

Location Composition

Category	County	% of State
2010 Population	360,658	7.79%
2010 Households	145,322	8.24%
2010 Group Quarters	13,399	9.12%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	232,992	64.60%	English	334,545	92.76%
Black	110,355	30.60%	Spanish	15,727	4.36%
Hispanic	17,566	4.87%	French	1,639	0.45%
Other race	6,632	1.84%	German	1,316	0.36%
Multiracial	5,046	1.40%	Tagalog	1,108	0.31%
Asian	4,435	1.23%	Chinese	647	0.18%
Nat. Amer.	959	0.27%	Russian	646	0.18%
Hawaiian/PI	238	0.07%	Vietnamese	512	0.14%

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 Charleston 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: 42,260
Percent: 29.08%

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: 41,567
Percent: 28.6%

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: 38,454
Percent: 26.46%

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.

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: 27,779
Percent: 19.12%



African-American Neighborhoods (70% Unreached)

Young, working-class city dwellers make up African-American Neighborhoods. About three-quarters of the households are African-American and one in four adults is under 35 years old. This is an economically challenged area characterized by relatively high unemployment, low educational levels and single-parent families. A majority of residents have completed high school or some college, and most are earning their paychecks through jobs in health, education and food service.

Households: 15,580
Percent: 10.72%



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: 12,769
Percent: 8.79%

Evangeliscope: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	103,419	71.17%
Religious but NOT Evangelical	32,153	22.13%
Spiritual but NOT Evangelical	13,253	9.12%
Non-Evangelical but NOT Interested	58,732	40.42%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult High School dropouts (as % of Adults yrs 25+)	78,711	31.90%
Adult Obesity (as % of Adults yrs 25+)	67,855	27.50%
Adult Poor or Fair Health (as % of Adults yrs 25+)	28,622	11.60%
Children in Poverty (as % of all children)	18,279	25.40%
Adult Unemployment Rate (as % of Adults yrs 25+)	16,027	9.10%
Household Violent Crime incidents (as % of all hhlds)	8,947	6.16%
Adult STD Incidents (as % of Adults yrs 25+)	2,732	1.11%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for
recognition

HH: 106,090
% HH: 73.00%



Connectors
Looking for
relationship

HH: 97,953
% HH: 67.40%



Creators
Looking for
innovation

HH: 95,395
% HH: 65.64%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	17,077	11.75%
Evangelical Protestant Heritage	81,453	56.05%
Other World Religions Heritage	26,957	18.55%
Mainline Protestant Heritage	15,826	10.89%