

## Location Composition

Category	State
2010 Population	4,629,747
2010 Households	1,763,949
2010 Group Quarters	146,897

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	3,113,571	67.25%	English	4,322,192	93.36%
Black	1,302,778	28.14%	Spanish	197,104	4.26%
Hispanic	214,229	4.63%	French	14,173	0.31%
Other race	72,543	1.57%	German	13,507	0.29%
Multiracial	68,571	1.48%	Chinese	8,664	0.19%
Asian	55,712	1.20%	Tagalog	6,958	0.15%
Nat. Amer.	14,465	0.31%	Vietnamese	6,246	0.13%
Hawaiian/PI	2,107	0.05%	Arabic	4,893	0.11%

## Getting Involved

To learn more about reaching SC, contact

Daryl Price, Director of Church Planting  
(darylprice@scbaptist.org)

### NOTES:

The Communities Summary identifies the top three types of communities in the state, the number of households, and the percent of the state.

The Lifestyle Summary identifies the top six lifestyle segments in the state, the number of households, percent of the state households, and the percent of households that are unreached.

The numbers in the Evangelscape communicate the most compelling reasons why this community needs churches and believers to intercede in missional prayer and activity.

Churchscape indicators reveal a snapshot of the extent of evangelical presence in the state. The last three items provide the household percent that is "affiliated" with the top religious groups. "Other World Religions" include religions other than Islam, Hinduism, Buddhism, and Christianity.

Location Composition: Listed are the total number of people and the total number of households in the state.

Race/Ethnicity gives the population count and percentage of population for each of the race / ethnicity categories. The language section gives the population count age 5 yrs+ that speaks the language at home.

© Copyright 2012 by the Intercultural Institute for Contextual Ministry and its data suppliers. Additional information at [www.icm.net](http://www.icm.net).

## Reaching South Carolina

# MISSIONAL STATE DIGEST



## Top State Communities

### Inside

Communities	1
Lifestyles	2
Evangelscape	2
Needscape	3
Churchscape	3
Composition	4
Ethnoscape	4
Notes	4



Households: 397,658  
Percent: 22.54%



Households: 341,303  
Percent: 19.35%



Households: 311,365  
Percent: 17.65%

## Luke 10:2

Jesus told them, "The harvest is plentiful, but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field."

In partnership with:  
  
[www.icm.net](http://www.icm.net)

## Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring Communities, truth is centered around "me" and everything is interconnected. The majority of people in this group are between the ages of 18 – 34. Sixty percent are renting singles; others live on military bases or in college dorms. Members of Aspiring Communities are four times more likely to be unemployed. Of those who work, most live in or conveniently close to metropolitan areas.

## Urban Communities

The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the African-American and Hispanic families in Urban Communities, struggling to balance priorities and budgets in a climate of institutional prejudice creates a lack of stability and control. Residing within major metropolitan cities and towns, most households live in apartments.

## Upscale Communities

As the wealthiest households in the nation, upscale communities boast high household incomes, significant home values and top educational achievements. Households in these exclusive suburban neighborhoods are headed by predominantly white, college educated, Baby Boom parents. Most adults work as executives and white collar professionals. They are active members of the community in business clubs, environmental groups and the arts.

## Top Lifestyle Segments



### Minority Metro Communities (74% Unreached)

Minority Metro Communities reflects the nation's growing African-American middle class. With nearly three-quarters of the residents African-American and half the households earning more than \$50,000, this cluster is a testament to high educational achievement and professional employment among African-Americans. Concentrated in inner-ring suburbs, these households earn above-average incomes from a mix of service industry and white-collar jobs.

Households: 323,483  
Percent: 18.34%



### Steadfast Conservatives (69% Unreached)

A quietly aging cluster, Steadfast Conservatives is home to mature singles and couples living in midscale urban neighborhoods. Households tend to be white, high school-educated and middle class. Many have begun to empty-nest or are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in manufacturing, retail and health.

Households: 201,208  
Percent: 11.41%



### Struggling City Centers (68% Unreached)

Struggling City Centers consists of very low-income households living in city neighborhoods. Home to the highest concentration of African-Americans in the nation-nearly 90 percent of all households-the cluster faces hard economic challenges. One-third of households haven't finished high school, with a similar percentage containing single-parent families. One in five adults are under 35 years old and the median household income is only half the national average.

Households: 178,646  
Percent: 10.13%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	STATE HOUSEHOLDS	STATE %
Unreached	1,209,544	68.57%
Religious but NOT Evangelical	351,617	19.93%
Spiritual but NOT Evangelical	163,557	9.27%
Non-Evangelical but NOT Interested	704,985	39.97%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	971,813	31.41%
Adult High School dropouts (as % of Adults yrs 25+)	862,322	27.87%
Adult Poor or Fair Health (as % of Adults yrs 25+)	503,517	16.28%
Children in Poverty (as % of all children)	276,638	25.93%
Adult Unemployment Rate (as % of Adults yrs 25+)	241,801	11.26%
Household Violent Crime incidents (as % of all hhllds)	97,759	5.54%
Adult STD Incidents (as % of Adults yrs 25+)	26,647	0.86%

Note: A "0" means that this particular data item is not available for this state.

## Motivescape: Attitudinal Indicators



**Approvers**  
Looking for  
recognition

# HH: 1,270,228  
% HH: 72.01%



**Connectors**  
Looking for  
relationship

# HH: 1,188,614  
% HH: 67.38%



**Creators**  
Looking for  
innovation

# HH: 1,130,800  
% HH: 64.11%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	STATE HOUSEHOLDS	STATE %
Active Evangelical HHlds	294,798	16.71%
Evangelical Protestant Heritage	1,022,420	57.96%
Mainline Protestant Heritage	314,564	17.83%
Other World Religions Heritage	239,364	13.57%