MissionSite top unreached locations

Norway Winnsboro GOOSE CREEK, SC Bishopville Yemassee

Blenheim

Govan Richburg Sycamore Sumter Ruby Carlisle CENSUS TRACT: 45015020802 arr Mul Multiply Woodford Hanahan India Hook REGION: Low Country Region ASSOCIATION: Screven InnCOUNTY: Berkeley ee Chesterfield New Ellenton In partnership with the: Lincolnville Che SITESCAPE: Suburbscape man Clearwater Intercultural Institute, ille Pawleys Island Latta Swansea Norris Fort M Olar Ch Dalzell Prosperit South Carolinale Honea Path Sevention Baptist Convention and Lodge C Jor Contextual Ministrytain Smyrna Gayle Mill Smoaks Irwin ee©Copyrighti2011 intercultural Institute for Contextual Ministry easant Chester Eutawville North Charleston

MissionSite (TM) Table of Contents

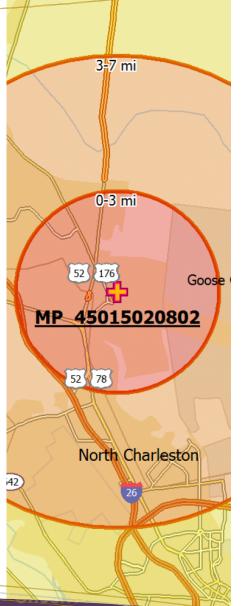
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers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

ndia Hook Shell Point Meggett Buffalo Mauldin Myrtle Beach Iva Ridgeville Lyman Barnwell Stateburg Huffon Pinewood Centerville Eutawville Newberry Lake Murray of Richland Intercultural Institute Sycamore Brunson Gaffney Kline Johnston Clearwater Slater-Marietta for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary

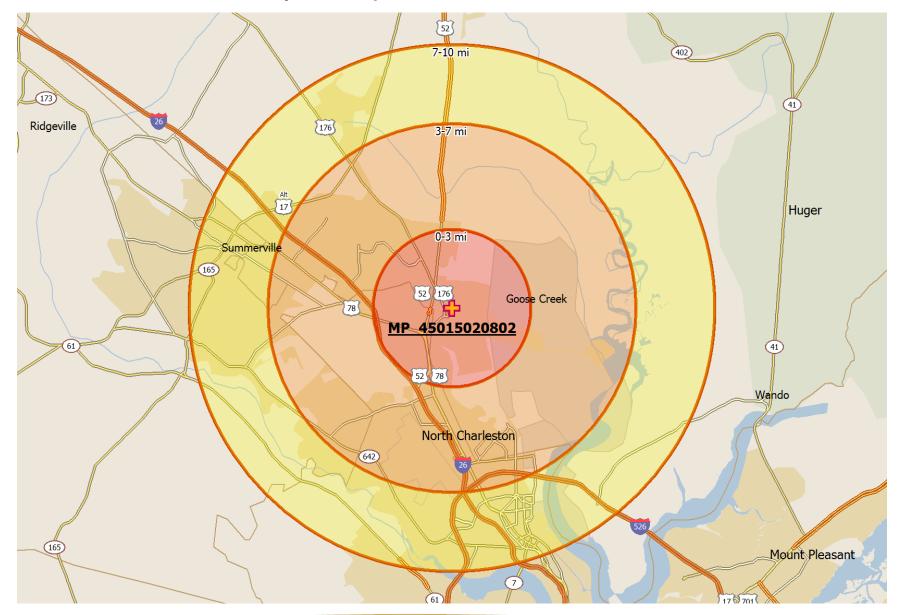
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	45A42	Screven
3	County Location	45015	Berkeley
4	Zipcode	29445	Berkeley
5	Sitescape Category	3	Suburbscape
6	Sitescape Group	3.3	Medium Suburbs
7	Sitescape Subgroup	3.32	Large suburbs near suburbs adjacent a city
8	Sitescape Density Pattern	K	100000-100000-250000



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Site Location Summary - Map of the Site Location



Lawn Antreville North Charleston Goose Creek Buffalo Plum Branch Arial Neeses Trenton Simpsonville Lancaster Mill Shiloh Golden Grove Varnville City View Gaston Store Pine Pine Pidge Elgin Lynd rs Harleyville Wilkinson Heights Woodfield Hilton Head Island Nichols Jor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale	21	Suburb: Large: Territory outside a principal city and inside an urbanized area with
	Codes		population of 250,000 or more.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Cross Hill Belton Iva Cordova Eutawville Holly Hill Union McColl McClellanville North Hartsville Lan gdale Riverview Richburg Sellers Kershaw Elloree Meggett Hickory Crop Salem Springdale Woodfie fside Beach Monarch Mill Carlisle Beaufort West Columbia Port Royal Conference Meggett Hickory Crop Salem Springdale Solet (on Conference Mill Carlisle Beaufort West Columbia Port Royal Conference Meggett Hickory Crop Salem Springdale (on Conference Mill Carlisle Beaufort West Columbia Port Royal Conference Meggett Hickory Conference Meggett Hickory Conference Meggett Hickory Conference Meggett Minustry (on Conference Mill Carlisle Beaufort West Columbia Port Royal Conference Meggett Hickory Canboun Falls Hollywood Sister Saley Conference Meggett Port Conference Meggett Minustry Carlos Conference Meggett Meggett Minustry Carlos Conference Meggett Minustry Minust

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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	14,585	42,649	115,572
2010 Households	5,039	15,605	39,854
2010 Group Quarters Population	73	1,298	4,252

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	51	42	48
Language Diversity National Index	42	34	32
Foreign Born Diversity National Index	45	46	73
Ancestry Diversity National Index	44	36	25
Racial Diversity National Index	58	60	63

Andrews Eutawville Kershaw Willington Luray Lane Lamar Elgin Pine Ridge Wilkinson Heights Spring Grove North Augusta Lake City Startex Fairfax Blacksburg Marion Intercultural Institute halla Newberry South Sumter Pageland Clearwater Irmo Ridgeland I for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Particle Surday Cavle Mill. Ruby Lake Secession Darlingt

Site Location Summary - County Environment

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

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

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

uffale Ladson <u>Charleston Beaufort Marion Six Mile Winnsboro Mills</u> Golden Grove Smoaks Red Bank Beneca Hampton Duncan Latta Waterloo McColl Central South Survey Intercultural Institute Prosperity Brunson Great Falls Powderville St. George East Gaffne 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 0-1.5 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	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	255	5.06%
Mainstay Communities	Established, Diverse Households	43	0.85%
Working Communities	Blue-collar, Working Families	2,752	54.61%
Country Communities	Rural, Agri. & Mining Families	232	4.6%
Aspiring Communities	Young Singles / Aspiring-Multihousing	541	10.74%
Urban Communities	High Density, Inner-city Neighborhoods	1,215	24.11%

North Charleston Lockhart Lincolnville Quinby Awendaw Pacolet Santee Ridgeway Trenton Rock H Fireteer Hanahan Reidville Parksville Dunean Wedgewood Dentsville Belvedere Livingston Hemingway York North Augusta Cherryvale Caller Intercultural Institute To Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Five Forks Gilbert Pamplico Judson Beaufort Fore

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.

Mount Croghan Judson Pageland Pamplico Springfield Arial Mayo Golden Grove Roebuck Williston Vedere Ravenel Hilda Greer Pacolet Elko Lockhart Summerton Lake File Bradley Briarcliffe Acres Saluda Livingston Lugoff Ridgeway Little River Irwin Woodruff Sn JorConfectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bester Inman Mills Winnshore Mills Kingstree Sans Souci Lake View West Pelzer Govan Slater-Marietta

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?

Kershaw Pine Ridge Rockville Folly Beach Ridgeway Cross Hill Anderson Lugoff Summerton Taylor Lane Darlington Spartanburg Gray Court North Augusta Stateburg Intercultural Institute McClellanville Chesnee Cane Savannah Forestbrook Coward Smoak for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-1.5 mile band that are in each category. The index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	0-1.5 MILE BAND	% INDEX
Unreached Households	41,079	3,474	8.46%
Unreached %	68.05%	68.94%	101.3
Religious But NOT Evangelical HH	11,523	1,088	9.44%
Religious But NOT Evangelical %	19.09%	21.59%	113.09
Spiritual But NOT Relig or Evang HH	5,698	408	7.17%
Spiritual But NOT Relig or Evang %	9.44%	8.1%	85.83
Not Evangelical, Not Interested HH	24,178	1,980	8.19%
Not Evangelical, Not Interested %	40.05%	39.3%	98.11





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	40	11	27.5%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	6,650	2,248	33.8%
Active Evangelical Percent	11.02%	10.89%	98.83
Inactive Evangelical Households	12,634	4,271	33.8%
Inactive Evangelical Percent	20.93%	20.69%	98.84
# New Churches Needed	0	0	0%



Smyrna Hilda Bonneau Modoc Bluffton Hodges Sharon Quinby Myrte Beach Eureka Mill Batesburg Chesterfield Welcome Mount Croghan Blacksburg Privateer Seneca Minnsboro Varnville Kers desville North Augusta Eutawville McClellanville Seabrook Island Pinew [or Contextual Ministry] Copyright 2011, Intercultural Institute for Contextual Ministry

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.

