES | MILES |
| Important To Respect Customs<br>And Beliefs   | 58%   | 61%   | 60%   | Worried About Pollution Caused<br>By Cars           | 18%   | 19%   | 18%   |
| You Should Seize Opportunities<br>In Life     | 56%   | 57%   | 57%   | Looking for New Ideas To Improve<br>Home            | 17%   | 18%   | 19%   |
| Like To Understand About                      | 36%   | 36%   | 37%   | Real Men Don't Cry                                  | 16%   | 18%   | 20%   |
| Nature  |       |       |       | Is An Important Part Of Who I Am                    | 15%   | 15%   | 15%   |
| Prefer Work Part Of Team Than Alone           | 35%   | 36%   | 37%   | Provide My Kids With The Little<br>Extras           | 15%   | 16%   | 18%   |
| Important Feel Respected By My Peers          | 33%   | 33%   | 33%   | Try Not To Worry About The<br>Future                | 14%   | 15%   | 15%   |
| Prefer To Have Few<br>Possessions As Possible | 33%   | 32%   | 31%   | Enjoy Spending Time With My<br>Fam.                 | 13%   | 13%   | 12%   |
| Important To Juggle Various<br>Tasks          | 31%   | 32%   | 32%   | Children Should Be Allowed To<br>Express Themselves | 8%    | 7%    | 7%    |
| Good At Fixing Things                         | 29%   | 29%   | 31%   | Like Spending Most Time With                        | 6%    | 6%    | 6%    |
| Have Keen Sense Of Adventure                  | 26%   | 26%   | 26%   | Fam.  |       |       |       |
| People Have To Take Me As                     | 22%   | 24%   | 25%   | Feel Very Alone In The World                        | 5%    | 5%    | 5%    |
| They Find Me                                  |       |       |       | Would Like To Set Up Own                            | 4%    | 4%    | 4%    |
| Like To Just Enjoy Life                       | 21%   | 21%   | 20%   | Business  |       |       |       |
| Consider Myself Interested In The Arts        | 20%   | 20%   | 20%   | Decor Particular Interest To Me                     | 4%    | 4%    | 4%    |

Smion Sans Souce Norway Sile

Bethune Pacelet Lake view Scranton Heath Springs Socastee Welcome Springdale Jackson Laurel ayce Brunson Cherryvale Moncks Corner North Hartsville Summerville Intercultural Institute ield Little River South Sumter Startex Burnettown Cordova Varnville for Contextual Ministry Connells East Gaffney Atlantic Beach Chesterfield Lo46

### **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.

3-7 mi 0-3 mi 802 MP 45013000700 Port Royal

Kingstree Pageland Trey Oakland Summerton Paxville New Ellenton Garney Six Mile Mount Pleasant South Congaree Yemassee Jackson St. Matthews Santee Valley Falls Anderson Oak Grove Blackville Brunson Mauldin Newberry Cordova Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Olar McCormick, Wellford Lake Secession, Clearwater

### **Potential Shared Places:**

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

3-7

MILES

17.25%

17.99%

17.17%

16.44%

14.74%

14.99%

14.98%

15.11%

13.21%

13.85%

13.33%

13.01%

7-10

**MILES** 

16.91%

17.85%

19.09%

17.18%

14.37%

15.89%

14.62%

14.72%

13.86%

14.78%

12.79%

12.88%

| PLACE                        | 0-3    | 3-7    | 7-10   | PLACE                        | 0-3    |
|------------------------------|--------|--------|--------|------------------------------|--------|
|                              | MILES  | MILES  | MILES  |                              | MILES  |
| Fast Food/Drive-In           | 85.8%  | 86.05% | 85.87% | Dairy Queen                  | 18.22% |
| Restaurant-Visit Any         |        |        |        | Red Lobster                  | 18.12% |
| Fam. Restaurants/Steak       | 80.89% | 81.84% | 81.84% | Domino's Pizza               | 16%    |
| Houses-Visit Any             |        |        |        | IHOP (International House Of | 15.72% |
| McDonald's                   | 55.85% | 57.3%  | 57.86% | Pancakes)                    |        |
| Burger King                  | 39.66% | 38.71% | 38.73% | Cracker Barrel               | 14.4%  |
| Wendy's                      | 31.01% | 31.27% | 30.73% | Sonic                        | 14.27% |
| Kentucky Fried Chicken (KFC) | 30.96% | 30.68% | 30.73% | Outback Steakhouse           | 14.04% |
| Subway                       | 30.75% | 30.88% | 29.96% | Chick-Fil-A                  | 14.02% |
| Taco Bell                    | 30.08% | 30.16% | 30.25% | Denny's                      | 13.54% |
| Applebee's                   | 29.58% | 30.69% | 30.93% | Golden Corral                | 13.48% |
| Pizza Hut                    | 23.52% | 23.89% | 24.89% | Chili's Grill and Bar        | 12.66% |
| Arby's                       | 22.35% | 22.38% | 22.07% | TGI Friday's                 | 12.13% |
| Olive Garden                 | 20.29% | 20.31% | 19.71% |                              |        |
|                              |        |        |        |                              |        |

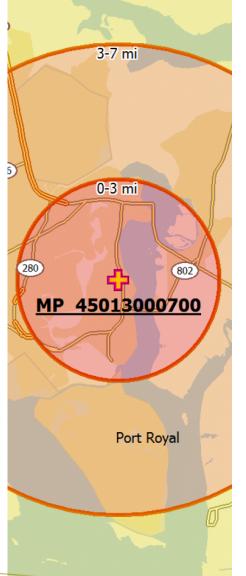
ter Quinby Elgin Darlington Coronaca Prosperity McClellanville Cross Hilf Surfside Beach Buffalo Sa Cherryvale Pickens Mount Pleasant Estill Yemassee Dillon Startex Intercultural Institute Th Charleston Fairfax Woodruff Hartsville Hilda York Swansea Conv Intercultural Institute Jor Confectual Ministry Coropyright 2011, Intercultural Institute for Contextual Ministry Coropyright 2011, Intercultural Institute for Contextual Ministry Coropyright 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!



