

Location Composition

| Category | County | % of State |
|---------------------|--------|------------|
| 2010 Population | 66,463 | 0.70% |
| 2010 Households | 24,026 | 0.65% |
| 2010 Group Quarters | 782 | 0.27% |

| RACE/ETH | #POP | %POP | LANG. | #POP | %POP |
|-------------|--------|--------|-------------|--------|--------|
| White | 51,333 | 77.24% | English | 57,924 | 87.15% |
| Black | 9,213 | 13.86% | Spanish | 7,075 | 10.64% |
| Hispanic | 8,248 | 12.41% | German | 227 | 0.34% |
| Other race | 3,870 | 5.82% | French | 207 | 0.31% |
| Multiracial | 958 | 1.44% | Other Asian | 162 | 0.24% |
| Asian | 846 | 1.27% | Chinese | 141 | 0.21% |
| Nat. Amer. | 242 | 0.36% | Gujarati | 118 | 0.18% |
| | | | Korean | 86 | 0.13% |

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.

© Copyright 2013 by the Intercultural Institute for Contextual Ministry and its data suppliers. Additional information at www.iicm.net.

Reaching Chatham County, NC

MISSIONAL COUNTY DIGEST

Top County Communities

Inside

| | |
|--------------|---|
| Communities | 1 |
| Lifestyles | 2 |
| Evangelscape | 2 |
| Needscape | 3 |
| Churchscape | 3 |
| Composition | 4 |
| Ethnoscape | 4 |
| Notes | 4 |



Households: 5,857
Percent: 24.38%

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.



Households: 5,830
Percent: 24.27%

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.

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: 4,461
Percent: 18.57%

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.

In partnership with:

www.iicm.net

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: 3,980
Percent: 16.57%



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: 2,985
Percent: 12.42%



Professional Urbanites (72% Unreached)

Professional Urbanites is a haven for aging singles and couples, an upper-middle-class retirement oasis in the metropolitan sprawl. With most residents over the age of 65, these households have already empty-nested, with their children having gone off to college and work. The adults in this cluster boast college degrees with above-average incomes as white-collar professionals and managers in retail, education and health care.

Households: 2,615
Percent: 10.88%

Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR | COUNTY HOUSEHOLDS | COUNTY % |
|------------------------------------|-------------------|----------|
| Unreached | 16,514 | 68.74% |
| Religious but NOT Evangelical | 4,342 | 18.07% |
| Spiritual but NOT Evangelical | 2,580 | 10.74% |
| Non-Evangelical but NOT Interested | 9,611 | 40% |

Needscape: Social Issues

| MAJOR SOCIAL ISSUES | #POP | %POP |
|---|--------|--------|
| Adult Obesity (as % of Adults yrs 25+) | 11,641 | 24.80% |
| Adult High School dropouts (as % of Adults yrs 25+) | 10,608 | 22.60% |
| Adult Poor or Fair Health (as % of Adults yrs 25+) | 9,059 | 19.30% |
| Children in Poverty (as % of all children) | 2,952 | 21.50% |
| Adult Unemployment Rate (as % of Adults yrs 25+) | 2,474 | 7.40% |
| Household Violent Crime incidents (as % of all hhlds) | 357 | 1.49% |
| Adult STD Incidents (as % of Adults yrs 25+) | 136 | 0.29% |

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

Motivescape: Attitudinal Indicators



Approvers
Looking for
recognition

HH: 17,651
% HH: 73.47%



Connectors
Looking for
relationship

HH: 16,585
% HH: 69.03%



Creators
Looking for
innovation

HH: 15,400
% HH: 64.10%

Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR | COUNTY HOUSEHOLDS | COUNTY % |
|--|-------------------|----------|
| Active Evangelical HHlds | 3,768 | 15.68% |
| Evangelical Protestant Heritage | 18,305 | 76.19 |
| Mainline Protestant Heritage | 3,433 | 14.29 |
| Historically Black Protestant Heritage | 1,144 | 4.76 |