DIST. 0.53 mi
0.53 mi
0.53 mi
1.45 mi
1.60 mi
1.64 mi
1.70 mi
2.30 mi
2.42 mi
2.42 mi
2.44 mi
2.63 mi
3.04 mi
3.39 mi
3.86 mi
4.23 mi

Modec Inman Elgin Varnville Due West Mount Pleasant Branchville Whitmire Johnston Chesnee Las Clarks Hill Edisto Springfield Chesterfield Briarcliffe Acres Jackson Intercultural Institute Vest Columbia Central Surfside Beach Piedmont Slater-Marietta Central I and Contextual Ministry Contextual Ministry Pageland Pacolet Saxon Clover Greenwood Corona Contextual Ministry Pageland Pacolet Saxon Clover Greenwood Corona

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.

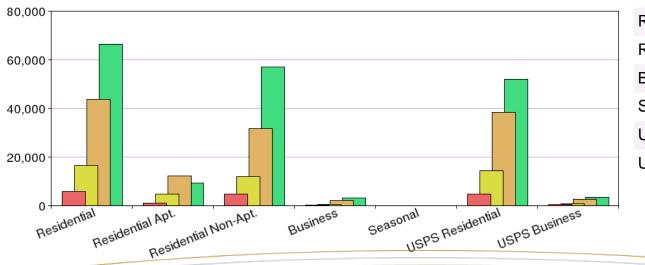
Issues for Your Consideration

- 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.

Woodford Awendaw Windsor West Union Williston Liberty Briarcliffe Acres Greer Hanahan Simpson Coronaca India Hook Monarch Mill Forestbrook Walhalla Elgin City View Intercultural Institute Ilmer Edisto Monetta Burnettown Edgefield Rembert Cokesbury Oakle for Confertual Ministry Coronacia India Hook Monarch Mill Forestbrook Walhalla Elgin City View Intercultural Institute Intercultural Institute for Contextual Ministry Coronacia India Hook Monarch Mill Forestbrook Walhalla Elgin City View Intercultural Institute Intercultural Institute for Contextual Ministry Coronacia Elgin City View Intercultural Institute for Contextual Ministry Coronacia India Hook Monarch Mill Forestbrook Walhalla Elgin City View Intercultural Institute 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 for the 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 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 CO
1990 Population	128,759	13,398	10.41%		1990 Households	42,381	4,422	10.43%
2000 Population	142,651	13,148	9.22%		2000 Households	49,922	4,666	9.35%
2010 Population	178,517	14,585	8.17%		2010 Households	60,363	5,039	8.35%
Location Types in this MissionSite						Location T	уре	0-1.5mi Band
📕 0-1.5mi Ba	nd 🗌 1.5-:	3mi Band	🔲 3-7mi Band		ounty	Residential		5,774

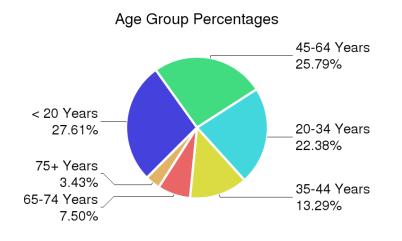


Location Type	0-1.5mi Band
Residential	5,774
Residential Apt.	971
Residential Non-Apt.	4,803
Business	328
Seasonal	0
USPS Residential	4,875
USPS Business	493

mson Lake View Elko Sumter Norris Hollywood Rembert Fairfax Dunean Kingstree South Congaree Pawleys Island West Columbia Lake Murray of Richland Lowndesville Jonesville Burton Wade Hampton Pomaria Kiawah Island Hardeeville ©Copyright 2011, Intercultural Institute for Contextual Ministry Easily Mount Carmel Chester Valley Falls Southern Shops

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

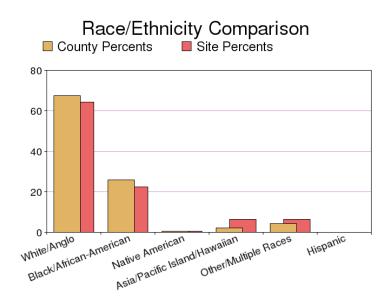


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.86%	5.83%	99.49
4-5 Years	2.81%	2.72%	96.8
6-8 Years	4.16%	4.11%	98.8
9-11 Years	4.02%	4.07%	101.24
12-13 Years	2.62%	2.69%	102.67
14-17 Years	5.61%	5.46%	97.33
18-19 Years	2.88%	2.74%	95.14
0-5 Years	8.67%	8.55%	98.62
6-12 Years	9.5%	9.54%	100.42
13-19 Years	9.8%	9.53%	97.24
< 20 Years	27.97%	27.62%	98.75
20-34 Years	22.58%	22.38%	99.11
35-44 Years	13.38%	13.29%	99.33
45-64 Years	25.35%	25.8%	101.78
65-74 Years	6.58%	7.5%	113.98
75+ Years	4.15%	3.43%	82.65
Median Age	35	37	108.18
Median Age (Male)	33	36	108.53
Median Age (Female)	36	39	107.97

ee Hodges Garden City Greenwood Scotia Mount Pleasant Starr Norris Clearwater Batesburg-Leesville an Five Forks Cottageville Williams Sycamore Lake Secession Smyrna Morth Augusta Jenkinste Landrum Hardeeville Mullins Kershaw Oakland Edgefield Heath Spron Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bidgeland Litica Little Mountain Bayenel Hilton Head

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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	67.34%	64.26%	95.42
Black, African-American	25.76%	22.51%	87.37
Native American	0.5%	0.44%	87.52
Asian	2.17%	6.13%	283.11
Pacific Island, Hawaiian	0.09%	0.19%	214.59
Other/Multiple Races	4.14%	6.47%	156.16
Hispanic	0%	5.64%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	114,619	9,446	

Total Adults over age 25 years.	114,619	9,446	
Less than 9th Grade	3.47%	2.77%	125.07
No High School Diploma	8.67%	7.86%	110.41
High School Graduate	39.5%	43.44%	90.93
Some College, no degree	20.87%	19.69%	106.01
Associate Degree	9.28%	9.88%	93.92
College Degree	12.82%	12.06%	106.35
Graduate/Prof. degree	5.39%	4.31%	125

ns Isle of Palms West Union Moncks Corner Smyrna Wade Hampton Eigin Lincolnville Inman Mills Woo Trenton Belton Gantt Stateburg Promised Land Pendleton Landrum Mulberry Loris Bowman Ea ston Willington Tatum Orangeburg Rowesville Walterboro Gifford Carl for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	6.28%	5.34%	97.41
\$10,000 to \$19,999	10.06%	10.93%	108.69
\$20,000 to \$29,999	9.86%	11.09%	112.54
\$30,000 to \$49,999	20.73%	23.48%	113.26
\$50,000 to \$59,999	9.89%	12.28%	124.23
\$60,000 to \$69,999	8.81%	8.14%	92.36
\$70,000 to \$79,999	7.61%	7.9%	103.83
\$80,000 to \$89,999	6.05%	6.01%	99.44
\$90,000 to \$99,999	4.04%	3.71%	91.88
\$100,000 to \$124,999	8.41%	5.4%	64.22
\$125,000 to \$149,999	3.52%	1.91%	54.07
\$150,000 to \$199,999	2.64%	2.22%	84.22
\$200,000 to \$249,999	0.52%	0.24%	45.49
\$250,000 or more	1.59%	1.33%	83.52
Median Household	52,716	49,643	94.17
Average Household	62,644	59,480	94.95
Per Capita Household	21,907	20,568	93.89
Family/Non-Family Household			
Income			
Median Family Income	61,080	57,386	93.95
Average Family Income	71,250	69,488	97.53
Median Non-Family Income	33,222	33,377	100.47
Average Non-Family Income	39,673	37,094	93.5

 Fast Galfney
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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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	72.74%	69.87%	96.05
Families with Children	36.93%	36.34%	98.39
Families without Children	35.81%	33.54%	93.65
Non-Family Households			
% Non-Family Households	27.26%	30.13%	110.53
Non-Families with Children	0.12	0.16	129.5
Non-Families without Children	27.13	29.97	110.44
Housing Units			Index
Total Housing Units	70,331	5,726	
Vacant percent	14.17%	12%	84.65
Owned percent	59.94%	59.27%	98.88%
Rented Percent	25.88%	28.75%	111.05
Households by Size			Index
Avg household size	2.87	2.88	100.35
Avg family hh size	3.51	3.55	101.14
Avg non-family hh size	1.18	1.33	112.71
Households By Count of Persons			Percent
One	14,334	1,317	9.19%
Two	14,792	1,176	7.95%
Three or Four	22,499	1,735	7.71%
Five+	8,738	811	9.28%

ntee Allendale Hilda Georgetown Millwood Lockhart Stateburg St. Matthews Pine Ridge Snelling Cow Honetta Moncks Corner Lowndesville Bennettsville Estill Mount Pleasant Intercultural Institute Wade Hampton New Ellenton Lexington Rock Hill Newberry Honea Part for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

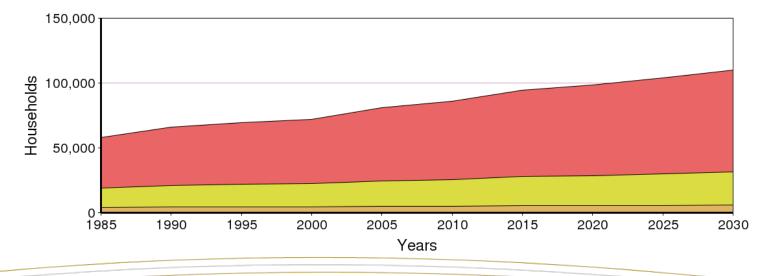
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

1990 Population 128,759 13,398 10.41%
2000 Population 142,651 13,148 9.22%
2010 Population 178,517 14,585 8.17%
2015 Population 203,604 16,192 7.95%