Blenheim Buffalo Lessie Mountville Modoc Monarch Mill Wedgewood Reidville Innan Mills Cherry a Millwood Boiling Springs Branchville Port Royal Varnville Springdal <u>Intercultural Institute</u> Goose Creation for Springfield Lancaster Georgetown Lakewood Parksville Walterboro for Contextual Ministry Inman Blacksburg Lynchburg St. Andrews Gantt 49 Copyright 2011, Intercultural Institute for Contextual Ministry Wada Hamaton North Murtie Boach Bambara Contextual Ministry

### **Potential Shared Projects**

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

| PROJECTS                            | 0-3    | 3-7    | 7-10   |
|-------------------------------------|--------|--------|--------|
|                                     | MILES  | MILES  | MILES  |
| Voted in fed/state/local election   | 46.33% | 45.81% | 45.16% |
| Recycled products                   | 32.92% | 32.5%  | 31.75% |
| Worked as volunteer (non political) | 15.33% | 15.77% | 15.97% |
| Engaged in fund raising             | 11.14% | 11.56% | 12.07% |
| Religious club member               | 7.68%  | 8.27%  | 8.46%  |
| Wrote to editor of mag or newspaper | 5.57%  | 5.89%  | 6.33%  |

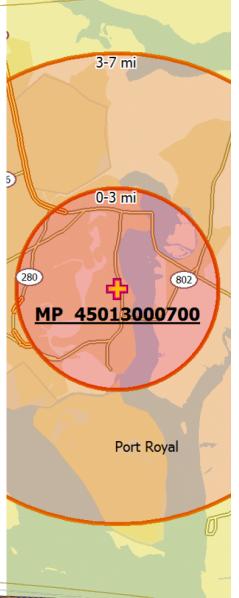
| PROJECTS                              | 0-3   | 3-7   | 7-10  |
|---------------------------------------|-------|-------|-------|
|                                       | MILES | MILES | MILES |
| Wrote to elected offcl about publ bus | 5.56% | 5.58% | 5.27% |
| Church Board                          | 5.43% | 6.15% | 6.52% |
| Union member                          | 5.38% | 5.79% | 6.32% |
| Took active part in local civic issue | 5.09% | 5.3%  | 5.56% |
| Charitable Organization               | 4.91% | 4.97% | 5.11% |
| Fraternal order member                | 4.85% | 4.53% | 4.3%  |

ile Wagener North Myrtle Beach Isle of Palms St. George Westminster Lynchburg Seven Oaks Sumter Springs Williston Oak Grove Bradley Dillon Summit North Augusta Eureka Mill Mauldin Duncan Burton Estill Livingston Mulberry Piedro 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.



Timmonsville Stateburg Isle of Palms Pelion Red Bank Oswego North Charleston Orangeburg Hickory Sycamore Paxville Privateer Clarks Hill Lesslie Parksville Edisto Bergen Machine Ridgeville Jameston Welcome Pelzer Red Hill Aynor Burnettown Wellford Lake View Month Intercultural Institute for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Print Media Content:**

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

| BOOKS                          | 0-3    | 3-7    | 7-10   |
|--------------------------------|--------|--------|--------|
|                                | MILES  | MILES  | MILES  |
| Novel                          | 15.94% | 16.69% | 16.87% |
| Children's Books               | 12.46% | 12.9%  | 12.67% |
| Mystery                        | 10.67% | 10.28% | 9.6%   |
| Cookbooks                      | 10.02% | 9.72%  | 9.27%  |
| Religious (not Bibles)         | 9.37%  | 9.57%  | 9.4%   |
| Romance                        | 6.57%  | 7.07%  | 7.27%  |
| History                        | 6.53%  | 6.46%  | 6.35%  |
| Biography                      | 6.53%  | 6.58%  | 6.5%   |
| Personal/Business<br>Self-help | 6.35%  | 6.36%  | 6.05%  |

| MAGAZINES               | 0-3    | 3-7    | 7-10   |
|-------------------------|--------|--------|--------|
|                         | MILES  | MILES  | MILES  |
| Newspaper Distributed   | 69.21% | 68.74% | 69.11% |
| Gen. Editorial          | 48.78% | 50.01% | 51.48% |
| Womens                  | 43.24% | 45.12% | 46.52% |
| Service                 | 33.05% | 33.53% | 33.48% |
| Mens                    | 19.88% | 19.84% | 20.08% |
| <b>Business/Finance</b> | 17.93% | 19.7%  | 20.46% |
| Sports                  | 15.39% | 15.31% | 15.67% |
| Music                   | 14.54% | 15.04% | 15.59% |
| Parenthood              | 13.65% | 14.3%  | 14.71% |

