

Location Composition

Category	County	% of State
2010 Population	187,272	4.04%
2010 Households	72,088	4.09%
2010 Group Quarters	2,911	1.98%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	151,445	80.87%	English	179,968	96.10%
Black	29,470	15.74%	Spanish	4,253	2.27%
Hispanic	5,000	2.67%	German	392	0.21%
Multiracial	3,115	1.66%	French	290	0.15%
Other race	1,884	1.01%	African lang.	270	0.14%
Asian	1,126	0.60%	Chinese	196	0.10%
Nat. Amer.	219	0.12%	Russian	176	0.09%
Hawaiian/PI	14	0.01%	Arabic	159	0.08%

Getting Involved

To learn more about this location, please contact Scott Shields (scottshields@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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MISSIONAL COUNTY DIGEST

Top County Communities

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

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."

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Households: 21,396
Percent: 29.68%



Households: 13,867
Percent: 19.24%



Households: 11,250
Percent: 15.61%

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.

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.

Country Communities

Land, family and community are central to the day-to-day lives of the people in these farming and mining communities. They work hard to provide a steady, peaceful family life through farming, agriculture, education, mining and service industries. With low levels of education, these primarily white family households earn wages in the lower middle income bracket. Residents live in single-family homes, mobile homes or trailers in rural tracts and neighborhoods.

Top Lifestyle Segments



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: 16,336
Percent: 22.66%



Urban Commuter Families (67% Unreached)

Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families, Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services.

Households: 7,089
Percent: 9.83%



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: 6,480
Percent: 8.99%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	48,213	66.88%
Religious but NOT Evangelical	12,545	17.4%
Spiritual but NOT Evangelical	7,383	10.24%
Non-Evangelical but NOT Interested	28,492	39.52%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	37,883	29.90%
Adult High School dropouts (as % of Adults yrs 25+)	31,802	25.10%
Adult Poor or Fair Health (as % of Adults yrs 25+)	23,059	18.20%
Children in Poverty (as % of all children)	12,496	28.30%
Adult Unemployment Rate (as % of Adults yrs 25+)	9,696	11.40%
Household Violent Crime incidents (as % of all hhlds)	3,604	5.00%
Adult STD Incidents (as % of Adults yrs 25+)	930	0.73%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for recognition

HH: 52,269
% HH: 72.51%



Connectors
Looking for relationship

HH: 49,028
% HH: 68.01%



Creators
Looking for innovation

HH: 46,003
% HH: 63.82%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	13,472	18.69%
Evangelical Protestant Heritage	43,498	60.34
Mainline Protestant Heritage	9,941	13.79
Other World Religions Heritage	8,081	11.21