Location Composition								
Category			ounty	% of State	•			
2010 Population		9	9,756	1.05%				
2010 Households		3	7,693	1.02%				
2010 Group Quarters		2,703		0.93%				
RACE/ETH	#POP	%POP	LANG.	#POP	%POP			
White	76,189	76.37%	English	95,627	95.86%			
Black	20,735	20.79%	Spanish	2,992	3.00%			
Hispanic	2,672	2.68%	French	180	0.18%			
Other race	929	0.93%	African lang.	132	0.13%			
Asian	849	0.85%	German	115	0.12%			

Laotian

Korean

Cotting	
Getting Involved	
Involvěd	
in voiv ou	

Multiracial

Nat. Amer.

Hawaijan/PI 13

#### NOTES:

792

249

0.79%

0.25%

0.01%

The Communities Summary identifies the top three types of communities in the county, the number of households, and the percent of the county.

French Creole 93

To learn more about this location, please contact Shirley Sells (ssells@ncbaptist.org).

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.

113

88

0.11%

0.09%

0.09%

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 Cleveland County, NC

## **MISSIONAL COUNTY DIGEST**

### **Top County Communities**



4

Notes

"The

to

Luke 10:2

Jesus told them.

plentiful, but the

send

workers into

harvest field."

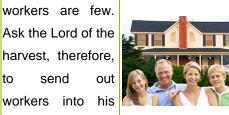
harvest is



Households: 9,210 Percent: 24.43%



Households: 8,099 Percent: 21.49%



Households: 6.743 Percent: 17.89%





**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

Working Communities

through blue collar jobs in manufacturing, construction, health services, retail, wholesale and

Most residents of Working Communities are high school educated. Some have even been to college.

Their education affords them lower middle incomes

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.

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.



**Missional County Digest** 

**MAJOR SOCIAL ISSUES** 

Needscape: Social Issues

Adult Obesity (as % of Adults yrs 25+)

Children in Poverty (as % of all children)

Adult STD Incidents (as % of Adults yrs 25+)

Adult High School dropouts (as % of Adults yrs 25+)

Adult Poor or Fair Health (as % of Adults yrs 25+)

Adult Unemployment Rate (as % of Adults yrs 25+)

Household Violent Crime incidents (as % of all hhlds)

Motivescape: Attitudinal Indicators

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

%POP

32.30%

23.80%

21.00%

32.30%

13.60%

0.60%

0.00%

**#POP** 

21,556

15,883

14,015

7,287

6,490

398

0

# 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: 6,685 Percent: 17.74%



#### 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: 4,954 Percent: 13.14%



#### 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: 4,054 Percent: 10.76%

+% Offeached)

nufacturing and construction as well as mes as likely to live here than the ducations, the adults in this segment Looking for recognition # HH: 27,171

% HH:

## Churchscape: Religious Indicators

72.09%

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	8,620	22.87%
Evangelical Protestant Heritage	18,847	50.00
Mainline Protestant Heritage	13,076	34.69
Other World Religions Heritage	3,076	8.16

# HH:

% HH:

Connecters

Looking for

relationship

25,411

67.42%



SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	24,599	65.26%
Religious but NOT Evangelical	6,345	16.83%
Spiritual but NOT Evangelical	3,640	9.66%
Non-Evangelical but NOT Interested	14,782	39.22%

Creators

Looking for

innovation

24,011

63.70%

# HH:

% HH: