

Location Composition

Category	County	% of State
2010 Population	99,507	1.04%
2010 Households	41,675	1.13%
2010 Group Quarters	4,572	1.57%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	69,132	69.47%	English	92,363	92.82%
Black	22,258	22.37%	Spanish	4,249	4.27%
Hispanic	5,711	5.74%	Other Asian	440	0.44%
Other race	3,214	3.23%	German	438	0.44%
Multiracial	2,777	2.79%	Chinese	289	0.29%
Asian	1,604	1.61%	Tagalog	273	0.27%
Nat. Amer.	418	0.42%	French	179	0.18%
Hawaiian/PI	104	0.10%	Japanese	162	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 Craven 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."

In partnership with:



Households: 9,701
Percent: 23.28%



Households: 8,343
Percent: 20.02%



Households: 7,282
Percent: 17.47%

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.

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



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: 6,774
Percent: 16.25%



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: 5,984
Percent: 14.36%



Rural Southern Living (59% Unreached)

Scattered in sparsely settled communities across the South, the households in Rural Southern Living consist of young, predominantly white couples and families with lower-middle-class lifestyles. No segment has more residents living in mobile homes with more than half the households living in manufactured housing. The adults are high school educated and work at blue-collar jobs in manufacturing, construction and transportation.

Households: 3,905
Percent: 9.37%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	28,227	67.73%
Religious but NOT Evangelical	7,974	19.13%
Spiritual but NOT Evangelical	3,810	9.14%
Non-Evangelical but NOT Interested	16,823	40.37%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	21,798	33.70%
Adult High School dropouts (as % of Adults yrs 25+)	12,031	18.60%
Adult Poor or Fair Health (as % of Adults yrs 25+)	9,185	14.20%
Children in Poverty (as % of all children)	6,004	25.10%
Adult Unemployment Rate (as % of Adults yrs 25+)	4,389	10.50%
Adult STD Incidents (as % of Adults yrs 25+)	541	0.84%
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: 29,680
% HH: 71.22%



Connectors
Looking for
relationship

HH: 28,009
% HH: 67.21%



Creators
Looking for
innovation

HH: 26,411
% HH: 63.37%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	6,324	15.17%
Evangelical Protestant Heritage	25,972	62.32
Mainline Protestant Heritage	7,247	17.39
Other World Religions Heritage	6,643	15.94