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 👘 🔲 0-3mi Ring

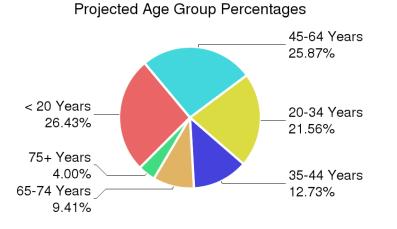
📕 0-7mi Ring



Ravenel Ruby Lowrys Forest Acres Oswego Lowndesville Harleyville Chester Stuckey Utica William Hen Elgin Vance Gayle Mill Mount Pleasant Hampton India Hook Smooth Intercultural Institute ocastee Willington Elko Monarch Mill Shell Point Kiawah Island Stateb Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural I

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 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

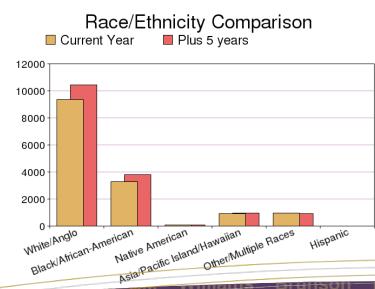


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.83%	5.57%	95.54
4-5 Years	2.72%	2.65%	97.43
6-8 Years	4.11%	4.09%	99.51
9-11 Years	4.07%	4.09%	100.49
12-13 Years	2.69%	2.76%	102.6
14-17 Years	5.46%	5.01%	91.76
18-19 Years	2.74%	2.27%	82.85
0-5 Years	8.55%	8.22%	96.14
6-12 Years	9.54%	9.56%	100.21
13-19 Years	9.53%	8.66%	90.87
< 20 Years	27.62%	26.44%	95.73
20-34 Years	22.38%	21.56%	96.34
35-44 Years	13.29%	12.73%	95.79
45-64 Years	25.8%	25.88%	100.31
65-74 Years	7.5%	9.41%	125.47
75+ Years	3.43%	4%	116.62
Median Age	35	39	113.38
Median Age (Male)	33	37	113.6
Median Age (Female)	36	41	113.65

Mayo Lyman Liberty Silverstreet Clarks Hill Hilda Hampton Clemson Arcadia Lakes Honea Path Print Garden City Kershaw Riverview Hardeeville Livingston Olanta Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of 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 0-1.5 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	64.26%	64.54%	100.45
Black, African-American	22.51%	23.55%	104.64
Native American	0.44%	0.46%	104.15
Asian	6.13%	5.73%	93.4
Pacific Island, Hawaiian	0.19%	0.14%	73.39
Other/Multiple Races	6.47%	5.58%	86.26
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	9,446	10,809	
Less than 9th Grade	2.77%	2.04%	73.71
No High School Diploma	7.86%	6.3%	80.21
High School Graduate	43.44%	45.97%	105.84
Some College, no degree	19.69%	17.65%	89.65
Associate Degree	9.88%	10.77%	109.03
College Degree	12.06%	12.81%	106.26
Graduate/Prof. degree	4.31%	4.45%	103.28

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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 0-1.5 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 0-1.5 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 0-1.5 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	5.34%	4.67%	87.55
\$10,000 to \$19,999	10.93%	10.48%	95.88
\$20,000 to \$29,999	11.09%	10.36%	93.35
\$30,000 to \$49,999	23.48%	21.65%	92.2
\$50,000 to \$59,999	12.28%	11.86%	96.53
\$60,000 to \$69,999	8.14%	8.39%	103.17
\$70,000 to \$79,999	7.9%	8.38%	97.23
\$80,000 to \$89,999	6.01%	6.51%	101.2
\$90,000 to \$99,999	3.71%	3.76%	101.25
\$100,000 to \$249,999	5.4%	6.4%	118.5
\$125,000 to \$149,999	1.91%	2.27%	119.29
\$150,000 to \$199,999	2.22%	2.8%	126.17
\$200,000 to \$249,999	0.24%	0.29%	123.14
\$250,000 or more	1.33%	1.72%	129.58
Median Household	49,643	52,619	105.99
Average Household	59,480	65,261	109.72
Per Capita Household	20,568	22,010	107.01
Family/Non-Family Household			
Income			
Median Family Income	57,386	61,747	107.6
Average Family Income	69,488	77,923	112.14
Median Non-Family Income	33,377	35,874	107.48
Average Non-Family Income	37,094	39,251	105.81

McBee Rembert Turbeville Ruby Barnwell Laurens Westminster Cayce Riverview Shiloh Central G Eutawville Cherryvale Lyman Lakewood Chesnee York Belvedere Intercultural Institute Peak Fairfax Watts Mills Antreville Williams Bradley Neeses North Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry By Wood Hilda, Pageland Greenwood Forestbrook Spartanburg, Chesterfield, Johnsonville, Mulberry, McC

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 0-1.5 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 0-1.5 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 0-1.5 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	69.87%	68.27%	97.71
Families with Children	36.34	33.54	92.31
Families without Children	33.54	34.71	103.51
Non-Family Households			
% Non-Family Households	30.13%	31.73%	105.32
Non-Families with Children	0.16	0.07	105.32
Non-Families without	29.97	31.65	105.63
Children			
Housing Units			
Total Housing Units	5,726	6,201	108.3%
Vacant percent	12%	12.01%	100.14
Owned percent	59.27%	59.04%	99.6
Rented Percent	28.75%	28.95%	100.7
Households by Size			
Avg household size	2.88	2.95	102.43%
Avg family hh size	3.55	3.76	105.92%
Avg non-family hh size	1.33	1.22	91.73%
Households By Count of			
Persons			
One	1,317	1,552	117.84%
Тwo	1,176	1,059	90.05%
Three or Four	1,735	1,856	106.97%
Five+	811	988	121.82%

Easley Troy Arcadia Lakes Summerville Elko Summit Clarks Hill Lessle Ridge Spring West Cold Cherryvale Eutawville Oakland Blenheim Joanna Pelion Lowndesver Intercultural Institute field Chapin Roebuck Five Forks Clinton Paxville Central Oswego Boo Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-1.5	1.5-3	3-7	BORN IN:	BORN IN: 0-1.5	BORN IN: 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	714	1,872	3,560	Eastern Africa	Eastern Africa 0	Eastern Africa 0 20
Northern Europe	58	163	285	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	61	133	286	Northern Africa	Northern Africa 0	Northern Africa 0 25
Southern Europe	22	37	72	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	43	52	72	Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	0	Other Africa	Other Africa 3	Other Africa 3 3
Eastern Asia	76	151	254	Oceania	Oceania 3	Oceania 3 10
So. Central Asia	26	70	90	Caribbean	Caribbean 0	Caribbean 0 46
SE Asia	369	705	681	Central Amer.	Central Amer. 13	Central Amer. 13 207
Western Asia	0	0	9	South America	South America 6	South America 6 184
Other Asia	0	0	11	North America	North America 34	North America 34 66
				Born at sea	Born at sea 0	Born at sea 0 0

Blacksburg Hollywood nstitute **Golden Grove** Inman istrv^{tta} 25

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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
English only	8,488	37,156	71,917
Spanish	304	1,660	2,944
Other Indo-Euro	114	722	1,314
language			
French (incl. Patois,	14	240	531
Cajun)			
French Creole	0	14	0
Italian	16	52	136
Portuguese	0	23	22
German	36	178	353
Yiddish	0	0	0
Other West Germanic	1	16	40
A Scandinavian	0	16	31
Language			
Greek	2	36	11
Russian	2	30	26
Polish	0	13	11
Serbo-Croatian	0	7	0
Other Slavic Language	39	9	44
Armenian	0	0	7
Persian	0	0	6
Gujarathi	4	33	41
Hindi	0	18	2
Urdu	0	7	9

Lugoff Andrews Pelzer Varnville Latta Irmo Reevesville Coronaca Briarcliffe Acres Lakewood Snellin History Cane Savannah Edgefield Parksville Barnwell Aynor Joanna Intercultural Institute Blenheim Quinby Bradley City View Shiloh Sycamore Govan Burton Intercultural Institute Five Forks Br Copyright 2011, Intercultural Institute for Contextual Ministry Oaks Stateburg Lancaster Lake Secession Lake Murr 26

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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Reporting ancestry	7,848	33,782	65,653
Arab	5	89	54
Armenian	0	0	7
Austrian	0	23	59
British	49	213	344
Canadian	7	70	90
Croatian	0	4	18
Czech	14	10	88
Czechoslovak	3	30	15
Danish	5	113	108
Dutch	50	427	457
English	457	2,747	5,139
European	64	309	425
Finnish	11	10	48
French (not Basque)	171	916	1,424
French Canadian	169	283	532
German	957	3,955	7,049
Greek	15	94	147
Hungarian	33	112	190
Iranian	2	5	8

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Temingway Norris Cheraw Loris Isle of Palms Easley Jenkinsville Newport Woodruff Lowndesville Big Review Cordova Yemassee Kershaw Dunean Five Forks McClellanville Intercultural Institute wood Dalzell Meggett Oak Grove Florence Branchville Varnville Benne for Confestual Ministry or Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

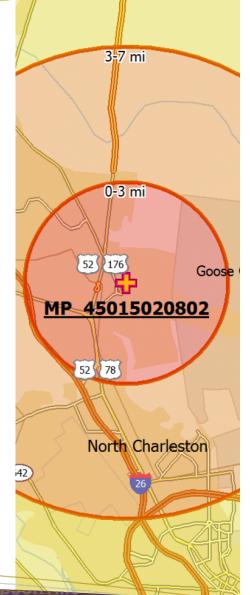
Issues for Your Consideration - continued

