

Location Composition

Category	County	% of State
2010 Population	377,952	8.16%
2010 Households	144,545	8.19%
2010 Group Quarters	32,064	21.83%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	182,944	48.40%	English	348,132	92.11%
Black	172,750	45.71%	Spanish	15,147	4.01%
Hispanic	16,973	4.49%	Chinese	1,830	0.48%
Asian	8,287	2.19%	German	1,737	0.46%
Multiracial	6,803	1.80%	French	1,732	0.46%
Other race	6,224	1.65%	Korean	1,333	0.35%
Nat. Amer.	677	0.18%	Other Asian	803	0.21%
Hawaiian/PI	267	0.07%	Tagalog	755	0.20%

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.

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

Reaching Richland 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: 49,332
Percent: 34.13%

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: 39,526
Percent: 27.35%

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: 39,072
Percent: 27.03%

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.

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: 41,790
Percent: 28.91%



African-American Neighborhoods (70% Unreached)

Young, working-class city dwellers make up African-American Neighborhoods. About three-quarters of the households are African-American and one in four adults is under 35 years old. This is an economically challenged area characterized by relatively high unemployment, low educational levels and single-parent families. A majority of residents have completed high school or some college, and most are earning their paychecks through jobs in health, education and food service.

Households: 21,097
Percent: 14.6%



New Suburbia Families (68% Unreached)

Young couples with pre-school children have turned New Suburbia Families into a booming lifestyle. Concentrated in fast-growing, metro fringe communities mainly in the West and Southwest, the segment's population has more than tripled since 1990. With many households under 35 years old, these young families are making the most of their new subdivisions. More than half the housing has a median value worth nearly 50 percent above the U.S. average.

Households: 11,518
Percent: 7.97%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	103,035	71.28%
Religious but NOT Evangelical	34,216	23.67%
Spiritual but NOT Evangelical	12,105	8.37%
Non-Evangelical but NOT Interested	57,267	39.62%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult High School dropouts (as % of Adults yrs 25+)	79,393	33.10%
Adult Obesity (as % of Adults yrs 25+)	73,876	30.80%
Adult Poor or Fair Health (as % of Adults yrs 25+)	34,060	14.20%
Children in Poverty (as % of all children)	17,989	20.90%
Adult Unemployment Rate (as % of Adults yrs 25+)	17,438	9.60%
Household Violent Crime incidents (as % of all hhlds)	11,286	7.81%
Adult STD Incidents (as % of Adults yrs 25+)	3,362	1.40%

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

Motivescape: Attitudinal Indicators



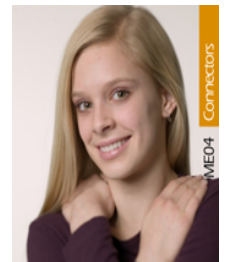
Approvers
Looking for recognition

HH: 104,585
% HH: 72.35%



Creators
Looking for innovation

HH: 96,967
% HH: 67.08%



Connectors
Looking for relationship

HH: 96,373
% HH: 66.67%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	22,122	15.30%
Evangelical Protestant Heritage	86,727	60.00%
Other World Religions Heritage	30,022	20.77%
Mainline Protestant Heritage	18,906	13.08%