

## Location Composition

Category	County	% of State
2010 Population	176,963	1.86%
2010 Households	65,723	1.78%
2010 Group Quarters	1,820	0.62%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	140,251	79.25%	English	160,095	90.47%
Black	25,917	14.65%	Spanish	13,140	7.43%
Hispanic	15,684	8.86%	Chinese	629	0.36%
Other race	3,639	2.06%	Korean	445	0.25%
Asian	3,260	1.84%	French	444	0.25%
Multiracial	3,172	1.79%	Vietnamese	279	0.16%
Nat. Amer.	583	0.33%	Tagalog	261	0.15%
Hawaiian/PI	139	0.08%	Laotian	207	0.12%

## 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 Cabarrus County, NC

# 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."

In partnership with:



Households: 23,156  
Percent: 35.23%



Households: 15,769  
Percent: 23.99%



Households: 13,645  
Percent: 20.76%

## 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.

## 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.

## 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



**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: 10,839  
 Percent: 16.49%



**Prime Middle America** (65% Unreached)  
 Prime Middle America features a mix of couples and families living in both small towns and mid-sized cities in the South and Northwest. Younger than average and upper-middle-class in status, these predominantly white dual-income households have well-paying blue-collar and white-collar jobs in transportation, manufacturing and public administration. Most of the households own their own homes and are nearly twice as likely to live in mobile homes.

Households: 8,252  
 Percent: 12.56%



**Small-town Success** (69% Unreached)  
 Small-town Success is typically home to the families of the most prominent citizens in their exurban communities. White-collar, college educated and upscale, they live in recently developed subdivisions outside the nation's beltways in the Midwest and West. Most of these households contain white, middle-aged working couples who have positions as executives and professionals in health care, retail and education.

Households: 8,044  
 Percent: 12.24%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	44,534	67.76%
Religious but NOT Evangelical	10,608	16.14%
Spiritual but NOT Evangelical	7,418	11.29%
Non-Evangelical but NOT Interested	26,613	40.49%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	35,384	31.00%
Adult Poor or Fair Health (as % of Adults yrs 25+)	19,062	16.70%
Adult High School dropouts (as % of Adults yrs 25+)	16,094	14.10%
Adult Unemployment Rate (as % of Adults yrs 25+)	9,474	11.30%
Children in Poverty (as % of all children)	7,977	16.60%
Household Violent Crime incidents (as % of all hhlds)	1,186	1.80%
Adult STD Incidents (as % of Adults yrs 25+)	670	0.59%

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

## Motivescape: Attitudinal Indicators



**Approvers**  
 Looking for recognition

# HH: 48,148  
 % HH: 73.26%



**Connectors**  
 Looking for relationship

# HH: 45,444  
 % HH: 69.15%



**Creators**  
 Looking for innovation

# HH: 41,593  
 % HH: 63.28%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	11,957	18.19%
Evangelical Protestant Heritage	35,898	54.62
Mainline Protestant Heritage	14,913	22.69
Other World Religions Heritage	10,496	15.97