MissionSite top unreached locations

KINGSTREE, SC

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c Beach Eastover Burnettown Gilbert Union Hilton Head Island Little River Lowrys Hilda Sharon South /©Copyright;2011, Intercultural Institute for Contextual Ministryrence Ward Seven Oaks East Sumter Williston Ware Sh

MissionSite (TM) Table of Contents

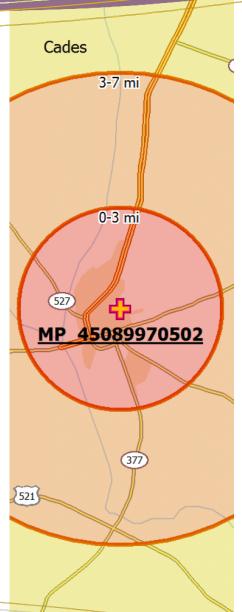
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New Ellenton Millwood Parksville Goose Creek Plum Branch Estill Walhalia Riverview Dillon Sullivan Conway Gaffney Surfside Beach Monarch Mill Oakland Ehrhardt Buch Salley Six Mile McCle Pickens Bowman Homeland Park Joanna Woodruff Cherryvale McC JorContextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary

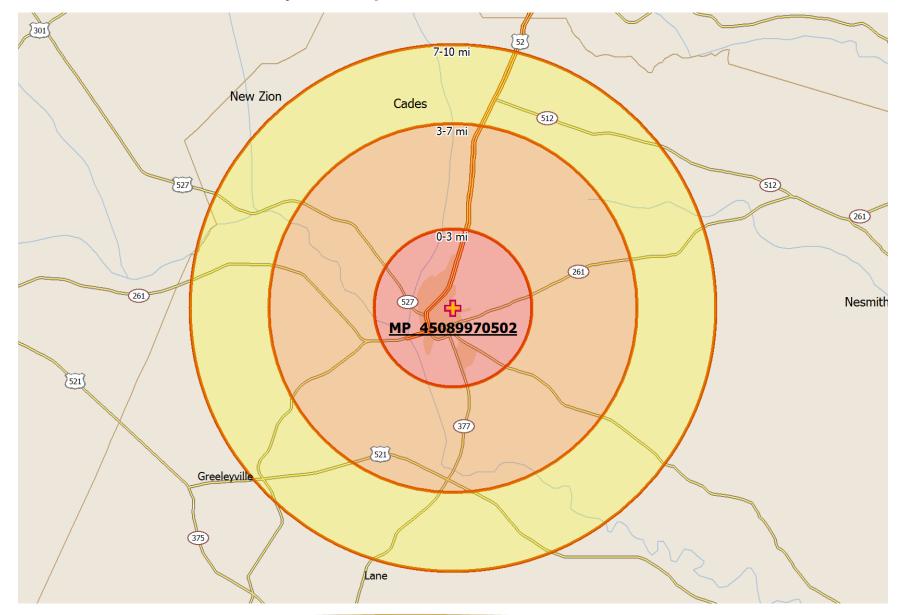
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	4504	Pee Dee Country
2	Association	45A37	Williamsburg
3	County Location	45089	Williamsburg
4	Zipcode	29556	Williamsburg
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.22	Medium towns adjacent to settlements
8	Sitescape Density Pattern	13	50000-2500-10000



Jtica Johnsonville Salley Edgefield Lake View Williamston Boiling Springs Garfney Turbeville Williams Branch Pickens Reidville Peak Whitmire Golden Grove Monetta Ward Intercultural Institute Laurens Willington Batesburg-Leesville Allendale Pelion Mauldin Figure Goldent Figure Lama Belton Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Convertion Cover Contextual Ministry

Site Location Summary - Map of the Site Location



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Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	6	Noncore adjacent to a small metro area with town of at least 2,500 residents
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban	6	Noncore - counties that are neither metropolitan or micropolitan
	Codes		
5	NCES Urban Centric	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or
	Locale Codes		equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	49	Small town core commuting: No additional code
7	ERS RUCA Commuting	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small urban
	Value		cluster)
8	Percent Commuting to	16	Percent commuting from non metro to metro areas
	Metro		

sport Branchville Pomaria Fort Mill Dentsville Lake Murray of Richland Sumter Troy Calboun Falls Eight Campobelle West Union Walterboro Bluffton Irwin Seneca Summer intercultural Institute Norway St. Stephen Gaffney Williston Kiawah Island Sans Souci Valle Jon Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	9,096	4,031	3,979
2010 Households	2,856	1,389	1,319
2010 Group Quarters Population	1,268	47	243

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	23	2	10
Language Diversity National Index	5	3	15
Foreign Born Diversity National Index	47	63	17
Ancestry Diversity National Index	5	9	3
Racial Diversity National Index	50	57	53

tlantic Beach North Myrtic Beach Kline Marion Sans Souci Meggett Mountville Ruby St. George Socast will West Pelzer Gaffney Bluffton Arial Nichols Murphys Estates North Intercultural Institute Backster Bank West Columbia East Gaffney Livingston Powderville Piedmont Economy Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

Livingston Bluffton Mullins Bradley Mount Croghan Calhoun Falls West Union Inman Red Bank Cha Clinton St. Stephen Antreville Hilton Head Island Blenheim Elgin Var Abbeville Central Pacolet Lo Blacksburg Summit Gray Court Hemingway Clover Port Royal Nine Jon Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	29	1.02%
Mainstay Communities	Established, Diverse Households	62	2.17%
Working Communities	Blue-collar, Working Families	8	0.28%
Country Communities	Rural, Agri. & Mining Families	6	0.21%
Aspiring Communities	Young Singles / Aspiring-Multihousing	902	31.58%
Urban Communities	High Density, Inner-city Neighborhoods	1,847	64.67%

Iomeland Park Isle of Palms Oak Grove Kline Batesburg-Leesville Fairfax Carlisle Lynchburg Plum Brank Walterboro Livingston Hodges Bluffton Central Little River Moncker Silverstreet Wade Hamp in Ridgeland Hilda Buffalo Liberty Lancaster Waterloo East Gaffney Jos Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Chester Cottageville Spartanburg Rowesville St. Matt 8

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.

Stater-Marietta Easley Bamborg Wagener Gaffney Ulmer Pawleys Island North Augusta Charleston Jackson Stuckey Chester Peak Red Hill Dillon Dentsville Folly Beacher Hers Valley Falls Burton City View Wilkinson Heights Elko Kershaw Surfside Beach Loris Clive for Confertual Ministry Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Compright 2011, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	7,950	2,001	25.16%
Unreached %	70.56%	70.05%	99.27
Religious But NOT Evangelical HH	3,199	815	25.48%
Religious But NOT Evangelical %	28.39%	28.54%	100.53
Spiritual But NOT Relig or Evang HH	422	86	20.47%
Spiritual But NOT Relig or Evang %	3.75%	3.03%	80.75
Not Evangelical, Not Interested HH	4,631	1,195	25.8%
Not Evangelical, Not Interested %	41.11%	41.84%	101.8



Chester Newport Company Clarks Hill Lane Oakland Murphys Estates Barnwell Ravenel Gaffney A Notice Red Bank St. Andrews Folly Beach Belton Cross Hill Iva April Intercultural Institute St Acres Columbia Awendaw Judson Homeland Park Kershaw Mountville Tor Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of SCBC Churches	13	2	15.38%
Active SCBC Attenders	0	0	0%
Active Evangelical Households	2,184	562	25.73%
Active Evangelical Percent	19.38%	19.67%	101.51
Inactive Evangelical Households	1,133	292	25.77%
Inactive Evangelical Percent	10.06%	10.22%	101.65
# New Churches Needed	0	0	0%





Spirituality Indicators - 30 Closest SCBC Churches

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

	CHURCHES	DIST.		CHURCHES
	Kingstree First	0.92 mi	16	16 Midway
2	Kingstree Second	0.93 mi	17	17 Scranton
3	Pine Grove	6.73 mi	18	18 New Zion
4	Cades	8.16 mi	19	19 Nesmith
5	Cedar Grove	9.15 mi	20	20 New Beginning
6	Mount Zion	12.19 mi	21	21 Turbeville First
7	Greeleyville	12.29 mi	22	22 Olanta
8	Paran	12.78 mi	23	23 St Stephen First
9	Union Cross Roads	13.00 mi	24	24 Piney Forest
10	Lake City First	13.95 mi	25	25 Union
11	Calvary	14.14 mi	26	26 Harristown Road
12	Bloomingvale	14.64 mi	27	27 Pine Crest
13	Spring Gulley	15.34 mi	28	28 Ariel
14	Northside Chapel	15.74 mi	29	29 Andrews First
15	Liberty	16.28 mi	30	30 Bethel

y Springdale Orangeburg Dalzell Hodges Pamplico Oakland Sumter Branchville Wilkinson Heights E South Congaree Fairfax Sullivan's Island Summit Carlisle McColl Little Intercultural Institute erloo Latta North Hartsville Forest Acres Judson Scotia Isle of Palms pocopyright 2011, Intercultural Institute for Contextual Ministry bins Jackson Feisto Beach McCormick Pelzer Seven Oaks Kline Winnsboro Mills, Clarks Hill, Antreville

