Location Composition

Category	County	% of State
2010 Population	135,173	2.92%
2010 Households	50,828	2.88%
2010 Group Quarters	3,745	2.55%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	76,343	56.48%	English	130,342	96.43%
Black	55,053	40.73%	Spanish	2,465	1.82%
Hispanic	2,800	2.07%	Chinese	393	0.29%
Multiracial	1,608	1.19%	French	366	0.27%
Asian	1,450	1.07%	German	258	0.19%
Other race	552	0.41%	Hindi	232	0.17%
Nat. Amer.	166	0.12%	Gujarati	212	0.16%
			Greek	166	0.12%

Getting Involved

To learn more about this location, please contact Daryl Price (darylprice@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.

Reaching Florence County, SC

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

Urban Communities

Households: 14,392
Percent: 28.32%

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.

Aspiring Communities

Households: 13,564
Percent: 26.69%

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.

Upscale Communities

Households: 7,719
Percent: 15.19%

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.

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: 10,753
Percent: 21.16%

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: 8,020
Percent: 15.78%

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: 4,843
Percent: 9.53%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	30,777	34.50%
Adult High School dropouts (as % of Adults yrs 25+)	20,875	23.40%
Adult Poor or Fair Health (as % of Adults yrs 25+)	17,574	19.70%
Children in Poverty (as % of all children)	9,990	29.90%
Adult Unemployment Rate (as % of Adults yrs 25+)	7,217	11.30%
Household Violent Crime incidents (as % of all hhlds)	3,537	6.96%
Adult STD Incidents (as % of Adults yrs 25+)	837	0.94%

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

Motivescape: Attitudinal Indicators

Approvers
Looking for recognition

# HH:	36,300
% HH:	71.42%

Connecters
Looking for relationship

# HH:	33,527
% HH:	65.96%

Creators
Looking for innovation

# HH:	32,805
% HH:	64.54%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	35,085	69.03%
Religious but NOT Evangelical	11,117	21.87%
Spiritual but NOT Evangelical	4,035	7.94%
Non-Evangelical but NOT Interested	20,383	40.1%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	9,377	18.45%
Evangelical Protestant Heritage	36,413	71.64
Other World Religions Heritage	7,589	14.93
Mainline Protestant Heritage	3,034	5.97