

## Location Composition

Category	County	% of State
2010 Population	270,347	5.84%
2010 Households	116,259	6.59%
2010 Group Quarters	2,501	1.70%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	215,646	79.77%	English	248,112	91.78%
Black	37,236	13.77%	Spanish	13,923	5.15%
Hispanic	15,105	5.59%	French	1,240	0.46%
Other race	9,767	3.61%	German	795	0.29%
Asian	3,126	1.16%	Hebrew	588	0.22%
Multiracial	3,090	1.14%	Vietnamese	534	0.20%
Nat. Amer.	1,355	0.50%	Italian	516	0.19%
Hawaiian/PI	128	0.05%	Tagalog	416	0.15%

## 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.

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Reaching Horry 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."

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Households: 40,754  
Percent: 35.05%

### Mainstay Communities

The backbone of small towns and second cities, Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community is a key identity factor for those who live there. Residents go into the city to visit clubs and malls.



Households: 25,265  
Percent: 21.73%

### 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: 16,067  
Percent: 13.82%

### 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.

## 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: 11,713  
Percent: 10.07%



### Suburban Advantage (67% Unreached)

When retirement looms, many Americans downsize their housing, seeking out resort-like communities within short distances to major medical facilities. In Suburban Advantage, empty-nesting couples and retirees have moved to middle-class homes and condo developments in dense retirement communities along the Atlantic and Pacific coasts. Most households have college degrees, and, if they're still in the workforce, hold white collar and managerial jobs.

Households: 11,670  
Percent: 10.04%



### 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: 11,439  
Percent: 9.84%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	79,024	67.97%
Religious but NOT Evangelical	17,867	15.37%
Spiritual but NOT Evangelical	14,831	12.76%
Non-Evangelical but NOT Interested	46,524	40.02%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult High School dropouts (as % of Adults yrs 25+)	60,465	31.40%
Adult Obesity (as % of Adults yrs 25+)	55,266	28.70%
Adult Poor or Fair Health (as % of Adults yrs 25+)	31,003	16.10%
Children in Poverty (as % of all children)	17,323	32.40%
Adult Unemployment Rate (as % of Adults yrs 25+)	15,764	11.90%
Household Violent Crime incidents (as % of all hhlds)	6,232	5.36%
Adult STD Incidents (as % of Adults yrs 25+)	1,257	0.65%

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

## Motivescape: Attitudinal Indicators



### Approvers

Looking for recognition

# HH: 84,385  
% HH: 72.58%



### Connectors

Looking for relationship

# HH: 79,353  
% HH: 68.26%



### Creators

Looking for innovation

# HH: 73,104  
% HH: 62.88%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	15,175	13.05%
Evangelical Protestant Heritage	66,372	57.09%
Mainline Protestant Heritage	24,100	20.73%
Other World Religions Heritage	18,601	16.00%