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

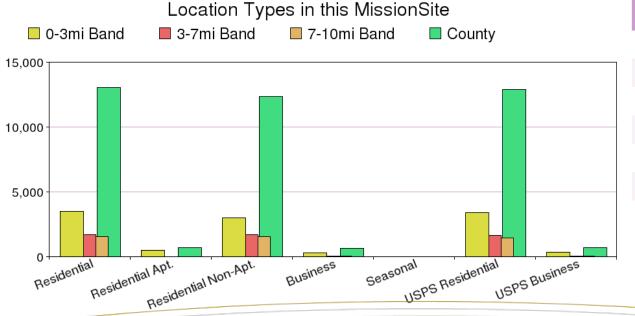
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

Bucksport Isle of Palms Cane Savannah Roebuck Simpsonville Fort Mill Inman Mills Great Falls And Peak Hanahan Ladson Wilkinson Heights Gloverville Seneca George Intercultural Institute Holly Hill Gayle Mill Joanna Ninety Six North Augusta Oakland Park for Confectual Ministry Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	36,815	9,350	25.4%
2000 Population	37,217	9,418	25.31%
2010 Population	34,044	9,096	26.72%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	12,108	3,189	26.34%
2000 Households	13,714	3,552	25.9%
2010 Households	11,267	2,856	25.35%

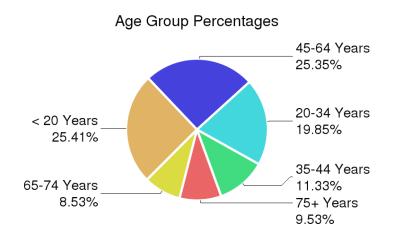


Location Type	0-3mi Band
Residential	3,493
Residential Apt.	510
Residential Non-Apt.	2,983
Business	314
Seasonal	0
USPS Residential	3,424
USPS Business	334

West Pelzer Govan McBee Privateer Welcome Inman Mills Quinby Mile Fast Caffney St. Steph ak Olanta Bonneau Union Hartsville Springfield Folly Beach Burnetto Vertual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

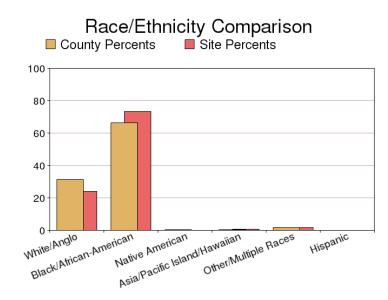


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.83%	5.12%	106
4-5 Years	2.45%	2.32%	94.69
6-8 Years	3.7%	3.78%	102.16
9-11 Years	3.63%	3.76%	103.58
12-13 Years	2.39%	2.36%	98.74
14-17 Years	5.31%	5.16%	97.18
18-19 Years	2.8%	2.89%	103.21
0-5 Years	7.28%	7.44%	102.2
6-12 Years	8.53%	8.77%	102.81
13-19 Years	9.31%	9.18%	98.6
< 20 Years	25.12%	25.39%	101.07
20-34 Years	19.38%	19.83%	102.32
35-44 Years	11.9%	11.32%	95.13
45-64 Years	27.79%	25.33%	91.15
65-74 Years	8.54%	8.52%	99.77
75+ Years	7.27%	9.52%	130.95
Median Age	40	38	96.47
Median Age (Male)	36	33	91.72
Median Age (Female)	44	44	99.89



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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	31.25%	24.07%	77.02
Black, African-American	66.41%	73.44%	110.59
Native American	0.29%	0.08%	26.46
Asian	0.32%	0.69%	214.36
Pacific Island, Hawaiian	0.01%	0%	0
Other/Multiple Races	1.72%	1.73%	100.1
Hispanic	0%	0.88%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	23,010	6,051	

Education of Addits (25 yrs+)			
Total Adults over age 25 years.	23,010	6,051	
Less than 9th Grade	8.8%	7.55%	116.58
No High School Diploma	12.56%	14.08%	89.17
High School Graduate	49.37%	43.33%	113.94
Some College, no degree	14.02%	15.87%	88.4
Associate Degree	5.18%	5.16%	100.55
College Degree	5.51%	7.88%	69.96
Graduate/Prof. degree	4.54%	6.13%	74.07

druff Lake View <u>Mayesville</u> Jackson <u>Awendaw</u> Manning <u>Centerville</u> Hollywood Florence Blackville We Richburg Easley McConnells Ward Hodges Vance North Hartsville <u>Intercultural Institute</u> Point Batesburg-Leesville Watts Mills Chesnee Whitmire York Edgefie Volcontextual 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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	16.81%	20.62%	178.74
\$10,000 to \$19,999	28.31%	30.29%	106.97
\$20,000 to \$29,999	9.4%	8.16%	86.8
\$30,000 to \$49,999	20.56%	20.24%	98.41
\$50,000 to \$59,999	6.75%	5.18%	76.82
\$60,000 to \$69,999	3.43%	2.49%	72.56
\$70,000 to \$79,999	3.56%	2.21%	61.98
\$80,000 to \$89,999	2.8%	1.75%	62.62
\$90,000 to \$99,999	1.7%	1.23%	71.91
\$100,000 to \$124,999	3.35%	4.48%	133.94
\$125,000 to \$149,999	1.27%	1.09%	85.52
\$150,000 to \$199,999	2.07%	2.24%	108.36
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	0%	0%	0
Median Household	23,956	23,380	97.6
Average Household	36,889	36,230	98.21
Per Capita Household	13,223	11,469	86.74
Family/Non-Family Household			
Income			
Median Family Income	37,243	33,664	90.39
Average Family Income	44,639	46,206	103.51
Median Non-Family Income	13,838	15,331	110.79
Average Non-Family Income	21,447	19,918	92.87

Lake Secession Allendale Latta Olar Camden Windsor North Charleston Furman Elloree Greer Ne Central Pacolet Forestbrook West Columbia Tatum Florence Arial Intercultural Institute Briarcliffe Acres Surfside Beach Awendaw Orangeburg Winnsboro Montextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	66.58%	62.78%	94.29
Families with Children	28.44%	30.6%	107.61
Families without Children	38.15%	32.18%	84.35
Non-Family Households			
% Non-Family Households	33.42%	37.22%	111.38
Non-Families with Children	0.75	0.84	111.39
Non-Families without Children	32.66	36.38	111.38
Housing Units			Index
Total Housing Units	16,008	4,003	
Vacant percent	29.62%	28.68%	96.83
Owned percent	40.08%	35.17%	87.76%
Rented Percent	30.3%	36.15%	119.29
Households by Size			Index
Avg household size	2.82	2.74	97.16
Avg family hh size	3.69	3.69	100
Avg non-family hh size	1.09	1.14	104.59
Households By Count of Persons			Percent
One	3,467	970	27.98%
Two	2,305	562	24.38%
Three or Four	3,663	879	24%
Five+	1,832	446	24.34%

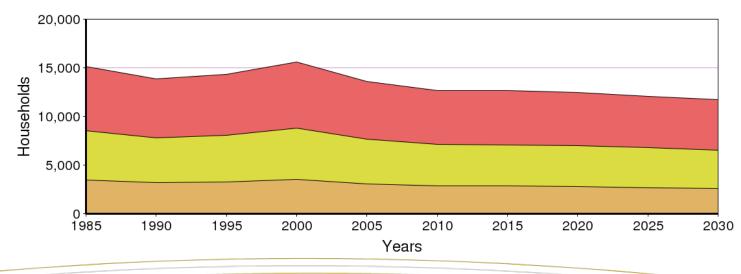
Forest Acres Rembert Orangeburg Golden Grove Yemassee York Laurel Bay Mayesville Sycamore Harch Mill Elgin Florence Berea Chester Seneca Edisto Travelers Rest Acres Intercultural Institute Awendaw Burnettown Stateburg Ridgeway Jefferson Chesnee Taylors for Contextual Ministry ter Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	36,815	9,350	25.4%
2000 Population	37,217	9,418	25.31%
2010 Population	34,044	9,096	26.72%
2015 Population	32,132	8,704	27.09%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 0-7mi Ring 🗖 0-10mi Ring

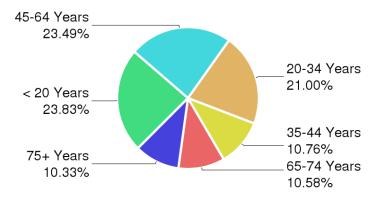


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A comparison between the current and PROJECTED demographic summary of age group categories for the site location for five years from the current year appears on the right.