Seneca Hollywood Meggett Little Mountain Scranton South Sumter New <u>Intercultural Institute</u> Valley Falls H Ulmer Williston Bonneau Jamestown Lowrys Willington Hartsville Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

### Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

| NEWSPAPERS               | 0-3    | 3-7    | 7-10   |
|--------------------------|--------|--------|--------|
|                          | MILES  | MILES  | MILES  |
| Gen. News                | 53.52% | 53.58% | 53.63% |
| Classified               | 33.53% | 32.26% | 31.73% |
| Sport                    | 31.58% | 30.62% | 30.02% |
| Editorial Page           | 29.31% | 28.66% | 28.04% |
| Business/Finance         | 27.44% | 27.37% | 26.74% |
| Comics                   | 26.57% | 25.63% | 25.23% |
| Movie Listings & Reviews | 25.62% | 25.48% | 25.98% |
| Food/Cooking             | 24.39% | 24.18% | 23.82% |
| TV/Radio Listings        | 23.37% | 23.05% | 23.06% |
| Home/Gardening           | 20.55% | 20.18% | 19.89% |
| Travel                   | 18.49% | 18.87% | 19.09% |
| Science/Technology       | 16.91% | 16.75% | 16.55% |
| Fashion                  | 14.78% | 15.66% | 16.18% |

| RADIO                 | 0-3    | 3-7    | 7-10   |
|-----------------------|--------|--------|--------|
|                       | MILES  | MILES  | MILES  |
| Urban Contemporary    | 21.51% | 24.77% | 27.31% |
| CHR Contemp Hit Radio | 19.12% | 17.81% | 16.88% |
| Country               | 18.04% | 17.45% | 17.03% |
| Adult Contemporary    | 15.51% | 14.88% | 14.24% |
| Rock                  | 11.87% | 10.47% | 9.5%   |
| Oldies                | 10.9%  | 10.32% | 9.87%  |
| News/Talk             | 10.41% | 9.99%  | 9.33%  |
| Variety               | 9.12%  | 9.45%  | 9.37%  |
| Classic Rock          | 8.67%  | 7.82%  | 7.23%  |
| Alternative           | 8.42%  | 7.82%  | 7.06%  |
| Jazz                  | 7.08%  | 8.52%  | 9.17%  |
| Religious             | 6.23%  | 6.68%  | 6.8%   |
| Soft Contemporary     | 5.92%  | 6.18%  | 5.82%  |
| All News              | 5.75%  | 6.43%  | 6.5%   |
| Gospel                | 4.07%  | 4.93%  | 5.31%  |
| All Talk              | 3.96%  | 4.25%  | 4.15%  |
| Classic Hits          | 3.88%  | 3.56%  | 3.19%  |
| Hispanic              | 3.55%  | 3.13%  | 3%     |
|                       |        |        |        |

le River Bowman <u>Mullins</u> Pellon Hodges Camden Clio Oak Grove Belvedere Batesburg-Leesville Cott Laurens Charleston Snelling Fort Lawn Wilkinson Heights Startex <u>Intercultural Institute</u> Chapin Mount Carmel Blenheim Princeton Awendaw Smyrna Dalzel [] Contextual Ministry ni Copyright 2017, Intercultural Institute for Contextual Ministry Description Contextual Ministry Hardeeville Denmark Mayo Pine Ridge Plum Branch

### **Potential Multimedia Content:**

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

| MULTIMEDIA: TV          | 0-3    | 3-7    | 7-10   | MULTIMEDIA: TV       |
|-------------------------|--------|--------|--------|----------------------|
|                         | MILES  | MILES  | MILES  |                      |
| Fox News Channel        | 61.87% | 62.6%  | 62.43% | Nick At Nite         |
| Satellite Dish          | 51.83% | 50.92% | 48.96% | TCM (Turner Classic  |
| Soapnet                 | 49.54% | 51.04% | 51.52% | Movies)              |
| Other Video-On-Demand   | 39.76% | 41.41% | 41.41% | Adult Swim           |
| Sci-Fi Channel          | 35.67% | 36.41% | 36.71% | BET (Black Entertain |
| MSNBC                   | 32.42% | 33.36% | 34.09% | TV)                  |
| Adult Pay Per View TV   | 31.38% | 32.26% | 31.35% | USA Network          |
| Subscribe Digital Cable | 28.24% | 31.1%  | 33.3%  | ABC Fam.             |
| Comedy Central          | 28.1%  | 28.85% | 28.34% | Hallmark Channel     |
| TV Info From Sunday TV  | 27.26% | 29.13% | 30.01% | TV Info From Month   |
| Magazine                |        |        |        | Guide                |
| Nickelodeon             | 27.23% | 27.39% | 26.49% | The Golf Channel     |
| TV Info From Newspapers | 25.5%  | 25.75% | 25%    | ESPN2                |
|                         |        |        |        | Life time a          |

| MULTIMEDIA: TV                   | 0-3    | 3-7    | 7-10   |
|----------------------------------|--------|--------|--------|
|                                  | MILES  | MILES  | MILES  |
| Nick At Nite                     | 24.22% | 25.21% | 25.28% |
| TCM (Turner Classic<br>Movies)   | 24.2%  | 25.03% | 25.5%  |
| Adult Swim                       | 24.16% | 24.78% | 24.94% |
| BET (Black Entertainment TV)     | 23.33% | 22.94% | 22.57% |
| USA Network                      | 23.07% | 23.85% | 24.02% |
| ABC Fam.                         | 22.83% | 23.63% | 23.74% |
| Hallmark Channel                 | 22.31% | 23.64% | 23.56% |
| TV Info From Monthly Cable Guide | 22.22% | 22.6%  | 21.8%  |
| The Golf Channel                 | 21.62% | 22.35% | 22.07% |
| ESPN2                            | 21.27% | 21.82% | 21.4%  |
| Lifetime                         | 21.05% | 22.03% | 22.24% |
| TV Info From Other               | 20%    | 20.72% | 20.28% |