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



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

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



wendaw Meggett Clemson Central Sullivan's Island Ulmer Gaston St. George Pine Ridge Williamston Elythewood Lockhart Newberry Great Falls Liberty Santee Nichols Sharon Cheraw Surfside Beach Scotia Promised Land Fort Mill Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,039	100%	3,474	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	255	5.06%	173	4.98%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	238	4.72%	160	4.61%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	17	0.34%	13	0.37%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	21	0.42%	13	0.37%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	14	0.28%	0	0%
Prime Middle America	0	0%	9	0.26%
Urban Optimists	7	0.14%	0	0%
Family Convenience	0	0%	4	0.12%
Mid-Market Enterprise	0	0%	0	0%



The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,039	100%	3,474	100%
BLUE COLLAR BACKBONE	18	0.36%	11	0.32%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	18	0.36%	11	0.32%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	22	0.44%	14	0.4%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	22	0.44%	14	0.4%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	2,734	54.26%	1,880	54.12%
Steadfast Conservative	2,396	47.55%	1,642	47.27%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	338	6.71%	238	6.85%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Stateburg Jackson Winnsboro West Columbia Pine Ridge Latta Taylors Lodge Greer Blackville Line intercultural Institute Smoaks Oak a state intercultural Institute Smoaks Oak a contextual Ministry Pinewood Fountain Inn Neeses Timmonsville Walha 32

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,039	100%	3,474	100%
REMOTE AMERICA	232	4.6%	136	3.91%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	232	4.6%	136	3.91%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	515	10.22%	380	10.94%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	438	8.69%	324	9.33%
Stable Careers	77	1.53%	56	1.61%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

th Congaree Clemson Fast Galfney West Pelzer Blacksburg Ravenel North Bennettsville Winnsboro Restants Opening Contextual Winnsboro Restants Opening Contextual Ministry Burton Cases Modoc Jefferson Olanta Springdale Trenton Socastee Oak Grove Man Contextual Ministry Burton Green Contextual Ministry Contex

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,039	100%	3,474	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	1,215	24.11%	852	24.53%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	1,065	21.14%	745	21.45%
Urban Diversity	124	2.46%	89	2.56%
New Generation Activists	26	0.52%	18	0.52%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	26	0.52%	15	0.43%
Military Family Life	26	0.52%	15	0.43%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Summerton Hodges Livingston Princeton Pamplico Williams Charleston Cordova Chesnee Heath S Orangeburg Rowesville Meggett Folly Beach Ridge Spring Mountviller Intercultural Institute Dentsville Oakland Paxville Laurel Bay Reevesville Westminster for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 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?

Sumter Edisto Due West Hilton Head Island Paxville Mount Carmel Peak Aiken Denmark St. Andrews Jorence Monetta Great Falls Red Hill Cordova Rockville Liberty Allender Aiken Denmark St. Andrews eys Island Starr Seneca Murrells Inlet Red Bank Berea Eureka Mill Par be Copyright 2011, Intercultural Institute for Contextual Ministry and Inman South Congaree Lyman Plum Branch C35 and Parameter Bank Berea South Congaree Lyman Plum Branch C35 be Copyright 2011, Intercultural Institute for Contextual Ministry

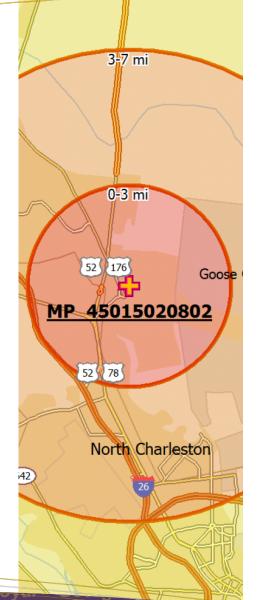
Potential Cultural Bridges

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).



Prosperity Cameron West Columbia Inman Dentsville Nichols Mountville Hanahan Edisto Powder Shell Point Carlisle Cayce South Sumter Cokesbury Buffalo Parks in Intercultural Institute Simpsonville Duncan Trenton Govan McConnells Antreville Northla for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry OCopyright 2011, Intercultural Institute for Contextual Ministry Norway Eutawville Abbeville McBee Loris Hilda Press

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
PC-HH Own	71%	76%	76%	Internet Use: News/ Weather	23%	26%	26%
Use Comp. for Internet/E-mail	52%	56%	57%	Internet Use: Banking	22%	28%	28%
Internet Use: E-Mail	42%	48%	48%	Use Comp. for News/Info./Data	19%	22%	22%
Use Comp. for Comp. Games	36%	40%	40%	Service			
Use Comp. for Word	32%	38%	37%	PC-Network-HH Has One	16%	18%	18%
Processing				Internet Use: Research/ Education	11%	13%	12%
Use Comp. for Education	29%	33%	33%	Use Comp. for Accounting	11%	14%	14%
Use Comp. for Shopping	29%	35%	34%	Use Comp. for Personal Financial	10%	12%	13%
Use Comp. for Digital Camera	27%	32%	33%	Mngmnt			
Photo Editing				HH Owns Video/Webcam	10%	13%	12%
Use Comp. for Banking	27%	31%	31%	Internet Use: Shopping: Gathered	10%	13%	13%
HH Owns DVD Player	26%	30%	29%	Info. for Shopping			
				Internet Use: Play/ Download	10%	11%	11%

Online Games

Taylors Relaville Joanna

Utica Monarch Mill McCormick Laurens Lugoff Lane Pelzer Parksville Shell Pelint Cowpens Less Central Judson Gaston Hickory Grove Seabrook Island Coward Intercultural Institute Ravenel Williams Pamplico Chesterfield Windsor Surfside Beach for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Southern Shops Williston Eastover Goose Creek Edg37

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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Listening To Music	67%	68%	68%
Dining Out (Not Fast Food)	51%	55%	54%
Reading Books	51%	56%	54%
Card Games	39%	42%	42%
Cooking for Fun	34%	36%	35%
Gardening	31%	27%	29%
Board Games	31%	36%	34%
Go To A Beach/Lake	31%	35%	35%
Going To	18%	20%	19%
Bars/Nightclubs/Dancing			
Visit Museum	17%	19%	18%

0-1.5	1.5-3	3-7
MILES	MILES	MILES
65%	66%	67%
39%	40%	39%
24%	25%	25%
21%	22%	23%
21%	19%	20%
20%	22%	21%
19%	21%	20%
17%	16%	16%
15%	16%	15%
14%	15%	15%
	MILES 65% 39% 24% 21% 20% 19% 15%	MILES 65% 66% 39% 40% 24% 25% 21% 22% 21% 19% 20% 22% 19% 16% 15% 16%

iffe Acres Seven Oaks Dillon Pine Ridge Parksville Olanta Mount Carmel Salley Brunson Riverview Pro Branchville Mount Croghan Gayle Mill Lake Murray of Richland Kingstreen Kline West Pelzer Andrews elers Rest Beaufort Aiken Spartanburg McConnells Lane Heath Springs For Confertual Ministry Ville Beach East ©Copyright 2011, Intercultural Institute for Contextual Ministry For Contextual Ministry Sumter

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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Concert	26.27%	28.99%	28.06%
Live Theater	18.24%	21.85%	20.72%
Live Theater Most Often	14.5%	17.86%	16.74%
Rock/Pop Concerts Most	14.24%	14.68%	14.16%
Often			
Dance Performance	9.6%	9.03%	8.65%
Comedy Club	9.52%	9.63%	10.39%
Movies: Comedy	39.35%	41.24%	41.87%
Movies: Action/Adventure	37.52%	37.74%	38.79%
Movies: Fam.	19.92%	20.85%	21.9%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Romantic Comedy	19.57%	19.6%	20.1%
Movies: Drama	19.53%	20.96%	21.1%
Movies: Mystery	16.28%	17.43%	17.48%
MLB Baseball Reg.	5.87%	7.19%	7.56%
Season			
NFL Football Reg. Season	4.82%	6.2%	6.56%
College Football Reg.	4.3%	4.69%	5.38%
Season			
College Basketball Reg.	3.09%	3.06%	3.75%
Season			
Bowling	2.25%	3.87%	2.9%
NHL Hockey Reg. Season	2.11%	2.74%	2.72%

iberty Greer Pomaria Chapin Chesterfield Pickens Waterloo Lake City Ruby Darlington Lynchburg Bernettsville Patrick Hodges Olanta Lyman Loris Ward North Charles Intercultural Institute Burnettown Bluffton Edgefield Aiken Hickory Grove Reidville Pamplic Intercultural Institute Sourg Leesville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	BRIDGES	BRIDGES 0-1.5	BRIDGES 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	38.79%	40.34%	39.75%	Golf	Golf 10.5%	Golf 10.5% 10.96%
Swimming	28.19%	33.9%	33.24%	Aerobics	Aerobics 9.73%	Aerobics 9.73% 9.35%
Bowling	21.54%	23.47%	23.22%	Volleyball	Volleyball 9.57%	Volleyball 9.57% 9.36%
Billiards/Pool	18.61%	18.74%	19.46%	Target Shooting	Target Shooting 9.49%	Target Shooting9.49%8.14%
Freshwater Fishing	16.97%	15.19%	16.57%	Backpacking/Hiking	Backpacking/Hiking 8.5%	Backpacking/Hiking 8.5% 11.15%
Basketball	15.37%	15.57%	16.35%	Softball	Softball 8.41%	Softball 8.41% 7.54%
Jogging/Running	14.57%	15.6%	15.38%	Hunting	Hunting 7.68%	Hunting 7.68% 7.18%
Camping Trips	13.54%	15.11%	14.18%	Soccer	Soccer 7.51%	Soccer 7.51% 8.51%
Weight Training	13.26%	14.81%	15.56%	Power Boating	Power Boating 6.53%	Power Boating 6.53% 6.3%
Baseball	12.42%	10.56%	11.41%	Yoga	Yoga 6.5%	Yoga 6.5% 6.88%
Using Cardio Machine	11.82%	14.95%	14.34%	Saltwater Fishing	Saltwater Fishing 6.33%	Saltwater Fishing 6.33% 6.35%
Football	11.35%	12.26%	12.67%	Roller Skating	Roller Skating 6.31%	Roller Skating 6.31% 5.32%
Mountain/Road Biking	11.01%	12.25%	11.41%	Tennis	Tennis 6.31%	Tennis 6.31% 6.67%
Stationary Cycling	10.79%	12.63%	12.02%	Motorcycling	Motorcycling 6%	Motorcycling 6% 5.84%

