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.

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

Reaching Clay County, NC

MISSIONAL COUNTY DIGEST

Top County Communities



Luke 10:2

"The

Jesus told them.

plentiful, but the

workers are few.

Ask the Lord of the

harvest, therefore,

send

workers into

harvest field."

harvest is

out

his



Households: 1,669 Percent: 33.63%



Households: 1,217 Percent: 24.52%



Households: 1,196 Percent: 24.1%

Country Communities

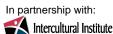
Land, family and community are central to the day-to-day lives of the people in these farming and mining communities. They work hard to provide a steady, peaceful family life through farming, agriculture, education, mining and service industries. With low levels of education, these primarily white family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



for Contextual Ministry www.iicm.net



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%



Connecters
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