

Location Composition

Category	County	% of State
2010 Population	22,890	0.24%
2010 Households	8,328	0.23%
2010 Group Quarters	1,520	0.52%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	14,382	62.83%	English	22,221	97.08%
Black	7,759	33.90%	Spanish	649	2.84%
Hispanic	713	3.12%	Chinese	10	0.04%
Multiracial	359	1.57%	Other PI lang.	9	0.04%
Other race	211	0.92%			
Nat. Amer.	160	0.70%			
Asian	10	0.04%			
Hawaiian/PI	9	0.04%			

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 Caswell County, NC

MISSIONAL COUNTY DIGEST

Top County Communities

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Households: 3,065
Percent: 36.8%



Households: 2,086
Percent: 25.05%



Households: 1,156
Percent: 13.88%

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.

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.

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.

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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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: 3,065
Percent: 36.8%



Hinterland Families (41% Unreached)

Hinterland Families is a collection of families and couples who've settled in isolated towns and villages throughout the South. These mostly middle-aged households are overwhelmingly white, less educated (one-fifth never completed high school) and working-class. They work in a variety of blue-collar jobs in manufacturing, construction, transportation and agriculture. Though most live in inexpensive houses, one-third reside in mobile homes.

Households: 1,041
Percent: 12.5%



Family Convenience (64% Unreached)

Family Convenience is a collection of sprawling families living in remote towns and military bases. Most of the households contain dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment earn upper-middle incomes.

Households: 729
Percent: 8.75%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	5,478	65.78%
Religious but NOT Evangelical	1,651	19.82%
Spiritual but NOT Evangelical	650	7.8%
Non-Evangelical but NOT Interested	3,213	38.58%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	5,064	31.00%
Adult Poor or Fair Health (as % of Adults yrs 25+)	3,937	24.10%
Adult High School dropouts (as % of Adults yrs 25+)	3,872	23.70%
Children in Poverty (as % of all children)	1,453	30.20%
Adult Unemployment Rate (as % of Adults yrs 25+)	1,261	11.90%
Adult STD Incidents (as % of Adults yrs 25+)	87	0.53%
Household Violent Crime incidents (as % of all hhlds)	0	0.00%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for
recognition

HH: 5,944
% HH: 71.37%



Connectors
Looking for
relationship

HH: 5,572
% HH: 66.91%



Creators
Looking for
innovation

HH: 5,494
% HH: 65.97%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	983	11.80%
Evangelical Protestant Heritage	4,383	52.63
Mainline Protestant Heritage	2,630	31.58
Roman Catholic Heritage	877	10.53