

Location Composition

Category	County	% of State
2010 Population	54,995	1.19%
2010 Households	20,895	1.18%
2010 Group Quarters	857	0.58%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	42,442	77.17%	English	52,512	95.48%
Black	10,913	19.84%	Spanish	1,769	3.22%
Hispanic	1,874	3.41%	German	112	0.20%
Multiracial	824	1.50%	Other Indic	105	0.19%
Other race	320	0.58%	Hindi	91	0.17%
Asian	295	0.54%	Vietnamese	72	0.13%
Nat. Amer.	201	0.36%	French	71	0.13%
			Urdu	58	0.11%

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.

© Copyright 2012 by the Intercultural Institute for Contextual Ministry and its data suppliers. Additional information at www.iicm.net.

Reaching Cherokee 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."

In partnership with:



www.iicm.net



Households: 5,230
Percent: 25.03%

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.



Households: 5,128
Percent: 24.54%

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: 3,419
Percent: 16.36%

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



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: 3,927
Percent: 18.79%



Hinterland Families (41% Unreached)

Hinterland Families is a collection of families and couples who've settled in isolated towns and villages throughout the South. These mostly middle-aged households are overwhelmingly white, less educated (one-fifth never completed high school) and working-class. They work in a variety of blue-collar jobs in manufacturing, construction, transportation and agriculture. Though most live in inexpensive houses, one-third reside in mobile homes.

Households: 2,514
Percent: 12.03%



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: 2,433
Percent: 11.64%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	13,422	64.24%
Religious but NOT Evangelical	3,589	17.18%
Spiritual but NOT Evangelical	1,810	8.66%
Non-Evangelical but NOT Interested	8,139	38.95%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	11,304	30.70%
Adult Poor or Fair Health (as % of Adults yrs 25+)	7,990	21.70%
Adult High School dropouts (as % of Adults yrs 25+)	7,585	20.60%
Children in Poverty (as % of all children)	4,099	30.50%
Adult Unemployment Rate (as % of Adults yrs 25+)	3,663	14.70%
Household Violent Crime incidents (as % of all hhlds)	835	4.00%
Adult STD Incidents (as % of Adults yrs 25+)	294	0.80%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for recognition

HH: 15,089
% HH: 72.21%



Connectors
Looking for relationship

HH: 14,022
% HH: 67.11%



Creators
Looking for innovation

HH: 13,327
% HH: 63.78%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	4,451	21.30%
Evangelical Protestant Heritage	12,111	57.96%
Mainline Protestant Heritage	5,711	27.33%
Other World Religions Heritage	2,196	10.51%