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

Projected Age Group Percentages

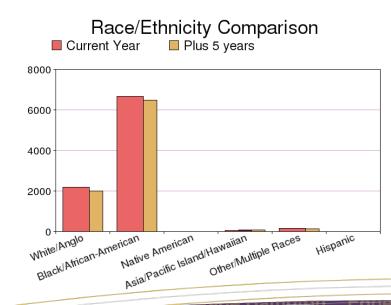


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.12%	4.4%	85.94
4-5 Years	2.32%	2.25%	96.98
6-8 Years	3.78%	3.96%	104.76
9-11 Years	3.76%	3.88%	103.19
12-13 Years	2.36%	2.59%	109.75
14-17 Years	5.16%	4.33%	83.91
18-19 Years	2.89%	2.44%	84.43
0-5 Years	7.44%	6.65%	89.38
6-12 Years	8.77%	9.13%	104.1
13-19 Years	9.18%	8.07%	87.91
< 20 Years	25.39%	23.85%	93.93
20-34 Years	19.83%	21.01%	105.95
35-44 Years	11.32%	10.77%	95.14
45-64 Years	25.33%	23.51%	92.81
65-74 Years	8.52%	10.59%	124.3
75+ Years	9.52%	10.34%	108.61
Median Age	40	39	97.51
Median Age (Male)	36	34	93.17
Median Age (Female)	44	44	101.7

stee Utica Burton Isle of Palms Williamston Abbeville Lodge Pendleton Hilda Hardeeville Lancaster Chesnee Pinewood Forest Acres Denmark McCormick Furman Coron Clellanville Folly Beach Bucksport Lugoff Westminster Due West St. Av Intercultural Institute for Contextual Ministry te Copyright 2011, Intercultural Institute for Contextual Ministry Society Hill Taylors Varnville Elloree Lakewood Norris Johnsonville

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	24.07%	23.07%	95.86
Black, African-American	73.44%	74.54%	101.5
Native American	0.08%	0.1%	134.36
Asian	0.69%	0.84%	121.09
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.73%	1.45%	83.87
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	6,051	5,976	
Less than 9th Grade	7 55%	6 39%	84 64

Total Adults over age 25 years.	6,051	5,976	
Less than 9th Grade	7.55%	6.39%	84.64
No High School Diploma	14.08%	10.48%	74.4
High School Graduate	43.33%	49.18%	113.5
Some College, no degree	15.87%	15.63%	98.51
Associate Degree	5.16%	5.39%	104.5
College Degree	7.88%	6.38%	80.88
Graduate/Prof. degree	6.13%	6.56%	106.99

sville Fountain Inn Hanahan Seneca Elgin Norway Southern Shops Lancaster Fairtax Florence Belver Beach Aiken Folly Beach Fort Mill Dentsville Millwood India Hook Intercultural Institute Hardeeville Blacksburg Parker Chesnee Marion Brunson Charlestor for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Standard Standard State Fort Royal Mov22

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	20.62%	18.04%	87.45
\$10,000 to \$19,999	30.29%	32.35%	106.81
\$20,000 to \$29,999	8.16%	6.88%	84.3
\$30,000 to \$49,999	20.24%	19.58%	96.74
\$50,000 to \$59,999	5.18%	5.61%	108.34
\$60,000 to \$69,999	2.49%	2.28%	91.74
\$70,000 to \$79,999	2.21%	2.53%	100.21
\$80,000 to \$89,999	1.75%	1.75%	104.22
\$90,000 to \$99,999	1.23%	1.37%	111.66
\$100,000 to \$249,999	4.48%	5.4%	120.57
\$125,000 to \$149,999	1.09%	1.47%	135.77
\$150,000 to \$199,999	2.24%	2.53%	112.74
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	0%	0%	0
Median Household	23,380	24,660	105.47
Average Household	36,230	37,244	102.8
Per Capita Household	11,469	12,322	107.44
Family/Non-Family Household			
Income			
Median Family Income	33,664	38,417	114.12
Average Family Income	46,206	49,191	106.46
Median Non-Family Income	15,331	16,303	106.34
Average Non-Family Income	19,918	20,657	103.71

ort Surfside Beach Branchville Bishopville Edisto Arcadia Lakes Ladson Hollywood Wellford Livingste endate Calhoun Falls Tatum Folly Beach Jamestown Elgin Swansea For Intercultural Institute IcBee Lowndesville Monarch Mill Eutawville West Columbia West Pelzer for Contextual Ministry Copyright 201 P. Intercultural Institute for Contextual Ministry Copyright 201 P. Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	62.78%	59.79%	95.24
Families with Children	30.6	26.81	87.6
Families without Children	32.18	29.12	90.51
Non-Family Households			
% Non-Family Households	37.22%	40.21%	108.04
Non-Families with Children	0.84	0.91	108.04
Non-Families without	36.38	39.3	108.02
Children			
Housing Units			
Total Housing Units	4,003	3,992	99.73%
Vacant percent	28.68%	28.58%	99.66
Owned percent	35.17%	35.27%	100.28
Rented Percent	36.15%	36.12%	99.93
Households by Size			
Avg household size	2.74	2.54	92.7%
Avg family hh size	3.69	3.52	95.39%
Avg non-family hh size	1.14	1.07	93.86%
Households By Count of			
Persons			
One	970	1,049	108.14%
Тwo	562	636	113.17%
Three or Four	879	815	92.72%
Five+	446	350	78.48%

Kline Red Hill Wilkinson Heights Johnsonville Florence Rembert Cokesbury Edisto Beach Vance Cordova McCormick Fort Mill Bowman Hardeeville Williams Port Provint St. Stophen Oakland Batte Interloo Inman Belvedere Due West Arcadia Lakes McBee Anderson Governation Contextual Ministry Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN	IN:	IN: 0-3	IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	66	9	15	Eastern Africa	a	a 0	a 0 0
Northern Europe	0	0	1	Middle Africa		0	0 0
Western Europe	12	0	0	Northern Africa		0	0 0
Southern Europe	0	0	0	Southern Africa		0	0 0
Eastern Europe	0	0	2	Western Africa		10	10 0
Other Europe	0	0	0	Other Africa		0	0 0
Eastern Asia	7	0	1	Oceania		0	0 0
So. Central Asia	5	0	0	Caribbean	1	3	3 9
SE Asia	19	0	0	Central Amer.	0		0
Western Asia	0	0	0	South America	0		0
Other Asia	0	0	0	North America	0		0
				Born at sea	0		0

Conference Family Strand Family Strand Dentsville Pickens Union Watts Mills Hickory Grove Forest Acres Mount Intercultural Institute Matthews Columbia Trenton Lake City Cheraw York Forestbrook Hon for Conference Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	8,219	3,201	5,597	Other Indo-Euro	0	0	0
Spanish	51	21	118	Asian/PI languages	0	0	0
Other Indo-Euro	133	37	79	Chinese	6	0	0
language				Japanese	14	0	0
French (incl. Patois,	103	30	40	Korean	0	0	8
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	0	6	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	24	6	25	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	13
Other West Germanic	6	1	0	Other Asian	5	0	0
A Scandinavian	0	0	0	Tagalog	0	0	0
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	0	0
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

Barnwell Belvedere Roebuck Mulberry Burton Denmark Cayce Cross Hill Summerville Aynor Ca Springfield Lancaster Mill Lake Wylie Clemson Kline Elko Great intercultural Institute Lancaster Forestbrook Olar Timmonsville Edisto Quinby Modoc Por Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	7,283	3,035	4,933	Irish	Irish 114	Irish 114 36
Arab	0	0	0	Italian	Italian 6	Italian 6 1
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	19	4	5	Norwegian	Norwegian 7	Norwegian 7 2
British	5	1	3	Polish	Polish 16	Polish 16 7
Canadian	0	0	1	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	0	0	Russian	Russian 0	Russian 0 0
Czechoslovak	0	0	0	Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	0	0	0	Scotch-Irish	Scotch-Irish 365	Scotch-Irish 365 96
Dutch	11	3	12	Scottish	Scottish 36	Scottish 36 8
English	210	50	146	Slovak	Slovak 0	Slovak 0 0
European	77	19	28	Subsaharan African	Subsaharan African 174	Subsaharan African 174 44
Finnish	0	0	0	Swedish	Swedish 0	Swedish 0 0
French (not Basque)	46	11	33	Swiss	Swiss 6	Swiss 6 1
French Canadian	0	0	0	Ukrainian	Ukrainian 5	Ukrainian 5 2
German	139	35	66	US/American	US/American 894	US/American 894 276
Greek	0	0	2	Welsh	Welsh 0	Welsh 0 0
Hungarian	0	0	3	West Indian	West Indian 9	West Indian 9 7
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 5,144	Other 5,144 2,432

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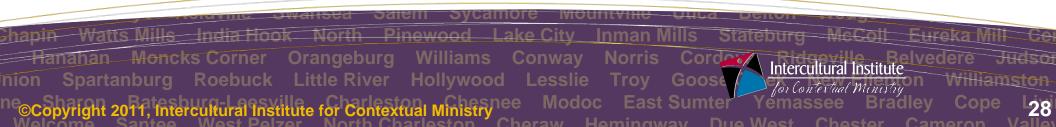
The Lyman Powderville Olar Jamestown Florence Inman Mills Piedmont Rider <u>Intercultural Institute</u> The Lyman Powderville West Columbia Woodruff Travelers Rest Cherry for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

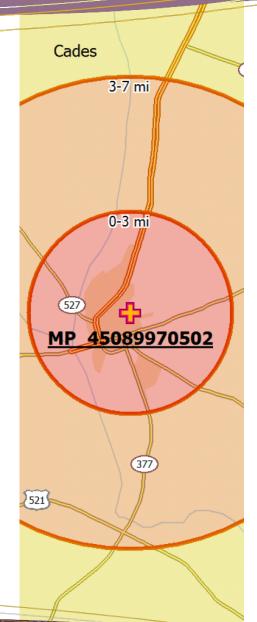
Issues for Your Consideration - continued

- 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?