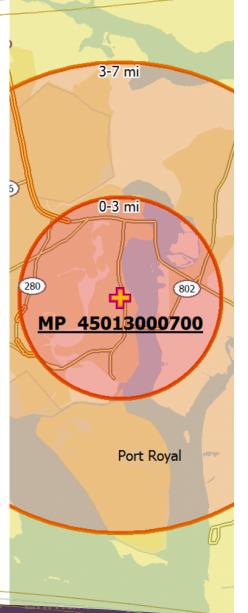


### **Communication Media Usage**

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.



Powderville Loris Sellers Eastover Sans Souci Modoc Pelion Bishopville St. Matthews Seneca Mu Perry Gray Court Lake City Rowesville Cowpens Welcome Prosperity Intercultural Institute Shell Point Norway Roebuck Pomaria Pacolet Coward Abbeville Love for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Santee Red Hill Fort Lawn Princeton City View Good

# Potential Print Media Usage:

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

| MEDIUM              | 0-3    | 3-7    | 7-10   |
|---------------------|--------|--------|--------|
|                     | MILES  | MILES  | MILES  |
| Book Readers        |        |        |        |
| Heavy Users (7+)    | 18.36% | 18.45% | 17.79% |
| Medium Users (4-6)  | 9.95%  | 10.44% | 10.87% |
| Light Users (1-3)   | 20.81% | 20.3%  | 20.01% |
| Quintiles (20%)     |        |        |        |
| Newspaper I (Heavy) | 1.55%  | 1.34%  | 1.2%   |
| Newspaper II        | 1.61%  | 1.64%  | 1.78%  |
| Newspaper III       | 2.33%  | 2.06%  | 1.97%  |
| Newspaper IV        | 0.83%  | 0.7%   | 0.62%  |
| Newspaper V (Light) | 1.14%  | 0.95%  | 0.91%  |

|        |  | 7-10  |
|--------|--|---|
| MILES  | MILES  | MILES   |
|        |  |   |
| 20.57% | 20.41%   | 20.25%  |
| 9.33%  | 9.31%  | 9.26%   |
| 10.84% | 10.67%   | 10.4%   |
| 12.3%  | 12.29%   | 12.61%  |
| 0.65%  | 0.89%  | 0.9%  |
| 7.42%  | 7.56%  | 7.66%   |
| 3.5%   | 3.47%  | 3.68%   |
| 3.97%  | 3.97%  | 4.09%   |
| 15.53% | 15.49%   | 15.07%  |
| 24.3%  | 24.9%  | 25.55%  |
| 15.18% | 15.67%   | 16.21%  |
|        |  |   |
| 6.47%  | 6.8%   | 6.93%   |
| 6.37%  | 6.8%   | 7.14%   |
| 23.16% | 23.75%   | 24.42%  |
| 3.86%  | 4.26%  | 4.99%   |
|        | 20.57%<br>9.33%<br>10.84%<br>12.3%<br>0.65%<br>7.42%<br>3.5%<br>3.97%<br>15.53%<br>24.3%<br>15.18%<br>6.47%<br>6.37%<br>23.16% | 20.57%20.41%9.33%9.31%10.84%10.67%12.3%12.29%0.65%0.89%7.42%7.56%3.5%3.47%3.97%15.49%15.53%15.49%24.3%24.9%15.18%15.67%6.47%6.8%6.37%6.8%23.16%23.75% |