Five Forks Cheraw Gaston Cameron Six Mile Jamestown Ridgeway Tatum Chesnee Smoaks Due Wa The Forks Cheraw Gaston Cameron Six Mile Jamestown Ridgeway Tatum Chesnee Smoaks Due Wa The Croghan Spartanburg Coronaca Cross Hill Lake View Lancaster Mill Intercultural Institute Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Stater-Marietta Pendleton Branchville Wilkinson Heights

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Canoeing/Kayaking	5.47%	5.69%	5.59%
Horseback Riding	5.27%	5.25%	5.28%
Racquetball	4.49%	3.5%	3.78%
Archery	4.4%	3.77%	3.92%
Ice Skating	4.29%	4.03%	4.4%
Fly Fishing	4.05%	3.45%	3.89%
Water Skiing	3.89%	3.72%	3.66%
Hockey	3.74%	3.26%	3.16%
Downhill & X-Country	3.56%	3.76%	3.73%
Skiing			
Rock Climbing	3.45%	3.69%	3.31%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Jet Skiing	3.43%	3.24%	3.78%
Snowmobiling	3.27%	2.99%	3.28%
Snorkeling	3.24%	3.84%	4.3%
Martial Arts	3.01%	4.21%	3.57%
Auto Racing	3.01%	2.8%	2.67%
Snowboarding	2.74%	2.95%	3.02%
Skateboarding	2.68%	2.46%	2.87%
Rowing	2.4%	2.47%	2.57%
Sailing	2.19%	2.5%	2.63%
Surfing & Windsurfing	1.81%	1.91%	2.34%

kson Socastee Whitmire Simpsonville Parksville Judson Williston Johnsonville Covpens City View F eff Central Pacolet Wade Hampton St. Andrews Donalds Port Royal Cleve Andrews Intercultural Institute Elloree Spartanburg Hollywood New Ellenton Mayo McCormick Swa for Contextual Ministry at Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

Most community barriers are related to some aspect of culture that stand in the way of some segments of society having the understanding or acceptance necessary to come to faith in Jesus Christ. These barriers inhibit the flow of the gospel within a people grouping. Other types of barriers include biblical barriers and ecclesial barriers.

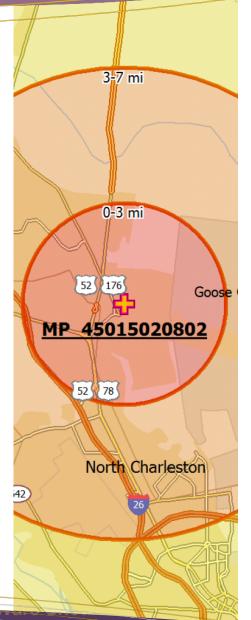
BIBLICAL BARRIERS

The term Biblical barriers, is used to describe aspects of biblical truth that are offensive to the community. Biblical barriers can be divided into two types: 1) barriers based on clear, biblical teaching; 2) barriers based on the cultural application of biblical principles. Barriers caused by clear, biblical teaching cannot be eliminated without compromising the truth of scripture. Application barriers should be re-evaluated in light of the culture of the people group to verify that the application is transcultural instead of culture-specific.

ECCLESIAL BARRIERS

Ecclesial barriers are barriers that arise from the perceptions that people outside the church have of the church, its people, its programming, and it' leadership. In a classic study of the attitudes of the unchurched, people were asked: "What keeps people like you from considering the Christian faith?" Approximately 75 percent of unchurched people answered the question by referring t oan ecclesial barrier. "They resist becoming Christians because they 'don't want to become like church people'"[i]

[i] Hunter, George G., Jr. Church for the Unchurched. (Smyma: Abingdon Press, 1996), 59.



tageville Bucksport Elloree Mulberry Campobello Springdale Mount Croghan Pomaria Pinewood Parke Ellor Socastee Ridgeway Winnsboro Princeton Seabrook Island Piedro Intercultural Institute Liberty Burton Beaufort Society Hill Wade Hampton Lesslie Paco Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

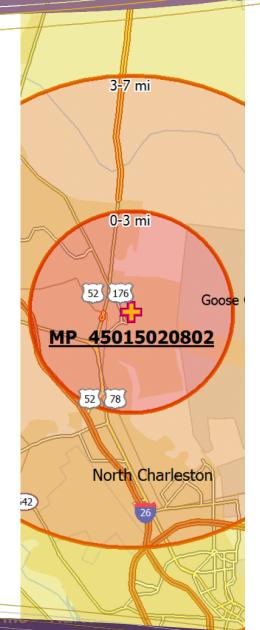
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Valley Falls Laurel Bay Nichols Lamar Sumter Whitmire Wellford Garden City Hampton Lake Multi-Lake Wylie Great Falls Eutawville Gilbert Vance Cottageville Elgin Intercultural Institute Clarks Hill Carlisle Duncan Forestbrook Welcome Dalzell Harleyville For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES	BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning	49%	51%	51%	Like to Stand Out In A Crowd	20%	18%	20%
New Things		0.70	0.70	I Am A Workaholic	20%	18%	20%
Find It Difficult To Say No To My Kids	36%	36%	38%	Like To Pursue Challenge/Novelty/Change	19%	19%	17%
Speak My Mind Even If It	35%	36%	37%	Marijuana Should Be Legalized	18%	19%	20%
Upsets People				Rarely Sit Down to a Meal	15%	15%	16%
Like Control Over People And	35%	34%	34%	Together At Home			
Resources				Only Work Current Job for The	15%	14%	14%
Woman's Place Is In The Home	34%	34%	34%	Money			
Prefer To Have Few Possessions As Possible	32%	32%	30%	We Should Strive for Equality for All	14%	14%	14%
Don't Judge People/Way They Live Life	28%	29%	29%	On Whole People Get What They Deserve	12%	11%	11%
Like To Do Unconventional Things	28%	28%	29%	Happy With My Standard Of Living	12%	13%	12%
Too Much Sponsorship In Arts/Sports	26%	25%	25%	Indulge My Kids With The Little Extras	11%	10%	10%
Money Is Best Measure Of	25%	25%	25%	I Am A Perfectionist	9%	8%	7%
Success				Very Happy With My Life As It	8%	7%	7%
lf Won Lottery Would Never Work Again	25%	26%	27%	ls			
Friends More Important Than My Fam.	25%	24%	22%				

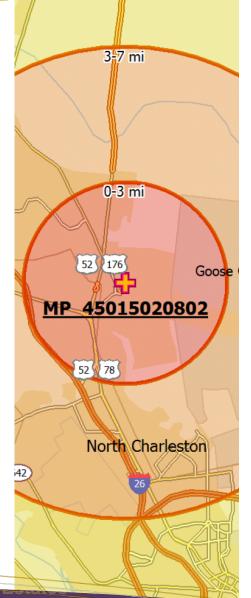
Briarciitte Acres Buttaio Seliers Laur

Princeton Fairtax Cowpens Modoc Forest Acres Berea Society Hill Gibert Dillon Meggett George elegytile Eureka Mill Marion Golden Grove Union Ladson Hemingway Intercultural Institute ee Bennettsville Shiloh Newberry Norway Charleston Lake Secession for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

Potential Cultural Themes

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

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



Society Hill <u>Cane Savannah Meggett Cameron Cowpens</u> <u>Ridgeland</u> <u>Lake Wylie</u> <u>Wilkinson Heights</u> <u>Pre</u> Allendale Arial Five Forks Pendleton Georgetown Sumter Bradley <u>Intercultural Institute</u> Modoc King Intercultural Institute for Contextual Bluffton Gayle Mill Stateby for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

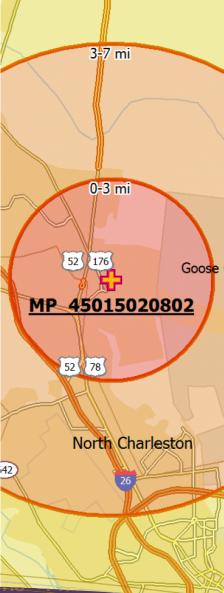
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES	THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
You Should Seize Opportunities In Life	57%	56%	57%	Looking for New Ideas To Improve Home	e 18%	17%	18%
Important To Respect Customs And Beliefs	56%	60%	61%	Worried About Pollution Caused By Cars	17%	20%	20%
Like To Understand About	38%	38%	37%	Is An Important Part Of Who I Am	16%	17%	16%
Nature				Real Men Don't Cry	16%	21%	19%
Prefer Work Part Of Team Than Alone	35%	35%	36%	Provide My Kids With The Little Extras	16%	14%	15%
Important Feel Respected By My Peers	34%	34%	32%	Try Not To Worry About The Future	15%	14%	14%
Important To Juggle Various Tasks	33%	32%	31%	Enjoy Spending Time With My Fam.	13%	12%	13%
Prefer To Have Few Possessions As Possible	32%	32%	30%	Children Should Be Allowed To Express Themselves	7%	7%	6%
Good At Fixing Things	28%	30%	29%	Feel Very Alone In The World	6%	6%	5%
Have Keen Sense Of Adventure	27%	25%	26%	Like Spending Most Time With	6%	5%	5%
Like To Just Enjoy Life	22%	22%	21%	Fam.			
People Have To Take Me As They Find Me	21%	25%	25%	Would Like To Set Up Own Business	4%	4%	4%
Consider Myself Interested In The Arts	19%	19%	20%	Decor Particular Interest To Me	3%	4%	4%

Lynchburg McColl Bonneau Northlake Jefferson Walhalla Arcadia Lakes Hanahan Pomaria McBee ale Florence Neeses Ridgeville Patrick St. Stephen Summit McClelland <u>Intercultural Institute</u> Shell Point Summerton Reevesville Fort Mill Brunson Olanta Hardee Intercultural Ministry de Copyright 2011, Intercultural Institute for Contextual Ministry at Falls Simpsonville Manning Rowesville Clip Quinby Honea Path St Andrews Salem Due West

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.





Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fast Food/Drive-In	84.56%	84.16%	85.99%
Restaurant-Visit Any			
Fam. Restaurants/Steak	78.92%	81%	81.71%
Houses-Visit Any			
McDonald's	55.19%	56.97%	58.37%
Burger King	40.96%	39.29%	38.7%
Wendy's	30.65%	28.08%	30.23%
Kentucky Fried Chicken (KFC)	30.4%	26.55%	29.01%
Taco Bell	29.07%	31.03%	31.12%
Subway	28.26%	28.13%	30.26%
Applebee's	27.36%	30.14%	31.22%
Pizza Hut	23.41%	23.31%	23.75%
Arby's	21.6%	21.35%	22.94%
Olive Garden	19.38%	18.83%	19.62%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Red Lobster	17.56%	15.56%	16.72%
Dairy Queen	16.76%	15.6%	16.45%
Domino's Pizza	15.56%	18.45%	17.56%
Sonic	15.16%	15.91%	16.09%
Golden Corral	14.31%	12.85%	13.85%
IHOP (International House Of	14.13%	16.25%	15.98%
Pancakes)			
Chick-Fil-A	13.24%	12.39%	14.94%
Cracker Barrel	13.23%	13.26%	14.52%
Denny's	12.83%	14.45%	12.98%
Outback Steakhouse	12.41%	13.72%	14.48%
Hardee's	11.79%	9.02%	10.34%
Dunkin' Donuts	11.76%	11.44%	11.13%

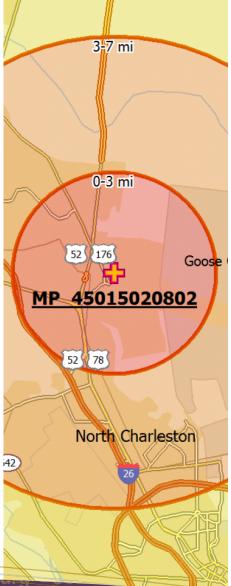
Sellers McConnells Hemingway Bowman Whitmire Laurens Rockville Mullins Mayesville Blenheit Calhoun Falls Clover Brunson Pine Ridge Woodford Plum Branch Depression Cokesbury Dillon Jeffers Woodruff Dalzell Awendaw Gayle Mill Pomaria Andrews Williams Meg for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

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

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



The Forks Edisto Beach Garden City Fountain Inn Summerton Rock Hill Socastee Pendleton McConnells Jonan Tatum Neeses Ridgeville Promised Land Clinton East Sumter Intercultural Institute Beaufort Wade Hampton Clearwater Chesnee Varnville Sullivan's Island Intercultural Institute Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	46%	45.01%	44.84%
Recycled products	30.89%	34.18%	32.54%
Worked as volunteer (non political)	14.3%	16.72%	16.01%
Engaged in fund raising	11.67%	12.08%	11.58%
Religious club member	7.01%	7.58%	7.95%
Union member	5.36%	6.39%	5.91%

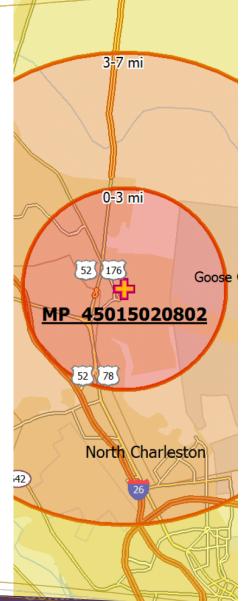
PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	5.34%	5.48%	5.69%
Wrote to editor of mag or newspaper	5.25%	6.84%	6.29%
Charitable Organization	5.22%	5.51%	5.18%
Took active part in local civic issue	5.15%	5.58%	5.42%
Church Board	5.03%	4.93%	5.5%
Fraternal order member	4.99%	4.44%	4.34%

Aiken Govan Seven Oaks Holly Hill Watts Mills Dentsville Pawleys Island Mount Groghan Westminster I The North Augusta Conway Roebuck Williamston Ward Nichols Educated Ramwell Livingston Difference Lane Berea Columbia Fairfax Peak Pomaria Sycamore West Pelo for Contextual Ministry VCopyright 2011, Intercultural Institute for Contextual Ministry V Conversion Statements and the Statements of the Statement of Contextual Ministry Contextual Ministry

Communication Media Content

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

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



Southern Shops Hickory Grove Myrtle Beach Snelling Sans Souci Florence Cheraw Lodge Pelzer Mod aluda Lancaster Ehrhardt Homeland Park Folly Beach Johnsonville Glorin ille Port Royal Kingstree E Woodford Lockhart Arial Clemson McColl North Myrtle Beach Sum (a) Contextual Ministry Andrews Prince (a) Contextual Ministry Holly Hill Shiloh Pageland Judson Lincolnville We51

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Novel	14.52%	18.01%	17.15%
Children's Books	11.8%	11.97%	12.57%
Mystery	10.54%	10.99%	10.57%
Religious (not Bibles)	9.34%	8.45%	9.37%
Cookbooks	9.3%	10.14%	9.7%
Romance	6.64%	7.09%	7.3%
History	6.55%	7.3%	6.88%
Biography	6.07%	6.61%	6.42%
Personal/Business Self-help	5.96%	6.11%	6.07%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	69.58%	69.71%	68.34%
Gen. Editorial	47.03%	48.24%	48.28%
Womens	40.94%	43.34%	44.22%
Service	31.89%	34.02%	34.46%
Mens	19.2%	20.81%	19.96%
Sports	15.17%	16.72%	15.52%
Business/Finance	15.03%	17.52%	18.07%
Automotive	14.13%	13.95%	13%
Music	13.84%	13.01%	13.73%

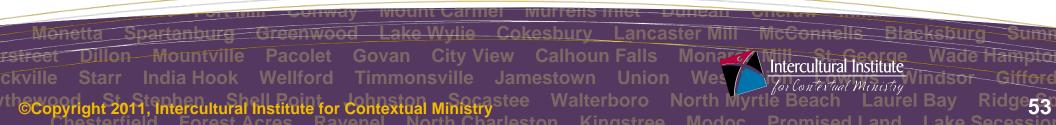
Simpsonville Springdale McCormick Goose Creek Joanna Lake City Perry Lancaster Little River San Reloville Scranton Windsor Nichols Chapin Watts Mills Tatum Report Intercultural Institute Stminster Williamston Atlantic Beach Powderville Kiawah Island Hickory For Confertual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Confertual Institute for Contextual Ministry Antroville Cane Savannab Blenbeim Eureka Mill Utica

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	53.18%	55.35%	54.17%
Classified	35.22%	33.27%	33.47%
Sport	32.84%	31.13%	30.7%
Editorial Page	29.11%	28.92%	28.83%
Business/Finance	26.58%	27.37%	26.89%
Comics	26.48%	27.09%	26.3%
Movie Listings & Reviews	26.34%	27.85%	26.05%
TV/Radio Listings	23.96%	23.68%	23.16%
Food/Cooking	23.63%	23.83%	23.78%
Home/Gardening	20.8%	20.35%	19.97%
Travel	18.27%	19.45%	18.77%
Science/Technology	16.23%	17.06%	16.45%
Fashion	14.81%	15.09%	15.13%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Urban Contemporary	21.53%	17.3%	21.14%
CHR Contemp Hit Radio	19.23%	19.03%	18.04%
Country	18.34%	20.14%	20.37%
Adult Contemporary	14.71%	17.18%	16.01%
Rock	11.9%	12.51%	11.45%
Oldies	10.65%	10.3%	10.25%
News/Talk	9.26%	10.77%	10.01%
Variety	8.33%	8.18%	8.55%
Classic Rock	8.09%	9.61%	8.58%
Alternative	7.61%	8.92%	8.2%
Religious	5.94%	6.78%	6.65%
All News	5.41%	5.48%	5.45%
Jazz	5.16%	4.8%	6.33%
Soft Contemporary	5.13%	5.77%	6.25%
Gospel	4%	2.96%	4.2%
All Talk	3.83%	4.25%	4.01%
Classic Hits	3.79%	4.19%	4.19%
Hispanic	3.44%	3.34%	2.96%