Duncan Greenville Lowrys Jamestown Woodford Barnwell Rowesville Summit Pinewood North A Cordova Shiloh South Sumter Lugoff Mulberry Fountain Inn Ehrhand Intercultural Institute Belton Hilda Vance Garden City Cowpens Greenwood Aiken Kiaw Jor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



Springs Rembert Hurphys Estates Jackson Startex Utica Forestbrook Whitmire Spartanburg Lesslie A Heau Hickory Grove Saxon Smyrna Greeleyville Summerville Salem Intercultural Institute avannah Elloree Lancaster Mill Kershaw Lake Murray of Richland Green for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Abbaville Saluda St Andrews Mount Croopan Medical

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,856	100%	2,001	100%
AFFLUENT SUBURBIA	15	0.53%	12	0.6%
America's Wealthiest	7	0.25%	6	0.3%
Dream Weavers	8	0.28%	6	0.3%
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	14	0.49%	9	0.45%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	14	0.49%	9	0.45%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

Cettageville Manning Cayce Easley Lake Murray of Richland Central Pacolet Lane Kline Windsor Ge Clearwater Lexington Cherryvale Govan Parksville Honea Path Batesburg Intercultural Institute Gayle Mill Awendaw Heath Springs Blenheim Abbeville Hanahan Wing Confertual Ministry Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,856	100%	2,001	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	62	2.17%	44	2.2%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	2	0.07%	1	0.05%
Professional Urbanites	47	1.65%	34	1.7%
Urban Advancement	10	0.35%	7	0.35%
Amer. Great Outdoors	3	0.11%	2	0.1%
Mature America	0	0%	0	0%
METRO FRINGE	8	0.28%	6	0.3%
Steadfast Conservative	0	0%	0	0%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	8	0.28%	6	0.3%

Cayce Honea Path Oswego Boiling Springs Mountville Walterboro Newport Bishopville Mullins Piece Blacksburg Lancaster Mill Port Royal Laurens Springdale Branchville <u>Intercultural Institute</u> Ridge Spring Bamberg Landrum Privateer Harleyville Ninety Six Rowesville No for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH &	& Percent
Total	2,856	100%	2,001	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	902	31.58%	668	33.38%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	902	31.58%	668	33.38%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	6	0.21%	4	0.2%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	6	0.21%	0	0%
Comfy Country Living	0	0%	4	0.2%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

wille Saluda Lakewood Promised Land Hodges Hemingway Cherryvale Wellford Red Hill Edgefield F Rock Hill Newberry Piedmont Estill Seneca Lancaster Mill Arcadia Lake Intercultural Institute Starr Bamberg Cowpens Clarks Hill Kingstree Landrum Six Mile Seneca Lancaster Mile Seneca Lancaster Mile Six Mile Seneca Lancaster Mile

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,856	100%	2,001	100%
STRUGGLING SOCIETIES	1,714	60.01%	1,162	58.07%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	1,714	60.01%	1,162	58.07%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	133	4.66%	96	4.8%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	45	1.58%	31	1.55%
Urban Diversity	0	0%	0	0%
New Generation Activists	22	0.77%	15	0.75%
Getting By	66	2.31%	50	2.5%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Authewood New Ellenton Summerton Gloverville Denmark Hilton Head Island Dalzell Silverstreet Wagene Union Norway Turbeville Trenton Reevesville Centerville Perry Sans Intercultural Institute Mountville Quinby Southern Shops Slater-Marietta Clarks Hill Ridge Sp for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

Th Little Mountain Sellers Mountville Bishopville Rock Hill Mayo Reidville Central Pacolet Honea Path Pinewood Fairfax City View Coronaca Walhalla Williamston Elgin Intercultural Institute Inchville Edisto Beach Swansea Furman Bradley Forest Acres Lancast Confectual Ministry Confectual Ministry Pelle Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry

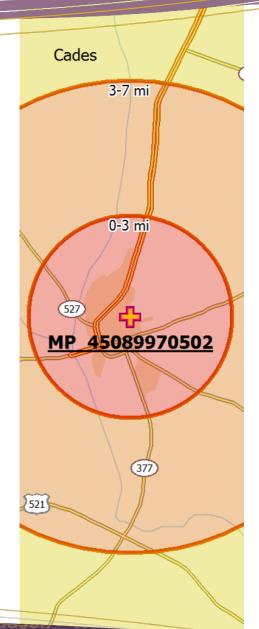
Potential Cultural Bridges

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).



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	64%	65%	65%
Use Comp. for	40%	41%	42%
Internet/E-mail			
Internet Use: E-Mail	34%	35%	35%
Use Comp. for Comp.	34%	34%	34%
Games			
Use Comp. for Education	29%	29%	29%
HH Owns DVD Player	25%	25%	25%
Use Comp. for Shopping	20%	20%	20%
Internet Use: News/	19%	19%	19%
Weather			
Use Comp. for Word	19%	20%	20%
Processing			
Use Comp. for Banking	18%	18%	18%



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

BRIDGES	0-3	3-7	7-10	BRIDGES
	MILES	MILES	MILES	
Listening To Music	64%	64%	65%	Any Ailment
Reading Books	48%	48%	49%	Gen./Fam. Practitioner
Dining Out (Not Fast Food)	40%	41%	41%	Hypertension/High Blo
Card Games	33%	34%	35%	Pressure
Cooking for Fun	31%	32%	32%	Backache
Go To A Beach/Lake	26%	26%	26%	Dentist
Board Games	24%	25%	25%	Eye Dr.
Gardening	22%	22%	23%	High Cholesterol
Going To	14%	14%	14%	None Of These
Bars/Nightclubs/Dancing				Acid Reflux Disease (0
Visit Zoo	12%	13%	13%	Any Arthritis

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	68%	68%	68%
Gen./Fam. Practitioner	30%	31%	31%
Hypertension/High Blood	24%	24%	24%
Pressure			
Backache	23%	23%	23%
Dentist	20%	21%	21%
Eye Dr.	19%	19%	20%
High Cholesterol	18%	19%	19%
None Of These	18%	18%	18%
Acid Reflux Disease (GERD)	16%	16%	16%
Any Arthritis	16%	16%	16%

Andrews Berea Utica Gantt Cross Hill Stuckey Ridgeway Govan Allendale Starr Woodruff Inman S ieid Coronaca Burton Florence Valley Falls Spartanburg Clemson New Intercultural Institute ndrews Brookdale Summerville Liberty Lancaster Mill Clarks Hill Lyma Intercultural Institute for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	23.27%	23.49%	23.67%
Live Theater	14.8%	15.23%	15.57%
Rock/Pop Concerts Most	12.94%	13.15%	13.25%
Often			
Live Theater Most Often	11.55%	11.95%	12.26%
Dance Performance	10.28%	10.18%	10.12%
Comedy Club	9.11%	9.14%	9.19%
Movies: Comedy	43.42%	43.08%	42.72%
Movies: Action/Adventure	39.79%	39.64%	39.42%
Movies: Drama	27.69%	27.22%	26.78%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	24.78%	24.71%	24.51%
Movies: Horror	21.5%	20.52%	19.74%
Movies: Romantic Comedy	21.32%	21.24%	21.18%
College Football Reg.	4.13%	4.27%	4.32%
Season			
College Basketball Reg.	3.61%	3.65%	3.64%
Season			
NFL Football Reg. Season	3.53%	3.74%	3.87%
NBA Basketball Reg.	2.76%	2.89%	2.94%
Season			
MLB Baseball Reg. Season	2.44%	2.56%	2.66%
College Football	2.25%	2.22%	2.17%
Post-Season			

Blacksburg Abbeville Marion Northlake Parksville Lockhart Great Falls North Charleston Travelers Wedgewood Bradley Mount Pleasant Wellford Williams Peak Denmark Intercultural Institute Blythewood Union Fort Mill Privateer Boiling Springs Elko Pickens Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	33.83%	34.42%	34.78%	Golf	Golf 7.13%	Golf 7.13% 7.54%
Swimming	19.92%	20.49%	20.86%	Mountain/Road Biking	Mountain/Road Biking 6.68%	Mountain/Road Biking 6.68% 6.92%
Basketball	18.2%	18.54%	18.71%	Ice Skating	Ice Skating 6.14%	Ice Skating 6.14% 6.17%
Billiards/Pool	16.35%	16.33%	16.27%	Yoga	Yoga 6.02%	Yoga 6.02% 6.1%
Bowling	16.21%	16.88%	17.37%	Softball	Softball 5.87%	Softball 5.87% 6.11%
Jogging/Running	15.02%	15.26%	15.41%	Tennis	Tennis 5.57%	Tennis 5.57% 5.81%
Football	13.4%	13.54%	13.62%	Roller Skating	Roller Skating 5.56%	Roller Skating 5.56% 5.66%
Weight Training	11.75%	12.03%	12.18%	Soccer	Soccer 5.26%	Soccer 5.26% 5.62%
Aerobics	10.51%	10.8%	10.99%	Saltwater Fishing	Saltwater Fishing 4.57%	Saltwater Fishing 4.57% 4.84%
Freshwater Fishing	10.49%	10.89%	11.22%	Snorkeling	Snorkeling 4.39%	Snorkeling 4.39% 4.39%
Stationary Cycling	9.68%	9.81%	9.89%	Camping Trips	Camping Trips 4.2%	Camping Trips 4.2% 4.42%
Baseball	9.13%	9.4%	9.67%	Jet Skiing	Jet Skiing 4.1%	Jet Skiing 4.1% 4.14%
Volleyball	8.02%	8.11%	8.19%	Power Boating	Power Boating 4.04%	Power Boating 4.04% 4.1%
Using Cardio Machine	7.9%	8.28%	8.54%	Hunting	Hunting 3.94%	Hunting 3.94% 4.19%

