

Location Composition

Category	County	% of State
2010 Population	276,659	2.90%
2010 Households	106,644	2.89%
2010 Group Quarters	10,226	3.51%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	128,133	46.31%	English	224,532	81.16%
Black	103,557	37.43%	Spanish	32,893	11.89%
Hispanic	34,565	12.49%	Chinese	3,833	1.39%
Other race	24,410	8.82%	French	2,008	0.73%
Asian	12,506	4.52%	African lang.	1,304	0.47%
Multiracial	7,460	2.70%	Other Asian	1,286	0.46%
Nat. Amer.	484	0.17%	Korean	1,061	0.38%
Hawaiian/PI	109	0.04%	Tagalog	1,006	0.36%

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 Durham County, NC

MISSIONAL COUNTY DIGEST

Top County Communities

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Households: 43,464
Percent: 40.76%



Households: 28,029
Percent: 26.28%



Households: 23,664
Percent: 22.19%

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.

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.

Urban Communities

The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the African-American and Hispanic families in Urban Communities, struggling to balance priorities and budgets in a climate of institutional prejudice creates a lack of stability and control. Residing within major metropolitan cities and towns, most households live in apartments.

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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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: 26,409
Percent: 24.76%



Young Cosmopolitans (78% Unreached)

Young Cosmopolitans is a collection of households where many adults are under 35 years old, single and earning above average incomes as white-collar professionals, managers and executives. In their fast-growing cities- including a number of college towns-these upscale young people live in luxury apartments and condos, commuting to work in sporty subcompacts. Nearly half hold college degrees, and they are almost twice the average for grad degrees.

Households: 12,218
Percent: 11.46%



Urban Commuter Families (67% Unreached)

Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families, Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services.

Households: 9,387
Percent: 8.8%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	76,756	71.97%
Religious but NOT Evangelical	23,447	21.99%
Spiritual but NOT Evangelical	10,303	9.66%
Non-Evangelical but NOT Interested	43,265	40.57%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	55,331	30.30%
Adult High School dropouts (as % of Adults yrs 25+)	36,888	20.20%
Adult Poor or Fair Health (as % of Adults yrs 25+)	29,948	16.40%
Children in Poverty (as % of all children)	14,398	24.20%
Adult Unemployment Rate (as % of Adults yrs 25+)	11,305	8.00%
Adult STD Incidents (as % of Adults yrs 25+)	1,233	0.68%
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: 77,126
% HH: 72.32%



Connectors
Looking for
relationship

HH: 71,786
% HH: 67.31%



Creators
Looking for
innovation

HH: 70,261
% HH: 65.88%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	13,117	12.30%
Evangelical Protestant Heritage	48,427	45.41
Other World Religions Heritage	26,117	24.49
Mainline Protestant Heritage	14,696	13.78