## Potential Multimedia Usage

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

| Radio Drive Time Quntiles TV Prime Time Quntiles (fifths / 20%)   Drive Time I & II (Heavy) 3.98% 3.2% 2.95%   Drive Time III (Medium) 0.88% 0.81% 0.81%   Radio IV & V (Light) 3.29% 2.67% 2.58%   Radio Media Quntiles (fifths / 20%) 2.67% 2.58%   Radio IV & V (Light) 3.29% 2.67% 2.58%   Radio IV & V (Light) 9.21% 10.17% 10.76%   Radio III (Medium) 4.54% 4.35% 4.07%   Radio IV & V (Light) 4.29% 4.14% 3.99%   Cable TV Quntiles (fifths / 5.03% 55.67% 5   | 7-10  |
|--|-------|
| (fifths / 20%) 20%)   Drive Time I & II (Heavy) 3.98% 3.2% 2.95%   Drive Time III (Medium) 0.88% 0.81% 9.81%   Radio IV & V (Light) 3.29% 2.67% 2.58%   Radio Media Quntiles (fifths / 20%) 2.67% 2.58%   Radio IV & V (Light) 3.29% 2.67% 2.58%   Radio IV & V (Light) 9.21% 10.17% 10.76%   Radio I & II (Heavy) 9.21% 10.17% 10.76%   Radio IV & V (Light) 4.54% 4.35% 4.07%   Radio IV & V (Light) 4.29% 4.14% 3.99%   Cable TV Quntiles (fifths / 55.03% 55.67% 55.67%  | MILE  |
| Drive Time I & II (Heavy) 3.98% 3.2% 2.95%   Drive Time III (Medium) 0.88% 0.81% 0.81% Prime Time I & II (Heavy) 3.89% 3.63% 2.18%   Radio IV & V (Light) 3.29% 2.67% 2.58% Prime Time IV & V (Light) 8.7% 9.29%   |       |
| Drive Time III (Medium) 0.88% 0.81% 0.81%   Radio IV & V (Light) 3.29% 2.67% 2.58%   Radio Media Quntiles (fifths / 20%) 7 7   20%) 7 10.17% 10.76%   Radio IV & V (Light) 9.21% 10.17% 10.76%   Radio III (Medium) 4.54% 4.35% 4.07%   Radio IV & V (Light) 4.29% 4.14% 3.99%   Cable TV Quntiles (fifths / 55.03% 55.67%   |       |
| Radio IV & V (Light) 3.29% 2.67% 2.58%   Radio Media Quntiles (fifths /   TV Early/Late Fringe Quntiles 9.29% 9.29% 9.29%   20%)    TV Early/Late Fringe Quntiles 10.17% 10.76%   Radio I & II (Heavy) 9.21% 10.17% 10.76% Fringe I & II (Heavy) 37.45% 38.56% 3   Radio III (Medium) 4.54% 4.35% 4.07% Fringe I & II (Medium) 52.71% 53.36% 5   Radio IV & V (Light) 4.29% 4.14% 3.99% TV All Day Quntiles (fifths / 55.03% 55.67% 5  | 3.54% |
| Radio Media Quntiles (fifths / 20%) TV Early/Late Fringe Quntiles (fifths / 20%)   Radio I & II (Heavy) 9.21% 10.17% 10.76%   Radio III (Medium) 4.54% 4.35% 4.07%   Radio IV & V (Light) 4.29% 4.14% 3.99%   Cable TV Quntiles (fifths / 55.03% 55.67% 55.07%   | 1.94% |
| 20%) (fifths / 20%)   Radio I & II (Heavy) 9.21% 10.17% 10.76%   Radio III (Medium) 4.54% 4.35% 4.07%   Radio IV & V (Light) 4.29% 4.14% 3.99%   Cable TV Quntiles (fifths / 55.03% 55.67%   | 9.39% |
| Radio I & II (Heavy) 9.21% 10.17% 10.76% Fringe I & II (Heavy) 37.45% 38.56%<  |       |
| Radio III (Medium) 4.54% 4.35% 4.07% Fringe III (Medium) 52.71% 53.36% 5   Radio IV & V (Light) 4.29% 4.14% 3.99% Fringe IV (Light) 55.03% 55.67% 5   Cable TV Quntiles (fifths / V  |       |
| Radio IV & V (Light)   4.29%   4.14%   3.99%   Fringe IV (Light)   55.03%   55.67%   55.03%   55.03%   55.03% <td>38.25</td> | 38.25 |
| Cable TV Quntiles (fifths / TV All Day Quntiles (fifths /  | 54.54 |
|  | 55.65 |
|  |       |
| 20%) 20%)  |       |
| Cable I & II (Heavy)   12.91%   14.37%   15.44%   All Day I & II (Heavy)   13.89%   14.33%   1   | 14.97 |
| Cable III (Medium)   4.18%   4.19%   4.2%   All Day III (Medium)   22.94%   23.23% <td>23.28</td> | 23.28 |
| Cable IV & V (Light)   33.23%   35.21%   36.39%   All Day IV (Light)   14.46%   16.11%   1   | 17.56 |

Itantie Beach Ceronaca Pelzer Salem Cameron St. Stephen Dalzell Murrells Inlet Travelers Rest Blacky Tor Burnettown Salley Cope Duncan Columbia Moncks Corner Wilkings Heights Laurel Bay Ridgeland Inpton Shell Point Eastover Bethune Nichols Johnston Hollywood Way for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ansea North Figure Difference Land Soc57

# Potential Audio & Prime Time TV Media Usage:

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

| USAGE              | 0-3    | 3-7    | 7-10   |
|--------------------|--------|--------|--------|
|                    | MILES  | MILES  | MILES  |
| Day-time Radio     |        |        |        |
| Listeners          |        |        |        |
| Dayparts [summary] | 11.15% | 11.45% | 11.15% |
| 6:00am - 10:00am   | 14.93% | 15.22% | 15.12% |
| 10:00am - 3:00pm   | 8.24%  | 8.86%  | 9.29%  |
| 3:00pm - 7:00pm    | 14.16% | 15.07% | 16.11% |
| 7:00pm - Midnight  | 11.46% | 12.54% | 12.6%  |
| Midnight - 6:00am  | 6.13%  | 6.53%  | 6.79%  |
| Weekend Radio      |        |        |        |
| Listeners          |        |        |        |
| Dayparts [summary] | 14.22% | 14.63% | 14.42% |
| 6:00am - 10:00am   | 3.3%   | 3.53%  | 3.4%   |
| 10:00am-3:00pm     | 5.33%  | 5.34%  | 5.36%  |
| 3:00pm - 7:00pm    | 6.53%  | 7.09%  | 7.22%  |
| 7:00pm - Midnight  | 8.63%  | 9.37%  | 9.39%  |
| Midnight - 6:00am  | 11.16% | 11.66% | 11.9%  |