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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	MULTIMEDIA: TV
	MILES	MILES	MILES	
Fox News Channel	60.72%	60.62%	62.42%	Adult Swim
Satellite Dish	50.04%	46.55%	49.89%	TCM (Turner Class
Soapnet	48.15%	50.6%	51.08%	Movies)
Other Video-On-Demand	36.45%	35.41%	39.32%	BET (Black Enterta
Sci-Fi Channel	34.27%	35.75%	36.54%	TV)
MSNBC	32.06%	33.14%	33.74%	USA Network
Subscribe Digital Cable	29.89%	30.45%	30.74%	Nick At Nite
Adult Pay Per View TV	29.09%	26.15%	30.02%	TV Info From Month
TV Info From Sunday TV	26.93%	29.86%	29.73%	Guide
Magazine				ESPN2
Comedy Central	26.27%	28.84%	28.24%	ABC Fam.
Nickelodeon	26.22%	25.94%	27.85%	Hallmark Channel
TV Info From Newspapers	25.05%	24.03%	25.46%	Lifetime
				TV/ Info Erom Other

MULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Adult Swim	24.22%	25.57%	26.18%
TCM (Turner Classic Movies)	22.7%	24.84%	25%
BET (Black Entertainment TV)	22.55%	21.88%	22.71%
USA Network	22.5%	23.82%	23.68%
Nick At Nite	22.32%	23.47%	25.32%
TV Info From Monthly Cable Guide	21.73%	21.01%	22.94%
ESPN2	21.46%	21.16%	21.78%
ABC Fam.	21.39%	24.72%	24.03%
Hallmark Channel	20.67%	21.46%	23.54%
Lifetime	19.64%	20%	21.98%
TV Info From Other	19.62%	19.1%	20.15%
The Golf Channel	19.25%	20.01%	21.22%

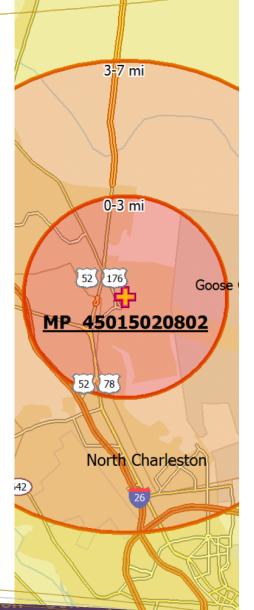


Communication Media Usage

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.



Slackville Blythewood Figin Ravenel North Hartsville Marion Mount Carmel Hodges Clearwater Smyrna Waterloo Moncks Corner Rockville Wagener Fort Mill Hilton Head Store Intercultural Institute As Hill Parker Coronaca Rowesville Tega Cay Parksville Lowrys Powd for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	17.02%	18.89%	18.55%
Medium Users (4-6)	9.2%	11.7%	10.93%
Light Users (1-3)	21.27%	20.94%	20.52%
Quintiles (20%)			
Newspaper I (Heavy)	1.27%	1.94%	1.62%
Newspaper II	2.24%	2.35%	1.94%
Newspaper III	2.58%	1.79%	1.92%
Newspaper IV	0.55%	0.64%	0.72%
Newspaper V (Light)	0.85%	0.74%	0.9%

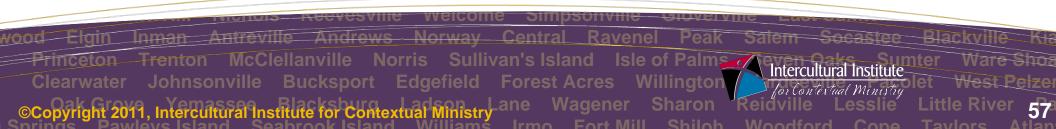
MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	21.92%	20.02%	20.93%
Magazines II	10.1%	9.5%	10%
Magazines III	9.91%	9.34%	10.48%
Magazines IV	14.36%	12.38%	12.81%
Magazines V (Light)	0.52%	0.59%	0.81%
Outdoor I (Heavy)	7.48%	7.83%	7.5%
Outdoor II	3.64%	2.74%	3.11%
Outdoor III	4.99%	4.16%	4.05%
Outdoor IV	15.42%	14.87%	15.17%
Outdoor V (Light)	22.79%	24.19%	24.55%
Yellow Pages I	15.8%	16.16%	16.07%
(Heavy)			
Yellow Pages II	6.73%	6.42%	6.46%
Yellow Pages III	6.46%	6.21%	6.58%
Yellow Pages IV	23.49%	24.72%	24.57%
Yellow Pages V	4.62%	5.12%	4.65%
(Light)			

on Blenheim Flerence Denmark Gloverville South Sumter Lake View Windsor Centerville Ladson Mon Brookdale Mulberry Perry Lakewood Lynchburg Powderville McCleller Intercultural Institute Norway Startex Jackson Summerville Columbia Reidville Saluda Il Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Blacksburg

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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 0-1.5 1.5-3 3-7
MILES MILES MILES
Radio Drive Time Quntiles
(fifths / 20%)
Drive Time I & II (Heavy) 4.2% 3.12% 3.04%
Drive Time III (Medium) 1.28% 0.96% 0.94%
Radio IV & V (Light) 4.05% 2.89% 2.56%
Radio Media Quntiles (fifths /
20%)
Radio I & II (Heavy) 10.43% 10.08% 11.12%
Radio III (Medium) 4.65% 4.58% 4.76%
Radio IV & V (Light) 3.72% 3.54% 3.87%
Cable TV Quntiles (fifths /
20%)
Cable I & II (Heavy) 10.74% 14.61% 15.03%
Cable I & II (Heavy)10.74%14.61%15.03%Cable III (Medium)5.03%4.56%4.37%



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 --0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	12.35%	11.41%	11.58%
6:00am - 10:00am	14.72%	14.16%	14.46%
10:00am - 3:00pm	9.37%	7.36%	8.36%
3:00pm - 7:00pm	16%	16.55%	16.32%
7:00pm - Midnight	11.14%	11.93%	12.2%
Midnight - 6:00am	5.34%	5.13%	5.87%
Weekend Radio			
Listeners			
Dayparts [summary]	14.71%	14.58%	15.44%
6:00am - 10:00am	3.68%	4.24%	3.75%
10:00am-3:00pm	5.7%	5.38%	5.03%
3:00pm - 7:00pm	7.07%	6.8%	7.59%
7:00pm - Midnight	9.11%	8.37%	9.69%
Midnight - 6:00am	12.07%	10.35%	11.3%

USAGE	0-1.5	1.5-3	3-7		
	MILES	MILES	MILES		
Prime Time TV Viewers					
8:00-11:00pm	6.43%	7.02%	7.76%		
Saturday:	8.24%	8.12%	8.07%		
8:00-11:00pm					
Sunday: 7:00-11:00pm	9.56%	9.22%	9.7%		
9:00am-1:00pm	22.32%	23.47%	25.32%		
9:00am-4:00pm	26.04%	26.77%	28.84%		
4:00pm-7:00pm	28.3%	26.95%	29.11%		
11:00pm-1:00am	40.08%	39.89%	41.46%		
AVG Prime time	3.53%	2.65%	3.31%		
Mon-Sun					

Millwood Parker Froy India Hook Cayce Hilton Head Island Belvedere Kline Kingstree Bucksport anburg Springfield Bowman Woodfield Laurens Pamplico West Pelzer Intercultural Institute Allendale Sumter Little River Wagener Beaufort Pendleton Stateburg Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7		TV VIEWERS	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	16.46%	16.41%	16.75%		Sat: 7-10am	Sat: 7-10am 17.15%	Sat: 7-10am 17.15% 17.41%
7-9am	21.46%	21.16%	21.78%		Sat: 10am-1pm	Sat: 10am-1pm 8.6%	Sat: 10am-1pm 8.6% 7.15%
9am-12noon	17.86%	20.14%	21.2%		Sat: 1-4pm	Sat: 1-4pm 22.99%	Sat: 1-4pm 22.99% 22.82%
12noon-4pm	8.17%	6.63%	7.64%		Sat: 4-6pm	Sat: 4-6pm 6.82%	Sat: 4-6pm 6.82% 6.91%
4-6pm	42.33%	41.3%	45.21%		Sat: 6-7pm	Sat: 6-7pm 1.93%	Sat: 6-7pm 1.93% 1.63%
6-7pm	17.31%	17.34%	18.29%		Sat: 7-8pm	Sat: 7-8pm 0.7%	Sat: 7-8pm 0.7% 0.87%
7-7:30pm	1.59%	1.33%	1.41%		Sat: 8-11pm	Sat: 8-11pm 8.24%	Sat: 8-11pm 8.24% 8.12%
7:30-8pm	9.76%	10.33%	11.46%		Sat: 11pm-1am	Sat: 11pm-1am 5.86%	Sat: 11pm-1am 5.86% 5.07%
8-11pm	6.43%	7.02%	7.76%		Sat: 1am-7pm	Sat: 1am-7pm 22.5%	Sat: 1am-7pm 22.5% 23.82%
11pm-12am	32.06%	33.14%	33.74%		Sun: 7-10am	Sun: 7-10am 2.47%	Sun: 7-10am 2.47% 2.02%
11pm-1am	40.08%	39.89%	41.46%		Sun: 10am-1pm	Sun: 10am-1pm 6.74%	Sun: 10am-1pm 6.74% 6%
1-6am	28.48%	30.1%	31.13%		Sun: 1-4pm	Sun: 1-4pm 5.77%	Sun: 1-4pm 5.77% 6.01%
					Sun: 4-7pm	Sun: 4-7pm 13.36%	Sun: 4-7pm 13.36% 12.53%
					Sun: 7-11pm	Sun: 7-11pm 9.56%	Sun: 7-11pm 9.56% 9.22%
					Sun: 11pm-1am	Sun: 11pm-1am 5.61%	Sun: 11pm-1am 5.61% 4.34%
					Sun: 1-7am	Sun: 1-7am 21.36%	Sun: 1-7am 21.36% 20.22%