Fort Lawn Clarks Hill Arial Rembert Sharon Buffalo Oak Grove Mullins West Pelzer Ruby Mountville Pacolet Cordova Springdale Springdale Brookdale Oakland Eutawville Pickens Ouinby Lowndesville for confectual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10	
	MILES	MILES	MILES	
Fly Fishing	3.68%	3.72%	3.74%	
Skateboarding	3.62%	3.72%	3.77%	
Backpacking/Hiking	3.61%	3.92%	4.12%	
Canoeing/Kayaking	3.44%	3.61%	3.7%	
Hockey	3.21%	3.41%	3.54%	
Snowmobiling	3.21%	3.23%	3.23%	
Racquetball	3.12%	3.31%	3.49%	
Motorcycling	3.09%	3.23%	3.33%	
Snowboarding	3.06%	3.09%	3.09%	
Downhill & X-Country Skiing	2.89%	3.05%	3.13%	

0-3	3-7	7-10
MILES	MILES	MILES
2.86%	3.08%	3.3%
2.84%	2.95%	3.01%
2.7%	2.88%	3.01%
2.68%	2.73%	2.76%
2.34%	2.38%	2.4%
2.19%	2.21%	2.25%
1.88%	2.05%	2.16%
1.84%	1.88%	1.93%
1.61%	1.74%	1.84%
1.57%	1.59%	1.62%
	MILES 2.86% 2.84% 2.7% 2.68% 2.34% 2.19% 1.88% 1.84% 1.61%	MILESMILES2.86%3.08%2.84%2.95%2.7%2.88%2.68%2.73%2.34%2.38%2.19%2.21%1.88%2.05%1.84%1.88%1.61%1.74%

Ridgeland Quinby Coward Pelion Reidville Kiawah Island Due West Welford Caston Blenheim West Pelzer McCormick Piedmont Jefferson Oak Grove Wilkinson Heim Intercultural Institute Neeses Powderville Coronaca Williston Chesterfield Laurens Gaffney For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bereger Saxon Marior 41

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.

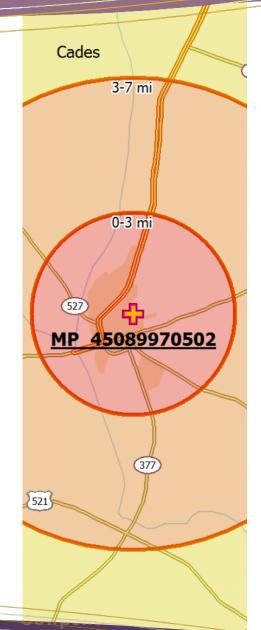
BIBLICAL BARRIERS

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.



Mill McClellanville Forestbrook Camden Fort Lawn Clemson Springdale Vance Conway Atlantic Beach Cottageville Central Pacolet Cokesbury Taylors Valley Falls Florence Intercultural Institute assee Cayce Rembert Carlisle Burnettown Inman Burton Berea Abb Intercultural Institute Up Beiling Sp V Copyright 2011, Intercultural Institute for Contextual Ministry Belton Allendale Greeleyville Sycamore Woodruff 42

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.

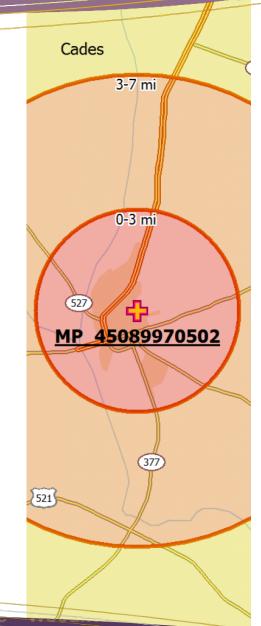
CULTURAL BARRIERS OF ACCEPTANCE

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.



Five Forks Folly Beach Summerville Cane Savannah Mountville North Hartsville Marion Seabrook Isla Society Hill Mullins Dillon Ulmer Turbeville Scranton McBee Reference Intercultural Institute Tatum Pamplico Brunson Paxville Easley Cayce Scotia Waterloo For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Westminister Bolton Bothung Sonton Information Intercultural Institute for Contextual Ministry Westminister Bolton Bothung Sonton Information Intercultural Institute for Contextual Ministry Marine Copyright 2011, Intercultural Institute for Contextual Ministry Marine Copyright 2011, Intercultural Institute for Contextual Ministry Marine Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

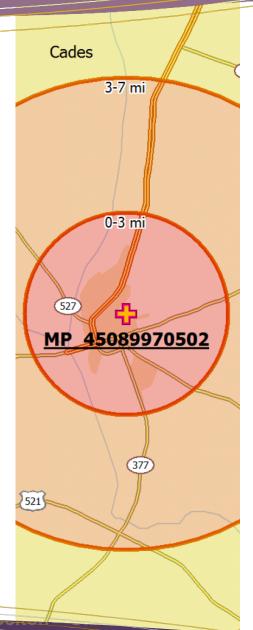
BARRIERS	0-3	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning New Things	57%	57%	57%	We Should Strive for Equality for All	22%	22%	21%
Speak My Mind Even If It Upsets People	45%	44%	44%	Money Is Best Measure Of Success	21%	22%	22%
Like Control Over People And	43%	43%	43%	Marijuana Should Be Legalized	20%	21%	21%
Resources				Rarely Sit Down to a Meal	18%	18%	18%
Find It Difficult To Say No To My	37%	37%	37%	Together At Home			
Kids				Like To Pursue	17%	17%	17%
Don't Judge People/Way They	36%	35%	35%	Challenge/Novelty/Change			
Live Life				Only Work Current Job for The	16%	16%	16%
Too Much Sponsorship In	36%	35%	35%	Money			
Arts/Sports				Friends More Important Than	16%	16%	17%
Woman's Place Is In The Home	35%	35%	35%	My Fam.			
I Am A Workaholic	30%	29%	29%	Happy With My Standard Of	12%	12%	12%
Like To Do Unconventional	27%	27%	28%	Living			
Things				Very Happy With My Life As It Is		12%	11%
If Won Lottery Would Never	27%	27%	27%	More Important Do Duty Than	11%	11%	11%
Work Again				Enjoy Life			
Like to Stand Out In A Crowd	26%	25%	25%	On Whole People Get What	11%	11%	11%
Prefer To Have Few	25%	25%	26%	They Deserve			
Possessions As Possible				Little I Can Do To Change My	11%	11%	11%
				Life			

Mill Vance West Pelzer Bolling Springs Lamar Valley Falls Santee Bishopville Wedgewood Willington Hillivan's Island Windsor Wade Hampton Liberty Ninety Six Wellford Jaron Intercultural Institute Edgefield East Gaffney Jonesville Privateer Fountain Inn St. Matthews Wedgewood Willington Edgefield East Gaffney Jonesville Privateer Fountain Inn St. Matthews Wedgewood Willington Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Wedgewood Willington Edgefield East Gaffney Jonesville Privateer Fountain Inn St. Matthews Wedgewood Willington Edgefield East Gaffney Jonesville Privateer Fountain Inn St. Matthews Wedgewood Willington Edgefield East Gaffney Jonesville Privateer Fountain Inn St. Matthews Wedgewood Contextual Ministry Conte

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.



Jackson Denmark Travelers Rest Lincolnville Seven Oaks Trenton Lake Murray of Bichland North Char the Laurens Sycamore Parker Myrtle Beach Ware Shoals North Estimation Intercultural Institute Liberty Jenkinsville Aiken Meggett Snelling Shiloh Smoaks Six Mi 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-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	59%	59%	59%	People Have To Take Me As They Find Me		23%	24%
Important To Respect Customs And Beliefs	54%	55%	55%	Try Not To Worry About The Future	20%	19%	19%
Prefer Work Part Of Team Than Alone	40%	40%	41%	Like To Just Enjoy Life Real Men Don't Cry	18% 18%	18% 18%	18% 18%
Like To Understand About Nature	40%	39%	39%	Enjoy Spending Time With My Fam.	15%	15%	15%
Important To Juggle Various Tasks	37%	37%	37%	Worried About Pollution Caused By Cars	15%	15%	15%
Good At Fixing Things	33%	33%	33%	Is An Important Part Of Who I Am	13%	13%	13%
Important Feel Respected By My Peers	33%	33%	33%	Children Should Be Allowed To Express Themselves	9%	9%	9%
Have Keen Sense Of Adventure	30%	30%	30%	Feel Very Alone In The World	6%	6%	6%
Provide My Kids With The Little Extras	26%	26%	26%	Like Spending Most Time With Fam.	5%	6%	6%
Consider Myself Interested In The Arts	25%	25%	25%	Would Like To Set Up Own Business	5%	5%	5%
Prefer To Have Few Possessions As Possible	25%	25%	26%	Decor Particular Interest To Me	4%	3%	3%
Looking for New Ideas To Improve Home	25%	24%	24%				

Marion Carlisle Watts Mills Golden Grove Homeland Park Chapin Central Pacelet Anderson West Pell Princeton Easley Beaufort Walhalla Rockville Newberry Cherryvale kewood Blenheim Mayo Great Falls Wade Hampton Pageland Taylors for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Lake City Mayesville Norway Orangeburg Elgip Smo

Potential Shared Places

Clearwater

Mullins

Sharon

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.

