

Location Composition

Category	State
2010 Population	9,539,289
2010 Households	3,688,056
2010 Group Quarters	291,331

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	6,640,361	69.61%	English	8,544,095	89.57%
Black	2,038,228	21.37%	Spanish	662,615	6.95%
Hispanic	744,328	7.80%	French	29,803	0.31%
Other race	366,545	3.84%	Chinese	28,013	0.29%
Asian	200,632	2.10%	German	25,796	0.27%
Multiracial	179,111	1.88%	Vietnamese	21,986	0.23%
Nat. Amer.	109,092	1.14%	Other Asian	17,931	0.19%
Hawaiian/PI	5,320	0.06%	African lang.	17,530	0.18%

NOTES:

The Communities Summary identifies the top three types of communities in the state, the number of households, and the percent of the state.

The Lifestyle Summary identifies the top six lifestyle segments in the state, the number of households, percent of the state households, and the percent of households that are unreached.

The numbers in the Evangscape 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 state. 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 state.

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 North Carolina

MISSIONAL STATE DIGEST

Top State 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: 781,689
Percent: 21.2%

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: 675,528
Percent: 18.32%

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: 613,244
Percent: 16.63%

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.

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: 463,884
Percent: 12.58%



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: 460,135
Percent: 12.48%



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: 251,496
Percent: 6.82%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	STATE HOUSEHOLDS	STATE %
Unreached	2,504,748	67.92%
Religious but NOT Evangelical	657,885	17.84%
Spiritual but NOT Evangelical	379,089	10.28%
Non-Evangelical but NOT Interested	1,481,028	40.16%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	1,848,043	29.26%
Adult High School dropouts (as % of Adults yrs 25+)	1,178,326	18.66%
Adult Poor or Fair Health (as % of Adults yrs 25+)	1,089,387	17.25%
Children in Poverty (as % of all children)	554,194	24.60%
Adult Unemployment Rate (as % of Adults yrs 25+)	476,433	10.64%
Household Violent Crime incidents (as % of all hhlds)	104,586	2.84%
Adult STD Incidents (as % of Adults yrs 25+)	41,043	0.65%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for
recognition

HH: 2,689,709
% HH: 72.93%



Connectors
Looking for
relationship

HH: 2,520,348
% HH: 68.34%



Creators
Looking for
innovation

HH: 2,355,231
% HH: 63.86%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	STATE HOUSEHOLDS	STATE %
Active Evangelical HHlds	538,153	14.59%
Evangelical Protestant Heritage	1,960,046	53.15%
Mainline Protestant Heritage	720,342	19.53%
Other World Religions Heritage	590,408	16.01%