

Location Composition

Category	County	% of State
2010 Population	158,835	3.43%
2010 Households	61,748	3.50%
2010 Group Quarters	6,059	4.12%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	117,673	74.08%	English	137,766	86.74%
Black	31,661	19.93%	Spanish	16,586	10.44%
Hispanic	17,750	11.18%	French	709	0.45%
Other race	4,979	3.13%	German	539	0.34%
Multiracial	2,449	1.54%	Tagalog	429	0.27%
Asian	1,684	1.06%	Portuguese	416	0.26%
Nat. Amer.	342	0.22%	Other Slavic	301	0.19%
Hawaiian/PI	48	0.03%	Italian	238	0.15%

Getting Involved

To learn more about this location, please contact Carl Martin (carlmartin31@gmail.com)

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 Beaufort County, SC

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: 28,410
Percent: 46.01%

Mainstay Communities

The backbone of small towns and second cities, Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community is a key identity factor for those who live there. Residents go into the city to visit clubs and malls.



Households: 13,273
Percent: 21.5%

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.



Households: 8,147
Percent: 13.19%

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



Professional Urbanites (72% Unreached)

Professional Urbanites is a haven for aging singles and couples, an upper-middle-class retirement oasis in the metropolitan sprawl. With most residents over the age of 65, these households have already empty-nested, with their children having gone off to college and work. The adults in this cluster boast college degrees with above-average incomes as white-collar professionals and managers in retail, education and health care.

Households: 21,990
Percent: 35.61%



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: 9,927
Percent: 16.08%



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: 3,392
Percent: 5.49%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	43,894	71.09%
Religious but NOT Evangelical	12,433	20.14%
Spiritual but NOT Evangelical	6,670	10.8%
Non-Evangelical but NOT Interested	25,106	40.66%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult High School dropouts (as % of Adults yrs 25+)	41,684	38.90%
Adult Obesity (as % of Adults yrs 25+)	22,503	21.00%
Adult Poor or Fair Health (as % of Adults yrs 25+)	10,823	10.10%
Children in Poverty (as % of all children)	7,657	22.60%
Adult Unemployment Rate (as % of Adults yrs 25+)	5,635	8.80%
Household Violent Crime incidents (as % of all hhlds)	2,775	4.49%
Adult STD Incidents (as % of Adults yrs 25+)	923	0.86%

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

Motivescape: Attitudinal Indicators



Approvers

Looking for recognition

HH: 46,051
% HH: 74.58%



Connectors

Looking for relationship

HH: 43,439
% HH: 70.35%



Creators

Looking for innovation

HH: 39,658
% HH: 64.22%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	5,037	8.16%
Evangelical Protestant Heritage	26,070	42.22%
Mainline Protestant Heritage	16,468	26.67%
Other World Religions Heritage	10,979	17.78%