0-3 mi 527 MP 45089970502 377 521 Carlisle Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Coronaca Ingt₂₇

Cades

3-7 mi

Potential Shared Places:

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

PLACE	0-3	3-7	7-10		PLACE	PLACE 0-3	PLACE 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fast Food/Drive-In	88.94%	89.08%	88.92%		Red Lobster	Red Lobster 21.1%	Red Lobster 21.1% 21.29%
Restaurant-Visit Any					Domino's Pizza	Domino's Pizza 20.51%	Domino's Pizza 20.51% 20.51%
Fam. Restaurants/Steak	74.46%	75.36%	75.8%		Dairy Queen	Dairy Queen 19.53%	Dairy Queen 19.53% 19.34%
Houses-Visit Any					Golden Corral	Golden Corral 18.25%	Golden Corral 18.25% 18.37%
McDonald's	57.16%	57.25%	57.16%		Church's Fried Chicken	Church's Fried Chicken 17.5%	Church's Fried Chicken 17.5% 17.21%
Kentucky Fried Chicken (KFC)	43.5%	43.36%	42.99%		Olive Garden	Olive Garden 17.41%	Olive Garden 17.41% 17.59%
Burger King	40.26%	40.27%	40.2%		IHOP (International House Of	IHOP (International House Of 16.47%	IHOP (International House Of 16.47% 16.69%
Wendy's	36.52%	36.6%	36.44%		Pancakes)	Pancakes)	Pancakes)
Subway	32.63%	32.71%	32.55%		Sonic	Sonic 15.72%	Sonic 15.72% 15.69%
Pizza Hut	28.65%	28.65%	28.49%		Hardee's	Hardee's 15.29%	Hardee's 15.29% 15.23%
Taco Bell	26.88%	26.87%	26.71%		Chick-Fil-A	Chick-Fil-A 15.2%	Chick-Fil-A 15.2% 15.81%
Applebee's	26.67%	27.03%	27.15%		TGI Friday's	TGI Friday's 14.68%	TGI Friday's 14.68% 14.87%
Popeyes	23.68%	23.35%	22.97%		Krispy Kreme	Krispy Kreme 14.37%	Krispy Kreme 14.37% 14.36%
Arby's	21.89%	22.12%	22.1%				

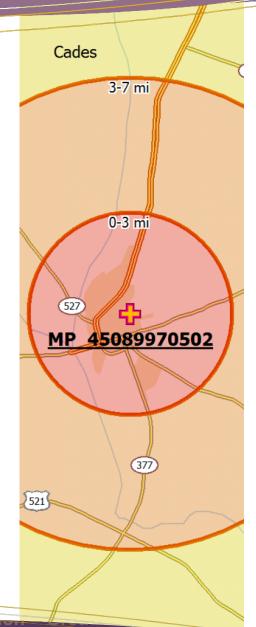
Iorth Greenville Stuckey Sumter Laurens Inman Paxville Mauldin Garden City Kline Arial Hilton Hear Campobello Boiling Springs India Hook Woodruff Charleston Norward Riverview Central Pacolet Tag ton Piedmont Coronaca Donalds Golden Grove North Myrtle Beach Movard Contextual Institute Contextual Ministry Contextual Institute for Contextual Ministry 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!



on McConnells McBee Surfside Beach Smoaks Garden City Fort Lawn Barnwell Slater Marietta Florence Jenkinsville Jackson Cordova Watts Mills Bluffton Lugoff Woodry Intercultural Institute Laurel Bay Society Hill Sullivan's Island Seneca Kershaw Port Royal ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	37.69%	38.65%	39.27%
Recycled products	20.36%	21.15%	21.65%
Worked as volunteer (non political)	10.29%	10.53%	10.66%
Engaged in fund raising	9.33%	9.7%	9.99%
Religious club member	7.79%	8.09%	8.26%
Church Board	7.19%	7.59%	7.82%

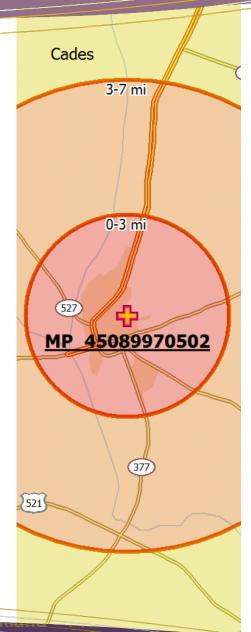
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Took active part in local civic	4.25%	4.32%	4.38%
issue			
Wrote to editor of mag or	4.11%	4.14%	4.16%
newspaper			
Union member	3.61%	3.92%	4.14%
Addressed a public meeting	3.23%	3.34%	3.43%
Wrote to elected offcl about	3.18%	3.28%	3.37%
publ bus			
Charitable Organization	3.18%	3.31%	3.43%

George Marion Timmonsville Lowndesville Dillon Aiken McBee Troy Sneiling Bishopville Mountville Burnettown North Augusta Edgefield Brookdale Summerton Norway Intercultural Institute Fountain Inn Winnsboro Neeses Lake Wylie Cayce Hilda Princeton Brune Found Intercultural Institute Fountain Inn Winnsboro Neeses Lake Wylie Cayce Hilda Princeton Brune Found Intercultural Institute Fountain Inn Winnsboro Neeses Lake Wylie Cayce Hilda Princeton Brune Found Intercultural Institute Found F

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.



Rowesville Whitmire Cayce Mulberry Irwin Gifford Five Forks Centerville Arcada Lakes Anderson G Jeanna Shell Point Shiloh South Congaree Ware Shoals Winnsboro Miller Intercultural Institute st Acres Williams Smoaks Conway Gayle Mill Dunean Pelion Aynor Gordova West Pelzer Abbeville ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Children's Books	12%	12.2%	12.32%
Novel	10.86%	11.25%	11.54%
Religious (not Bibles)	9.52%	9.79%	9.98%
Cookbooks	7.91%	7.95%	7.95%
Mystery	6.07%	6.03%	6.08%
Romance	5.99%	6.02%	6.08%
Personal/Business	4.72%	4.94%	5.1%
Self-help			
Biography	4.62%	4.78%	4.92%
Mail order	4.61%	4.6%	4.65%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	64.73%	65.16%	65.42%
Gen. Editorial	57.8%	58.03%	57.95%
Womens	49.52%	50.13%	50.34%
Service	28.02%	28.05%	27.99%
Music	23.79%	23.88%	23.83%
Business/Finance	22.75%	23.37%	23.57%
Mens	20.93%	21%	20.95%
Parenthood	16.71%	16.49%	16.23%
Health	14.42%	14.59%	14.65%

engeburg Plum Branch Wedgewood Fort Lawn East Sumter Pamplico Berea Conway Judson Reidville Cay Blackville Kline Perry Carlisle Elgin Hodges Aynor Woodford S Hill Bennettsville Eastover New Ellenton Meggett Walterboro Lake M Gordertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	43.3%	43.83%	44.23%
Classified	29.91%	29.68%	29.6%
Sport	26.79%	27.01%	27.19%
Editorial Page	21.49%	21.86%	22.14%
TV/Radio Listings	20.97%	21.08%	21.13%
Movie Listings & Reviews	20.54%	20.81%	21.03%
Business/Finance	20.48%	20.93%	21.25%
Comics	19.92%	19.85%	19.82%
Food/Cooking	19.54%	19.85%	20.08%
Fashion	15.27%	15.69%	15.99%
Home/Gardening	14.79%	15.32%	15.69%
Travel	13.78%	14.33%	14.73%
Science/Technology	11.14%	11.69%	12.05%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Urban Contemporary	52.49%	52.58%	52.36%
Jazz	15.33%	16.01%	16.28%
CHR Contemp Hit Radio	14.44%	14.69%	14.94%
Variety	11.02%	11.28%	11.45%
Gospel	10.58%	10.61%	10.54%
Adult Contemporary	9.12%	8.84%	8.66%
Oldies	8.54%	8.44%	8.37%
Country	6.64%	6.47%	6.4%
All News	6.24%	6.79%	7.15%
Religious	4.47%	4.76%	4.95%
Soft Contemporary	4.42%	4.54%	4.62%
News/Talk	4.23%	4.4%	4.49%
Alternative	4.13%	3.97%	3.82%
Rock	3.56%	3.56%	3.59%
All Talk	2.34%	2.5%	2.65%
Classic Rock	2.32%	2.23%	2.2%
Sports	2.32%	2.46%	2.55%
Classical	2.09%	2.2%	2.28%