| USAGE                  | 0-3    | 3-7    | 7-10   |
|------------------------|--------|--------|--------|
|                        | MILES  | MILES  | MILES  |
| Prime Time TV Viewers  |        |        |        |
| 8:00-11:00pm           | 7.02%  | 7.4%   | 6.98%  |
| Saturday: 8:00-11:00pm | 7.79%  | 8.06%  | 7.94%  |
| Sunday: 7:00-11:00pm   | 9.01%  | 9.28%  | 9.2%   |
| 9:00am-1:00pm          | 24.22% | 25.21% | 25.28% |
| 9:00am-4:00pm          | 28.18% | 29.17% | 29.12% |
| 4:00pm-7:00pm          | 29.14% | 30.38% | 30.55% |
| 11:00pm-1:00am         | 40.69% | 41.85% | 42.72% |
| AVG Prime time         | 3.36%  | 3.67%  | 3.91%  |
| Mon-Sun                |        |        |        |

ameron Hilda <u>Society Hill Pomaria Luray McCormick Gaston Easley Cope Reevesylle Wagener Pres</u> Greenwood Mayesville West Union Timmonsville Springdale Burnettown <u>Intercultural Institute</u> Clearwaite vard Kershaw Jefferson Fort Lawn Laurel Bay Jackson North Myrtle B Gocopyright 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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

| TV VIEWERS | 0-3    | 3-7    | 7-10   |  | TV VIEWERS    | TV VIEWERS 0-3      | TV VIEWERS 0-3 3-7         |
|------------|--------|--------|--------|--|---------------|---------------------|----------------------------|
|            | MILES  | MILES  | MILES  |  |               | MILES               | MILES MILES                |
| Weekday    |        |        |        |  | Weekend       | Weekend             | Weekend                    |
| 6-7am      | 15.88% | 16.02% | 15.83% |  | Sat: 7-10am   | Sat: 7-10am 16.64%  | Sat: 7-10am 16.64% 17.02%  |
| 7-9am      | 21.27% | 21.82% | 21.4%  |  | Sat: 10am-1pm | Sat: 10am-1pm 7.23% | Sat: 10am-1pm 7.23% 7.83%  |
| 9am-12noon | 20.02% | 20.96% | 20.88% |  | Sat: 1-4pm    | Sat: 1-4pm 24.01%   | Sat: 1-4pm 24.01% 24.27%   |
| 12noon-4pm | 8.17%  | 8.21%  | 8.24%  |  | Sat: 4-6pm    | Sat: 4-6pm 6.6%     | Sat: 4-6pm 6.6% 6.98%      |
| 4-6pm      | 44.7%  | 46.82% | 46.56% |  | Sat: 6-7pm    | Sat: 6-7pm 1.85%    | Sat: 6-7pm 1.85% 1.82%     |
| 6-7pm      | 18.31% | 18.31% | 18.5%  |  | Sat: 7-8pm    | Sat: 7-8pm 0.94%    | Sat: 7-8pm 0.94% 1.03%     |
| 7-7:30pm   | 1.8%   | 1.73%  | 1.69%  |  | Sat: 8-11pm   | Sat: 8-11pm 7.79%   | Sat: 8-11pm 7.79% 8.06%    |
| 7:30-8pm   | 11.04% | 11.65% | 12.09% |  | Sat: 11pm-1am | Sat: 11pm-1am 5.35% | Sat: 11pm-1am 5.35% 5.67%  |
| 8-11pm     | 7.02%  | 7.4%   | 6.98%  |  | Sat: 1am-7pm  | Sat: 1am-7pm 23.07% | Sat: 1am-7pm 23.07% 23.85% |
| 11pm-12am  | 32.42% | 33.36% | 34.09% |  | Sun: 7-10am   | Sun: 7-10am 2.51%   | Sun: 7-10am 2.51% 2.36%    |
| 11pm-1am   | 40.69% | 41.85% | 42.72% |  | Sun: 10am-1pm | Sun: 10am-1pm 6.17% | Sun: 10am-1pm 6.17% 5.99%  |
| 1-6am      | 30.97% | 32.11% | 32.47% |  | Sun: 1-4pm    | Sun: 1-4pm 5.27%    | Sun: 1-4pm 5.27% 5.4%      |
|            |        |        |        |  | Sun: 4-7pm    | Sun: 4-7pm 12.79%   | Sun: 4-7pm 12.79% 12.57%   |
|            |        |        |        |  | Sun: 7-11pm   | Sun: 7-11pm 9.01%   | Sun: 7-11pm 9.01% 9.28%    |
|            |        |        |        |  | Sun: 11pm-1am | Sun: 11pm-1am 4.72% | Sun: 11pm-1am 4.72% 4.95%  |
|            |        |        |        |  | Sun: 1-7am    | Sun: 1-7am 20.3%    | Sun: 1-7am 20.3% 20.6%     |

Pine Ridge Irwin Folly Beach Williston Loris York Oswego Prosperity Wade Hampton Eureka Mill Branchville Seneca Cherryvale Blenheim Centerville Campobello John Intercultural Institute For Confectual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



