

Location Composition

Category	County	% of State
2010 Population	461,530	9.97%
2010 Households	174,837	9.91%
2010 Group Quarters	10,971	7.47%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	353,991	76.70%	English	409,316	88.69%
Black	82,069	17.78%	Spanish	34,053	7.38%
Hispanic	34,162	7.40%	French	2,329	0.50%
Asian	8,896	1.93%	German	1,792	0.39%
Multiracial	8,072	1.75%	Vietnamese	1,781	0.39%
Other race	7,306	1.58%	Chinese	1,177	0.26%
Nat. Amer.	926	0.20%	Arabic	1,157	0.25%
Hawaiian/PI	270	0.06%	Other Asian	1,019	0.22%

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.

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Reaching Greenville 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: 51,903
Percent: 29.69%

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: 40,976
Percent: 23.44%

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: 28,712
Percent: 16.42%

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.

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: 31,835
Percent: 18.21%



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: 20,104
Percent: 11.5%



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: 16,439
Percent: 9.4%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	120,832	69.11%
Religious but NOT Evangelical	32,064	18.34%
Spiritual but NOT Evangelical	17,964	10.27%
Non-Evangelical but NOT Interested	71,171	40.71%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	86,077	28.10%
Adult High School dropouts (as % of Adults yrs 25+)	83,014	27.10%
Adult Poor or Fair Health (as % of Adults yrs 25+)	42,273	13.80%
Children in Poverty (as % of all children)	22,723	21.00%
Adult Unemployment Rate (as % of Adults yrs 25+)	21,088	9.40%
Household Violent Crime incidents (as % of all hhlds)	9,286	5.31%
Adult STD Incidents (as % of Adults yrs 25+)	2,016	0.66%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for recognition

HH: 127,989
% HH: 73.20%



Connectors
Looking for relationship

HH: 119,548
% HH: 68.38%



Creators
Looking for innovation

HH: 111,069
% HH: 63.53%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	27,088	15.49%
Evangelical Protestant Heritage	108,976	62.33
Other World Religions Heritage	25,142	14.38
Mainline Protestant Heritage	21,557	12.33