

## Location Composition

| Category            | County | % of State |
|---------------------|--------|------------|
| 2010 Population     | 10,423 | 0.11%      |
| 2010 Households     | 4,963  | 0.13%      |
| 2010 Group Quarters | 128    | 0.04%      |

| RACE/ETH    | #POP   | %POP   | LANG.   | #POP   | %POP   |
|-------------|--------|--------|---------|--------|--------|
| White       | 10,060 | 96.52% | English | 10,193 | 97.79% |
| Black       | 230    | 2.21%  | Spanish | 219    | 2.10%  |
| Hispanic    | 134    | 1.29%  | German  | 12     | 0.11%  |
| Multiracial | 46     | 0.44%  |         |        |        |
| Nat. Amer.  | 44     | 0.42%  |         |        |        |
| Other race  | 26     | 0.25%  |         |        |        |
| Hawaiian/PI | 17     | 0.16%  |         |        |        |

## 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 Clay 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."

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Households: 1,669  
Percent: 33.63%



Households: 1,217  
Percent: 24.52%



Households: 1,196  
Percent: 24.1%

## 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.

## 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.

## Top Lifestyle Segments



### Hardy Rural Families (61% Unreached)

Far beyond the nation's beltways in tiny towns and isolated villages, the households of Hardy Rural Families are thriving. Predominantly white and middle-class, these older Americans have crafted rustic lifestyles in older single-family houses and mobile homes. Most of the households comprise married couples with a single wage earner who are high school educated and have blue-collar jobs in agriculture, construction and transportation. I

Households: 1,394  
Percent: 28.09%



### 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: 1,086  
Percent: 21.88%



### 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: 632  
Percent: 12.73%

## Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR             | COUNTY HOUSEHOLDS | COUNTY % |
|------------------------------------|-------------------|----------|
| Unreached                          | 3,254             | 65.56%   |
| Religious but NOT Evangelical      | 682               | 13.74%   |
| Spiritual but NOT Evangelical      | 743               | 14.97%   |
| Non-Evangelical but NOT Interested | 1,829             | 36.86%   |

## Needscape: Social Issues

| MAJOR SOCIAL ISSUES                                   | #POP  | %POP   |
|---|-------|--------|
| Adult Obesity (as % of Adults yrs 25+)                | 1,963 | 25.10% |
| Adult Poor or Fair Health (as % of Adults yrs 25+)    | 1,416 | 18.10% |
| Adult High School dropouts (as % of Adults yrs 25+)   | 1,165 | 14.90% |
| Children in Poverty (as % of all children)            | 623   | 32.00% |
| Adult Unemployment Rate (as % of Adults yrs 25+)      | 506   | 11.10% |
| Household Violent Crime incidents (as % of all hhlds) | 43    | 0.87%  |
| Adult STD Incidents (as % of Adults yrs 25+)          | 7     | 0.09%  |

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

## Motivescape: Attitudinal Indicators



### Approvers

Looking for recognition

# HH: 3,759  
% HH: 75.74%



### Connectors

Looking for relationship

# HH: 3,491  
% HH: 70.34%



### Creators

Looking for innovation

# HH: 3,173  
% HH: 63.92%

## Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR          | COUNTY HOUSEHOLDS | COUNTY % |
|---------------------------------|-------------------|----------|
| Active Evangelical HHlds        | 965               | 19.44%   |
| Evangelical Protestant Heritage | 2,250             | 45.33%   |
| Mainline Protestant Heritage    | 1,985             | 40.00%   |
| Other World Religions Heritage  | 397               | 8.00%    |