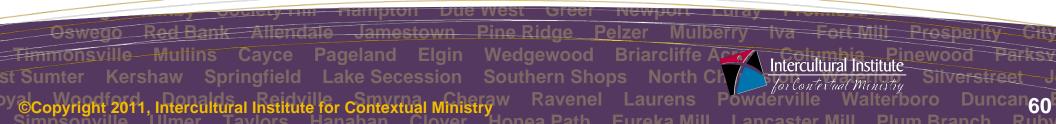
elzer Gayle Mill Georgetown Port Royal Lexington Duncan Bethune Clover Beaufort Clio Mountville Walterboro Red Bank Myrtle Beach Folly Beach Valley Falls Chesterfield Intercultural Institute Greenville Reevesville Pendleton Oswego Gantt Rock Hill Gaffney Intercultural Institute Parker Six Mike ©Copyright 2011, Intercultural Institute for Contextual Ministry Bamberg Tega Cay Goos59

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

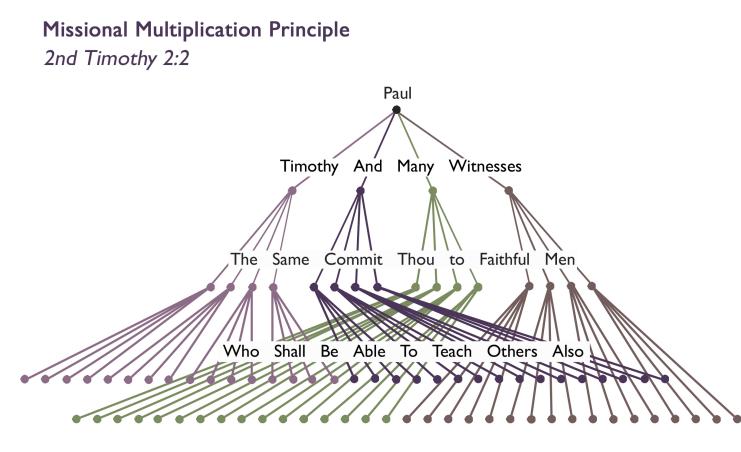
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Fort Lawn Lancaster Windsor Little River Hodges Landrum Snelling St. Matthews Pamplico Pender Cottageville Summit Judson Orangeburg Eutawville Elgin Mount Contextual Institute s Hill Estill Rockville Monarch Mill Pageland Stateburg Carlisle Hilton Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Balton Lake City Hemingway Springdale Edisto Beach Beautor

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.



Hilton Head Island Johnsonville Cantt Welcome Jenkinsville Parksville Dalzell Startex Beaufort Spri-Bamberg Clearwater Inman Blenheim Blythewood Belvedere Easley Intercultural Institute Iarleyville Clemson Sans Souci Ridge Spring Estill Smyrna Surfside Berg Gorden City Millwood Allend Corpyright 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.



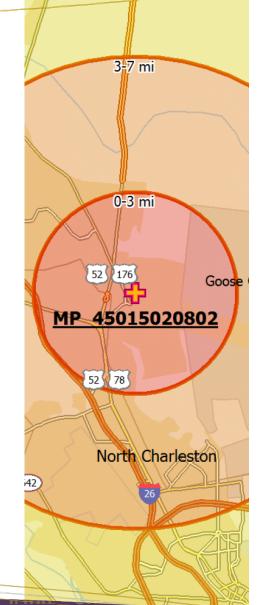


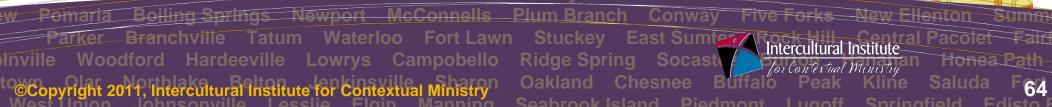
Your MissionSite and the Missional Suite

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





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	International Christian Mission	108 Springhall Drive Goose Creek, SC 29445	0.53 mi	0
2	Harbour Lake	1056 Redbank Rd Goose Creek, SC 29445	0.53 mi	0
3	Goose Creek First	141 Saint James Ave Goose Creek, SC 29445	1.45 mi	0
4	Deer Park	8875 University Blvd North Charleston, SC 29406	1.60 mi	0
5	Iglesia Nueva Vision	117 Etiwan Drive Goose Creek, SC 29445	1.64 mi	0
6	Living Creek Church	205 St James Ave Suite 2-334 Goose Creek, SC 29445	1.70 mi	0
7	New Life	111 Old Moncks Corner Road Goose Creek, SC 29445	2.30 mi	0
8	Igreja Brasileira de Goose Creek	100 Hunters Lane Goose Creek, SC 29445	2.42 mi	0
9	Northwood	2200 Greenridge Rd North Charleston, SC 29406	2.42 mi	0
10	Crowfield	100 Hunters Ln Goose Creek, SC 29445	2.44 mi	0
11	International	317 Anne St Goose Creek, SC 29445	2.63 mi	0
12	Carnes Crossroads Community	112 Maplewood Court Goose Creek, SC 29445	3.04 mi	0
13	Midway	506 Saint James Ave Goose Creek, SC 29445	3.39 mi	0
14	College Park	542 College Park Rd Ladson, SC 29456	3.86 mi	0
15	Ladson	PO Box 47 Ladson, SC 29456	4.23 mi	0

McConnells Yemassee Rowesville Simpsonville Monarch Mill Latta Hampton Elloree Lake City Irms Castee Ninety-Six Gayle Mill Buffalo Ladson Jenkinsville Lake Secession Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG IICM CGR
16	Tall Pines	645 Treeland Dr Ladson, SC 29456	4.37 mi	0
17	Highland Park	6211 N Murray Ave Hanahan, SC 29410	4.49 mi	0
18	Grace Community Fellowship	2427 Midland Park Road North Charleston, SC 29405	4.51 mi	0
19	Riverbluff Church	5421 Riverbluff Parkway North Charleston, SC 29420	4.51 mi	0
20	Iglesia Hispana Nueva Vida	2427 Midland Park Road North Charleston, SC 29406	4.52 mi	0
21	Calvary Bible Church	3262 Landmark Dr. North Charleston, SC 29418	4.55 mi	0
22	Hillcrest	3595 Ashley Phosphate Rd North Charleston, SC 29418	5.10 mi	0
23	Lighthouse Church	1177C Gregorie Ferry Road Mt Pleasant , SC 29466	5.19 mi	0
24	Charleston Korean	3960 Ashley Phosphate Rd North Charleston, SC 29418	5.81 mi	0
25	Remount	1520 Remount Rd North Charleston, SC 29406	5.97 mi	0
26	Portside	1179 Remount Rd North Charleston, SC 29406	6.24 mi	0
27	Ridge	2168 Ridge Church Rd Summerville, SC 29483	6.25 mi	0
28	Salem	321 Old Summerville Rd Summerville, SC 29483	6.50 mi	0
29	Doorway	7825 Dorchester Road Charleston, SC 29418	6.51 mi	0
30	Pleasant Grove	10360 Highway 78 E Summerville, SC 29483	6.59 mi	0

Oak Grove Bowman Lowrys Ruby Estill Murphys Estates Spartanburg Neeses Waterloo McCiella Sectia Vance Brookdale Port Royal Northlake Lugoff Belton Swanser Intercultural Institute Mountain Stateburg Allendale Reevesville Tega Cay Monetta Plum Bray for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Andrews Georgetown Clip Blackville Riverview But

APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Sangaree Christian Fellowship	415 Sangaree Parkway Blvd Summerville, SC 29483	6.81 mi	0	
32	Joy	PO Box 80357 Charleston, SC 29416	6.82 mi	0	
33	North Trident	9939 Jamison Rd Ladson, SC 29456	6.83 mi	0	
34	Riverbend	7035 Dorchester Rd North Charleston, SC 29418	6.94 mi	0	
35	Pittman Street	5105 Pittman St North Charleston, SC 29405	7.12 mi	0	
36	Friendship	5032 Lackawanna Blvd North Charleston, SC 29405	7.18 mi	0	
37	Chaparral	115 Domingo Dr Moncks Corner, SC 29461	7.63 mi	0	
38	Lydia	PO Box 43 Summerville, SC 29484	7.65 mi	0	
39	Holmes Avenue	4602 Durant Ave North Charleston, SC 29405	7.75 mi	0	
40	Cooper River	1059 Crawford Street North Charleston, SC 29405	7.79 mi	0	
41	Providence	294 Seven Farms Drive Charleston, SC 29492	7.82 mi	0	
42	Miles Road	816 Miles Rd Summerville, SC 29485	8.06 mi	0	
43	North Charleston First	4217 Rivers Ave North Charleston, SC 29405	8.23 mi	0	
44	The Fellowship of Oakbrook	1400 Old Trolley Rd Summerville, SC 29485	8.33 mi	0	
45	Crossroads Community	505 Gahagan Rd Summerville, SC 29485	8.43 mi	0	

nt Five Forks West Union Burton McClellanville Mullins East Sumter Dentsville Shiloh Sycamore Dent Berea Gifford Westminster Starr Union Jenkinsville Summit Port Intercultural Institute Forestbrook Belvedere Salem Furman Hodges Reidville Fountain Inn Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry



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South Carolina Baptist Convention

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