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

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

#### Issues for Your Consideration

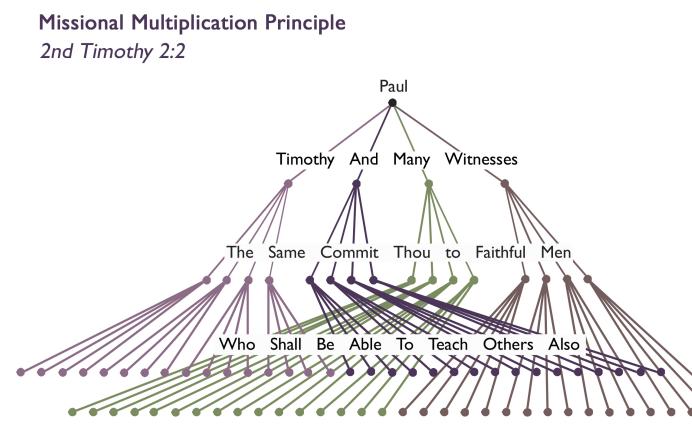
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Mount Carmel Edgeticid Pageland Chapin Norway Taylors Turbeville Cope Brookdale Society Hill uniter Florence Mount Pleasant Easley Newberry Tega Cay Utica Reiser Intercultural Institute burg Mauldin Welcome Folly Beach Cottageville Blenheim McCormick For Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bucksport

## **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.



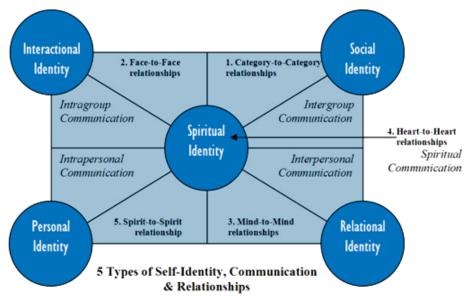
Murray of Richland Moneks Corner Forestbrook Clinton Tega Cay Greenville Cowpens Briarcliffe Acres Shirth Perry Easley Great Falls West Union Little River St. Stephen Intercultural Institute Ridgeville de dford Princeton Lancaster Luray Turbeville Windsor Monarch Mill Bury for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### **Establishing Redemptive Relationships**

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

### **Communication Steps**

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



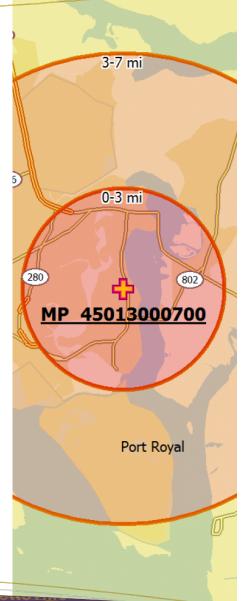


### Your MissionSite and the Missional Suite

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

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

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



or Williston Blackville Belvedere Summerville Dillon West Pelzer Wagener St. Matthews Southern Shops atum Pickens Sullivan's Island Coronaca Greer Pamplico Mayesville Intercultural Institute atta Lane Bradley Little Mountain Ridgeland Cheraw Welcome Clems for Confectual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Utawville Denmark

### 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  | Port Royal                     | PO Box 207<br>Port Royal, SC 29935           | 1.30 mi  | 0         |          |
| 2  | Sea Island/Indigo Pines Chapel | 3004 Riverside Ln<br>Beaufort, SC 29902      | 1.44 mi  | 0         |          |
| 3  | The Link Church                | 1053 Otter Circle<br>Beaufort, SC 29902      | 1.70 mi  | 0         |          |
| 4  | Baptist Church of Beaufort     | PO Box 879<br>Beaufort, SC 29901             | 2.11 mi  | 0         |          |
| 5  | Riverview                      | 2209 Boundary St<br>Beaufort, SC 29902       | 2.49 mi  | 0         |          |
| 6  | Shell Point                    | 871 Parris Island Gtwy<br>Beaufort, SC 29906 | 2.87 mi  | 0         |          |
| 7  | Meadowbrook                    | PO Box 118<br>Beaufort, SC 29901             | 3.08 mi  | 0         |          |
| 8  | Grays Hill                     | 2749 Trask Pkwy<br>Beaufort, SC 29906        | 6.83 mi  | 0         |          |
| 9  | Brick                          | PO Box 518<br>St Helena Is, SC 29920         | 8.00 mi  | 0         |          |
| 10 | All Nations Community          | PO Box 127<br>St Helena Island, SC 29920     | 8.39 mi  | 0         |          |
| 11 | Saint Helena                   | PO Box 939<br>St Helena Is, SC 29920         | 10.39 mi | 0         |          |
| 12 | Okatee                         | 991 Okatie Highway<br>Okatie, SC 29909       | 12.56 mi | 0         |          |
| 13 | North Island                   | 3800 Main St<br>Hilton Head Island, SC 29926 | 13.47 mi | 0         |          |
| 14 | Indian Hill                    | PO Box 77<br>Bluffton, SC 29910              | 14.66 mi | 0         |          |
| 15 | Sheldon                        | PO Box 37<br>Sheldon, SC 29941               | 14.85 mi | 0         |          |

gdale Pinewood Ridgeville Joanna York Hardeeville Woodfield Welcome Socastee Jonesville Clinton BateSburg-Leesville Ridgeland Judson City View Pageland Oak Grove Intercultural Institute Stuckey Stateburg Mayesville Ladson Silverstreet Elko Cheraw East for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

