

Location Composition

Category	County	% of State
2010 Population	32,355	0.34%
2010 Households	12,910	0.35%
2010 Group Quarters	737	0.25%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	18,391	56.84%	English	30,439	94.08%
Black	11,244	34.75%	Spanish	1,838	5.68%
Hispanic	2,091	6.46%	Chinese	37	0.11%
Other race	1,246	3.85%	German	31	0.10%
Multiracial	741	2.29%	Scandinavian	10	0.03%
Nat. Amer.	722	2.23%	French	1	0.00%
Asian	10	0.03%			

Getting Involved

To learn more about this location, please contact Shirley Sells (ssells@ncbaptist.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 Bladen County, NC

MISSIONAL COUNTY DIGEST

Top County Communities

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Households: 4,459
Percent: 34.54%

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: 3,352
Percent: 25.96%

Country Communities

Land, family and community are central to the day-to-day lives of the people in these farming and mining communities. They work hard to provide a steady, peaceful family life through farming, agriculture, education, mining and service industries.

With low levels of education, these primarily white family households earn wages in the lower middle income bracket. Residents live in single-family homes, mobile homes or trailers in rural tracts and neighborhoods.

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."



Households: 3,215
Percent: 24.9%

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.

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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: 3,212
Percent: 24.88%



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: 3,180
Percent: 24.63%



Coal and Crops (61% Unreached)

Coal and Crops comes by its name honestly. The households of this rural cluster work primarily in the mining and farming industries. Found in sparsely populated areas throughout the Midwest and South, this cluster is characterized by low-income families and single households living in small, racially mixed hamlets. More than one-quarter of the residents never completed high school, the median household incomes are nearly 40 percent below the U.S. average.

Households: 1,687
Percent: 13.07%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	8,543	66.18%
Religious but NOT Evangelical	2,760	21.38%
Spiritual but NOT Evangelical	868	6.73%
Non-Evangelical but NOT Interested	5,093	39.45%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	8,119	37.20%
Adult Poor or Fair Health (as % of Adults yrs 25+)	6,438	29.50%
Adult High School dropouts (as % of Adults yrs 25+)	4,518	20.70%
Children in Poverty (as % of all children)	2,498	31.20%
Adult Unemployment Rate (as % of Adults yrs 25+)	1,893	12.20%
Household Violent Crime incidents (as % of all hhlds)	479	3.71%
Adult STD Incidents (as % of Adults yrs 25+)	212	0.97%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for recognition

HH: 9,079
% HH: 70.32%



Connectors
Looking for relationship

HH: 8,459
% HH: 65.52%



Creators
Looking for innovation

HH: 8,143
% HH: 63.07%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	3,012	23.33%
Evangelical Protestant Heritage	9,348	72.41
Mainline Protestant Heritage	1,669	12.93
Other World Religions Heritage	1,335	10.34