Indeeville Calhoun Falls Barnwell Trenton Travelers Rest Laurel Bay Isle of Palms Blackville Lexington Berea Privateer Chesterfield Batesburg-Leesville Tega Cay Mount Intercultural Institute Promised Land Newberry Stateburg Williams Jenkinsville St. Andrews Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Balley Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	60%	60.58%	60.83%
Other Video-On-Demand	56.77%	55.87%	54.79%
Soapnet	50.55%	50.72%	50.73%
Satellite Dish	47.03%	47.49%	47.56%
MSNBC	35.53%	35.44%	35.2%
Sci-Fi Channel	34.2%	34.65%	34.81%
Adult Pay Per View TV	33.13%	33.42%	33.38%
Subscribe Digital Cable	31.76%	32.25%	32.62%
Nick At Nite	26.8%	26.76%	26.51%
Nickelodeon	26.5%	26.5%	26.39%
TCM (Turner Classic	26.46%	26.46%	26.22%
Movies)			
TV Info From Sunday TV	25.87%	26.19%	26.39%
Magazine			

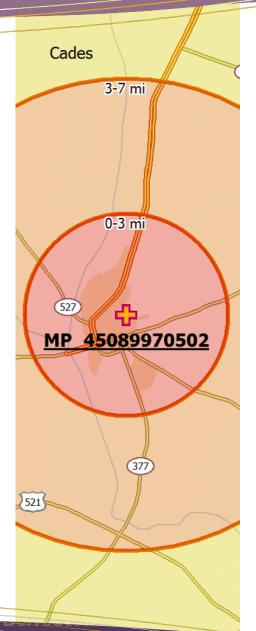
Sville Aiken Oakland Brunson Boiling Springs Santee Lexington Mount Pleasant Greeleyville Hampto Etgin McCormick Orangeburg Chesterfield Williams Kershaw Super HeColl McClellanville Wat In Jonesville Lugoff Port Royal Fort Mill Landrum Holly Hill Kingstree Country Intercultural Institute Country alls Lake Muri Coopyright 2011, Intercultural Institute for Contextual Ministry Country Plum Branch Ridgeville Columbia Red Bank Conway 52

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.



Sellers Millwood Pendleton Whitmire Gray Court Startex Landrum Aynor Kershaw Pickens Seven ge Spring Chester City View Loris Edisto Joanna Mount Pleasant Gares City Symmit Duncan Denni Luray Orangeburg Ware Shoals Mount Croghan Spartanburg Marion For Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Second Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	14.04%	14.31%	14.48%
Medium Users (4-6)	6.98%	7.05%	7.1%
Light Users (1-3)	15.18%	15.59%	15.97%
Quintiles (20%)			
Newspaper I (Heavy)	1.29%	1.18%	1.1%
Newspaper II	1.4%	1.43%	1.47%
Newspaper III	1.4%	1.47%	1.55%
Newspaper IV	0.61%	0.56%	0.52%
Newspaper V (Light)	1.26%	1.16%	1.08%

0-3	3-7	7-10
MILES	MILES	MILES
22.93%	22.58%	22.39%
10.25%	10.15%	10.11%
10.87%	10.75%	10.69%
15.52%	15.31%	15.18%
1.29%	1.35%	1.39%
10.71%	10.57%	10.43%
7.28%	7.12%	6.94%
6.76%	6.63%	6.53%
16.66%	16.78%	16.84%
25.09%	25.05%	24.94%
16.79%	16.82%	16.86%
9.82%	9.83%	9.82%
14.26%	13.86%	13.46%
26.66%	26.51%	26.38%
6.43%	6.24%	6.11%
	MILES 22.93% 10.25% 10.87% 15.52% 1.29% 10.71% 7.28% 6.76% 16.66% 25.09% 16.79% 9.82% 14.26% 26.66%	MILES MILES 22.93% 22.58% 10.25% 10.15% 10.25% 10.15% 10.87% 10.75% 15.52% 15.31% 12.9% 1.35% 10.71% 10.57% 6.76% 6.63% 16.66% 16.78% 25.09% 25.05% 16.79% 16.82% 9.82% 9.83% 14.26% 13.86% 26.66% 26.51%



Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10		MEDIUM	MEDIUM 0-3	MEDIUM 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Radio Drive Time Quntiles				7	TV Prime Time Quntiles (fifths /	IV Prime Time Quntiles (fifths /	IV Prime Time Quntiles (fifths /
(fifths / 20%)					20%)	20%)	20%)
Drive Time I & II (Heavy)	1.55%	1.57%	1.67%	F	Prime Time I & II (Heavy)	Prime Time I & II (Heavy) 3.35%	Prime Time I & II (Heavy) 3.35% 3.43%
Drive Time III (Medium)	0.98%	1%	1.02%	F	Prime Time III (Medium)	Prime Time III (Medium) 1.03%	Prime Time III (Medium) 1.03% 1.02%
Radio IV & V (Light)	2.38%	2.45%	2.53%	Ρ	rime Time IV & V (Light)	rime Time IV & V (Light) 12.6%	rime Time IV & V (Light) 12.6% 11.98%
Radio Media Quntiles (fifths /				٦	TV Early/Late Fringe Quntiles	FV Early/Late Fringe Quntiles	ΓV Early/Late Fringe Quntiles
20%)					(fifths / 20%)	(fifths / 20%)	(fifths / 20%)
Radio I & II (Heavy)	14.46%	14.07%	13.76%		Fringe I & II (Heavy)	Fringe I & II (Heavy) 37.3%	Fringe I & II (Heavy) 37.3% 37.49%
Radio III (Medium)	3.06%	3.06%	3.09%		Fringe III (Medium)	Fringe III (Medium) 56.94%	Fringe III (Medium) 56.94% 56.72%
Radio IV & V (Light)	4.33%	4.37%	4.41%		Fringe IV (Light)	Fringe IV (Light) 56.92%	Fringe IV (Light) 56.92% 56.91%
Cable TV Quntiles (fifths /					TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /
20%)					20%)	20%)	20%)
Cable I & II (Heavy)	10.75%	11.04%	11.18%		All Day I & II (Heavy)	All Day I & II (Heavy) 17.02%	All Day I & II (Heavy) 17.02% 16.85%
Cable III (Medium)	6.47%	6.29%	6.12%		All Day III (Medium)	All Day III (Medium) 27.21%	All Day III (Medium) 27.21% 26.94%
Cable IV & V (Light)	45.96%	45.57%	45.08%		All Day IV (Light)	All Day IV (Light) 26.05%	All Day IV (Light) 26.05% 25.53%



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.19%	10.33%	10.46%
6:00am - 10:00am	15.31%	15.44%	15.59%
10:00am - 3:00pm	16.55%	16.07%	15.74%
3:00pm - 7:00pm	20.14%	19.5%	18.97%
7:00pm - Midnight	12.95%	12.79%	12.65%
Midnight - 6:00am	11.78%	11.4%	11.09%
Weekend Radio			
Listeners			
Dayparts [summary]	16.13%	15.85%	15.61%
6:00am - 10:00am	2.21%	2.17%	2.17%
10:00am-3:00pm	4.67%	4.84%	5%
3:00pm - 7:00pm	8.91%	8.57%	8.33%
7:00pm - Midnight	12.67%	12.41%	12.16%
Midnight - 6:00am	18.11%	17.62%	17.24%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.76%	5.7%	5.64%
Saturday: 8:00-11:00pm	8.37%	8.43%	8.5%
Sunday: 7:00-11:00pm	10.66%	10.41%	10.15%
9:00am-1:00pm	26.8%	26.76%	26.51%
9:00am-4:00pm	30.8%	30.91%	30.77%
4:00pm-7:00pm	33.42%	33.74%	33.85%
11:00pm-1:00am	48.41%	48.24%	47.86%
AVG Prime time Mon-Sun	7.66%	7.53%	7.38%

St. George Bucksport Homeland Park North Charleston Prosperity Quinby Monarch Mill Belvedere Columbia New Ellenton Ward Red Bank Duncan Silverstreet Contextual Institute Mount Carmel Powderville Lakewood Lowndesville Judson Bishopvil Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Lake Wylie 58