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

|    | CHURCH                     | ADDRESS                                      | DISTANCE | WRSHP AVG | <b>IICM CGR</b> |
|----|----------------------------|--|----------|-----------|-----------------|
| 16 | Bluffton First             | PO Box 2540<br>Bluffton, SC 29910            | 15.59 mi | 0         |                 |
| 17 | Crosspoint Church Bluffton | 106 Buckwalter Parkway<br>Bluffton, SC 29910 | 16.41 mi | 0         |                 |
| 18 | Euhaw                      | PO Box 1361<br>Ridgeland, SC 29936           | 16.82 mi | 0         |                 |
| 19 | Hilton Head Korean Mission | 114 Crestview Lane<br>Bluffton, SC 29910     | 17.29 mi | 0         |                 |
| 20 | Faith                      | PO Box 1207<br>Ridgeland, SC 29936           | 17.57 mi | 0         |                 |
| 21 | Ridgeland                  | 1448 Grays Highway<br>Ridgeland, SC 29936    | 18.47 mi | 0         |                 |
| 22 | Coosawhatchie              | PO Box 479<br>Ridgeland, SC 29936            | 18.90 mi | 0         |                 |
| 23 | Hilton Head Island First   | PO Box 5922<br>Hilton Head Island, SC 29938  | 19.28 mi | 0         |                 |
| 24 | Maye River                 | PO Box 814<br>Bluffton, SC 29910             | 20.20 mi | 0         |                 |
| 25 | Great Swamp                | PO Box 446<br>Ridgeland, SC 29936            | 20.40 mi | 0         |                 |
| 26 | Red Dam                    | PO Box 1339<br>Hardeeville, SC 29927         | 21.17 mi | 0         |                 |
| 27 | Yemassee                   | PO Box 68<br>Yemassee, SC 29945              | 22.17 mi | 0         |                 |
| 28 | Green Pond                 | PO Box 265<br>Green Pond, SC 29446           | 22.80 mi | 0         |                 |
| 29 | Gillisonville              | 10158 Grays Highway<br>Ridgeland, SC 29936   | 22.81 mi | 0         |                 |
| 30 | Edisto Beach               | 414 Jungle Rd<br>Edisto Island, SC 29438     | 22.95 mi | 0         |                 |

ford Slater-Marietta Santee Privateer Allendale Greenwood Six Mile Forestbrook Denalds Conway G mettown Lincolnville Lyman Dalzell Chesterfield Hanahan Arcadia Laker Chenhoim Modoc Batesburg L umter Travelers Rest St. George Mayo Florence Fort Mill Bishopville for Confectual Ministry Coropyright 2011, Intercultural Institute for Contextual Ministry

### APPENDIX: SCBC Churches by Distance - Continued

|    | CHURCH            | ADDRESS   | DISTANCE | WRSHP AVG | <b>IICM CGR</b> |
|----|-------------------|---|----------|-----------|-----------------|
| 31 | Hardeeville First | PO Box 522  | 24.39 mi | 0         |                 |
|    |                   | Hardeeville, SC 29927                               |          | -         |                 |
| 32 | Tillman           | PO Box 156<br>Tillman, SC 29943                     | 24.86 mi | 0         |                 |
| 33 | Ridgeville        | PO Box 623<br>Yemassee, SC 29945                    | 25.25 mi | 0         |                 |
| 34 | Hendersonville    | 893 Bachelor Hill Rd<br>Walterboro, SC 29488        | 27.92 mi | 0         |                 |
| 35 | Mt Olive          | 21219 Pocotaligo Rd<br>Early Branch, SC 29916       | 28.31 mi | 0         |                 |
| 36 | Black Creek       | 4931 Black Creek Rd<br>Walterboro, SC 29488         | 28.41 mi | 0         |                 |
| 37 | Pine Level        | 2009 Pine Level Church Rd<br>Early Branch, SC 29916 | 28.75 mi | 0         |                 |
| 38 | Jacksonboro       | PO Box 129<br>Jacksonboro, SC 29452                 | 29.03 mi | 0         |                 |
| 39 | Adams Run         | PO Box 25<br>Adams Run, SC 29426                    | 29.39 mi | 0         |                 |
| 40 | Great Swamp       | 3396 Hendersonville Hwy<br>Walterboro, SC 29488     | 29.95 mi | 0         |                 |
| 41 | Hopewell          | 6869 Parkers Ferry Rd<br>Adams Run, SC 29426        | 32.14 mi | 0         |                 |
| 42 | Robertville       | PO Box 506<br>Estill, SC 29918                      | 32.34 mi | 0         |                 |
| 43 | Shiloh            | 10565 Low Country Highway<br>Ruffin, SC 29475       | 32.71 mi | 0         |                 |
| 44 | Sand Hill         | 15480 Pocotaligo Road<br>Varnville, SC 29944        | 33.21 mi | 0         |                 |
| 45 | Stafford          | PO Box 85<br>Furman, SC 29921                       | 33.22 mi | 0         |                 |

Hickory Grove Wilkinson Heights Blacksburg Pacolet Sharon Beautort Cordova Williston Saluda Edge City View Manning West Union Kiawah Island Winnsboro Golden Grove Intercultural Institute Summit Kline Elko Myrtle Beach North Dentsville Surfside Beach Eu Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry



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