Location Composition

Category	County	% of State
2010 Population	39,296	0.85%
2010 Households	14,809	0.84%
2010 Group Quarters	433	0.29%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	22,902	58.28%	English	38,049	96.83%
Black	15,720	40.00%	Spanish	950	2.42%
Hispanic	1,055	2.69%	Chinese	173	0.44%
Nat. Amer.	327	0.83%	French	48	0.12%
Multiracial	190	0.48%	Italian	27	0.07%
Other race	91	0.23%	German	23	0.06%
Asian	66	0.17%	Greek	16	0.04%
			Hebrew	10	0.02%

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.

MISSIONAL COUNTY DIGEST

Top County Communities

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:

Intercultural Institute
for Contextual Ministry
www.iicm.net

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: 5,558
Percent: 37.53%

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: 4,955
Percent: 33.46%

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: 1,629
Percent: 11%

South Carolina Baptist Convention

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: 5,558
Percent: 37.53%

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: 4,126
Percent: 27.86%

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: 868
Percent: 5.86%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult High School dropouts (as % of Adults yrs 25+)	9,455	35.70%
Adult Obesity (as % of Adults yrs 25+)	9,031	34.10%
Adult Poor or Fair Health (as % of Adults yrs 25+)	5,032	19.00%
Children in Poverty (as % of all children)	3,288	35.10%
Adult Unemployment Rate (as % of Adults yrs 25+)	2,300	13.20%
Household Violent Crime incidents (as % of all hhlds)	1,189	8.03%
Adult STD Incidents (as % of Adults yrs 25+)	296	1.12%

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

Motivescape: Attitudinal Indicators

Approvers
Looking for recognition

HH: 10,237
% HH: 69.13%

Connecters
Looking for relationship

HH: 9,667
% HH: 65.28%

Creators
Looking for innovation

HH: 9,489
% HH: 64.08%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	10,202	68.89%
Religious but NOT Evangelical	3,637	24.56%
Spiritual but NOT Evangelical	871	5.88%
Non-Evangelical but NOT Interested	5,924	40.01%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	2,455	16.58%
Evangelical Protestant Heritage	11,378	76.83
Mainline Protestant Heritage	1,445	9.76
Other World Religions Heritage	1,355	9.15