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday				Wee	Weekend	Weekend	Weekend
6-7am	17.85%	17.19%	16.68%	Sat:	Sat: 7-10am	Sat: 7-10am 15.95%	Sat: 7-10am 15.95% 15.88%
7-9am	20.36%	20.14%	20.08%	Sat:	Sat: 10am-1pm	Sat: 10am-1pm 8.85%	Sat: 10am-1pm 8.85% 8.78%
9am-12noon	18.35%	18.69%	18.75%	Sat:	Sat: 1-4pm	Sat: 1-4pm 25.35%	Sat: 1-4pm 25.35% 25.38%
12noon-4pm	12.45%	12.23%	12.02%	Sat:	Sat: 4-6pm	Sat: 4-6pm 7.37%	Sat: 4-6pm 7.37% 7.42%
4-6pm	49.05%	49.77%	50%	Sat:	Sat: 6-7pm	Sat: 6-7pm 1.36%	Sat: 6-7pm 1.36% 1.42%
6-7pm	17.2%	17.3%	17.34%	Sat:	Sat: 7-8pm	Sat: 7-8pm 1%	Sat: 7-8pm 1% 1.01%
7-7:30pm	1.65%	1.77%	1.84%	Sat:	Sat: 8-11pm	Sat: 8-11pm 8.37%	Sat: 8-11pm 8.37% 8.43%
7:30-8pm	12.39%	12.53%	12.6%	Sat:	Sat: 11pm-1am	Sat: 11pm-1am 7.25%	Sat: 11pm-1am 7.25% 7.33%
8-11pm	5.76%	5.7%	5.64%	Sat:	Sat: 1am-7pm	Sat: 1am-7pm 20.06%	Sat: 1am-7pm 20.06% 20.32%
11pm-12am	35.53%	35.44%	35.2%	Sun	Sun: 7-10am	Sun: 7-10am 2.31%	Sun: 7-10am 2.31% 2.37%
11pm-1am	48.41%	48.24%	47.86%	Sun	Sun: 10am-1pm	Sun: 10am-1pm 4.94%	Sun: 10am-1pm 4.94% 4.99%
1-6am	35.44%	35.37%	35.17%	Sun	Sun: 1-4pm	Sun: 1-4pm 4.06%	Sun: 1-4pm 4.06% 4.08%
				Sun	Sun: 4-7pm	Sun: 4-7pm 10.73%	Sun: 4-7pm 10.73% 10.69%
				Sun	Sun: 7-11pm	Sun: 7-11pm 10.66%	Sun: 7-11pm 10.66% 10.41%
				Sun	Sun: 11pm-1am	Sun: 11pm-1am 6.45%	Sun: 11pm-1am 6.45% 6.26%
				Sun:	Sun: 1-7am	Sun: 1-7am 20.06%	Sun: 1-7am 20.06% 20.06%

Daks Awendaw North Myrtle Beach Shell Point Forest Acres Oak Grove Hilda Arial Hemingway Wood Six Mile Honea Path Sullivan's Island Lyman North Charleston Centre Intercultural Institute geway Gloverville Mountville Lesslie Anderson Hilton Head Island L Jor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

Wilkinson Heights Reidville Coward Blythewood Newport Gilbert Springdale Williams Arcadia Lakes L Petion Pomaria Lane Jackson Wagener Perry Clearwater West Pelzer infor East Gaffney Greenwood Hilda Greeleyville St. Matthews Due West Camden Lancaster Mill Confectual Ministry inby Harleyville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry For Contextual Ministry Edisto Smyrpa Oak Grove Berea Whitmire Gray Court

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

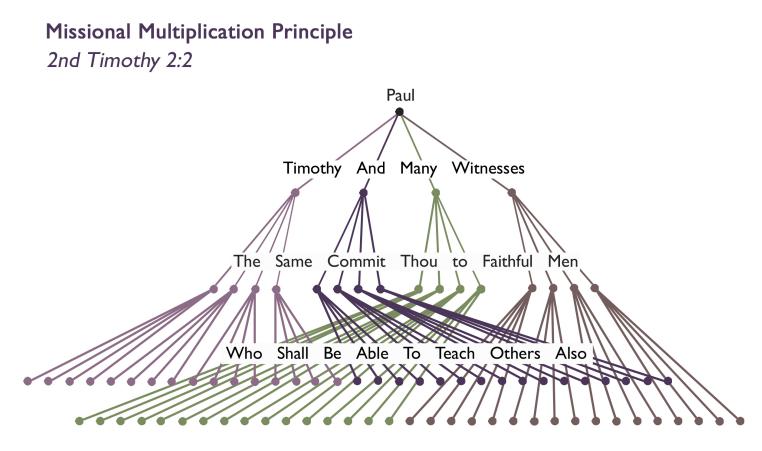
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Great Fails Promised Land South Congaree Princeton Red Hill Mountville Dillon Barnwell Piedmont The Sumter Georgetown Allendale York Goose Creek Seneca Ravenel Intercultural Institute an City Lake Secession Oakland Mount Pleasant Jenkinsville Modoc Table Intercultural Institute Confectual Ministry Confectual Institute for Contextual Ministry Confectual Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Contextual Ministry Contextual Contextual Contextual Ministry Contextual Contextual Ministry Contextual Contex

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.



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Establishing Redemptive Relationships

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

Communication Steps

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



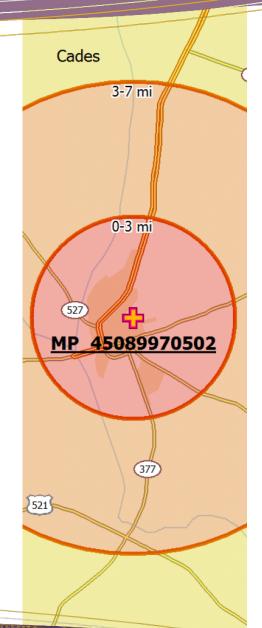


Your MissionSite and the Missional Suite

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

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

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



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Notes and Sources

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

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APPENDIX: SCBC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Kingstree First	PO Box 608 Kingstree, SC 29556	0.92 mi	0	
2	Kingstree Second	20 Dennis Avenue Kingstree, SC 29556	0.93 mi	0	
3	Pine Grove	281 Hines Rd Greeleyville, SC 29056	6.73 mi	0	
4	Cades	PO Box 69 Cades, SC 29518	8.16 mi	0	
5	Cedar Grove	3905 Big Woods Rd Kingstree, SC 29556	9.15 mi	0	
6	Mount Zion	5542 Carvers Bay Rd Hemingway, SC 29554	12.19 mi	0	
7	Greeleyville	PO Box 276 Greeleyville, SC 29056	12.29 mi	0	
8	Paran	PO Box 836 Lake City, SC 29560	12.78 mi	0	
9	Union Cross Roads	4495 Fire Tower Road New Zion, SC 29111	13.00 mi	0	
10	Lake City First	PO Box 820 Lake City, SC 29560	13.95 mi	0	
11	Calvary	PO Box 1147 Lake City, SC 29560	14.14 mi	0	
12	Bloomingvale	7652 Thurgood Marshall Highway Andrews, SC 29510	14.64 mi	0	
13	Spring Gulley	2456 US Highway 521 Andrews, SC 29510	15.34 mi	0	
14	Northside Chapel	PO Box 236 Lake City, SC 29560	15.74 mi	0	
15	Liberty	3684 Creek Rd Lake City, SC 29560	16.28 mi	0	

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APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Midway	917 Baptist Rd Hemingway, SC 29554	16.79 mi	0	
17	Scranton	PO Box 130 Scranton, SC 29591	17.15 mi	0	
18	New Zion	1230 McAllister Mill Rd Lake City, SC 29560	17.66 mi	0	
19	Nesmith	PO Box 123 Nesmith, SC 29580	18.04 mi	0	
20	New Beginning	PO Box 10 Scranton, SC 29591	18.39 mi	0	
21	Turbeville First	PO Box 177 Turbeville, SC 29162	18.82 mi	0	
22	Olanta	PO Box 188 Olanta, SC 29114	19.07 mi	0	
23	St Stephen First	PO Box 576 Saint Stephen, SC 29479	19.86 mi	0	
24	Piney Forest	60 Fifty Cents Road Andrews, SC 29510	19.96 mi	0	
25	Union	1101 W Highway 378 Hannah Pamplico, SC 29583	20.33 mi	0	
26	Harristown Road	PO Box 1672 Saint Stephen, SC 29479	20.48 mi	0	
27	Pine Crest	PO Box 31 Andrews, SC 29510	20.50 mi	0	
28	Ariel	PO Box 86 Coward, SC 29530	20.75 mi	0	
29	Andrews First	106 E Oakland St Andrews, SC 29510	21.51 mi	0	
30	Bethel	PO Box 626 Olanta, SC 29114	21.58 mi	0	

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APPENDIX: SCBC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Alliance Baptist Mission	523 W Myrtle Beach Hwy Johnsonville, SC 29555	22.06 mi	0	
32	Hemingway First	PO Box 485 Hemingway, SC 29554	22.13 mi	0	
33	Coward	PO Box 278 Coward, SC -2953	22.52 mi	0	
34	Hebron	8655 Francis Marion Rd Scranton, SC 29591	22.60 mi	0	
35	Gilead	3280 N Highway 52 Saint Stephen, SC 29479	22.66 mi	0	
36	Manning First	49 W Boyce St Manning, SC 29102	22.78 mi	0	
37	Good Shepherd	1891 Oak Grove Church Rd Manning, SC 29102	23.12 mi	0	
38	Manning Second	PO Box 747 Manning, SC 29102	23.34 mi	0	
39	Emmanuel	1794 Old Georgetown Road Manning, SC 29102	23.35 mi	0	
40	Clarendon	PO Box 307 Alcolu, SC 29001	23.50 mi	0	
41	Johnsonville First	PO Box 314 Johnsonville, SC 29555	23.77 mi	0	
42	Santee	1057 Davis Street Manning, SC 29102	23.92 mi	0	
43	Twin Cities	PO Box 1726 Hemingway, SC 29554	24.28 mi	0	
44	Mt Zion	1883 S Pamplico Hwy Pamplico, SC 29583	24.37 mi	0	
45	Rose Hill	4572 Rose Hill Rd Georgetown, SC 29440	24.66 mi	0	

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