

## Location Composition

Category	County	% of State
2010 Population	14,543	0.31%
2010 Households	6,449	0.37%
2010 Group Quarters	156	0.11%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	8,036	55.26%	English	14,118	97.08%
Black	6,289	43.24%	Spanish	331	2.28%
Hispanic	348	2.39%	German	19	0.13%
Multiracial	202	1.39%	Japanese	19	0.13%
Asian	16	0.11%	Chinese	14	0.10%
			Italian	13	0.09%
			African lang.	7	0.05%
			Tagalog	7	0.05%

## 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 Calhoun 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."

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Households: 2,894  
Percent: 44.88%

## 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: 1,153  
Percent: 17.88%

## 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.



Households: 776  
Percent: 12.03%

## 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.

## 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: 2,894  
Percent: 44.88%



### 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: 948  
Percent: 14.7%



### America's Wealthiest (80% Unreached)

America's Wealthiest consists of the nation's most affluent households found in well established suburban communities. With incomes well above the national average, residents represent both old and new wealth, enjoying very comfortable lifestyles and the finer things in life. These households are more than six times likely to be earning \$250,000 or more. Most of the adults are married, middle aged, college educated and predominantly white.

Households: 445  
Percent: 6.9%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	4,524	70.15%
Religious but NOT Evangelical	1,555	24.11%
Spiritual but NOT Evangelical	483	7.48%
Non-Evangelical but NOT Interested	2,539	39.37%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	4,070	39.50%
Adult High School dropouts (as % of Adults yrs 25+)	1,999	19.40%
Adult Poor or Fair Health (as % of Adults yrs 25+)	1,308	12.70%
Children in Poverty (as % of all children)	869	26.80%
Adult Unemployment Rate (as % of Adults yrs 25+)	790	11.80%
Household Violent Crime incidents (as % of all hhlds)	302	4.68%
Adult STD Incidents (as % of Adults yrs 25+)	80	0.78%

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

## Motivescape: Attitudinal Indicators



**Approvers**  
Looking for recognition

# HH: 4,507  
% HH: 69.89%



**Connectors**  
Looking for relationship

# HH: 4,288  
% HH: 66.50%



**Creators**  
Looking for innovation

# HH: 4,230  
% HH: 65.59%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	845	13.10%
Evangelical Protestant Heritage	4,009	62.16
Mainline Protestant Heritage	1,656	25.68
Other World Religions Heritage	436	6.76