

Location Composition

Category	County	% of State
2010 Population	157,475	3.40%
2010 Households	61,429	3.48%
2010 Group Quarters	1,880	1.28%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	110,457	70.14%	English	148,589	94.36%
Black	39,346	24.99%	Spanish	5,885	3.74%
Hispanic	7,039	4.47%	French	620	0.39%
Other race	3,729	2.37%	Chinese	531	0.34%
Multiracial	2,292	1.46%	German	432	0.27%
Asian	1,226	0.78%	Other Indic	264	0.17%
Nat. Amer.	371	0.24%	Tagalog	255	0.16%
Hawaiian/PI	54	0.03%	Vietnamese	126	0.08%

Getting Involved

To learn more about this location, please contact Daryl Price (darylprice@scbaptist.org)

NOTES:

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

The Lifestyle Summary identifies the top six lifestyle segments in the county, the number of households, percent of the county 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 county. 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 county.

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.

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Reaching Aiken County, SC

MISSIONAL COUNTY DIGEST

Top County Communities

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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:



Households: 13,036
Percent: 21.22%

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.



Households: 12,474
Percent: 20.31%

Working Communities

Most residents of Working Communities are high school educated. Some have even been to college. Their education affords them lower middle incomes through blue collar jobs in manufacturing, construction, health services, retail, wholesale and food service. These jobs provide a stable household economy supporting personal and family pursuits in everyday life. This ethnically diverse mix of single and married homeowners dwells in densely populated areas and small-town suburbs.



Households: 11,526
Percent: 18.76%

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.

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: 10,991
Percent: 17.89%



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: 8,486
Percent: 13.81%



Rural Southern Living (59% Unreached)

Scattered in sparsely settled communities across the South, the households in Rural Southern Living consist of young, predominantly white couples and families with lower-middle-class lifestyles. No segment has more residents living in mobile homes with more than half the households living in manufactured housing. The adults are high school educated and work at blue-collar jobs in manufacturing, construction and transportation.

Households: 5,596
Percent: 9.11%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	42,014	68.39%
Religious but NOT Evangelical	12,063	19.64%
Spiritual but NOT Evangelical	5,752	9.36%
Non-Evangelical but NOT Interested	24,493	39.87%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	35,192	32.60%
Adult High School dropouts (as % of Adults yrs 25+)	27,960	25.90%
Adult Poor or Fair Health (as % of Adults yrs 25+)	16,625	15.40%
Children in Poverty (as % of all children)	9,223	25.30%
Adult Unemployment Rate (as % of Adults yrs 25+)	6,580	8.50%
Household Violent Crime incidents (as % of all hhlds)	2,127	3.46%
Adult STD Incidents (as % of Adults yrs 25+)	629	0.58%

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

Motivescape: Attitudinal Indicators



Approvers

Looking for recognition

HH: 44,007
% HH: 71.64%



Connectors

Looking for relationship

HH: 41,315
% HH: 67.26%



Creators

Looking for innovation

HH: 39,191
% HH: 63.80%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	10,956	17.83%
Evangelical Protestant Heritage	28,018	45.61
Mainline Protestant Heritage	17,243	28.07
Other World Religions Heritage	7,543	12.28