

Location Composition

Category	County	% of State
2010 Population	58,330	0.61%
2010 Households	20,617	0.56%
2010 Group Quarters	7,126	2.45%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	34,660	59.42%	English	53,741	92.13%
Black	19,442	33.33%	Spanish	3,828	6.56%
Hispanic	4,103	7.03%	Chinese	130	0.22%
Other race	2,862	4.91%	French	101	0.17%
Multiracial	712	1.22%	Arabic	90	0.15%
Asian	344	0.59%	Other Asian	81	0.14%
Nat. Amer.	293	0.50%	Italian	74	0.13%
Hawaiian/PI	17	0.03%	Vietnamese	68	0.12%

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 Granville 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: 7,285
Percent: 35.33%



Households: 3,867
Percent: 18.76%



Households: 3,210
Percent: 15.57%

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: 6,571
Percent: 31.87%



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: 2,825
Percent: 13.7%



Prime Middle America (65% Unreached)

Prime Middle America features a mix of couples and families living in both small towns and mid-sized cities in the South and Northwest. Younger than average and upper-middle-class in status, these predominantly white dual-income households have well-paying blue-collar and white-collar jobs in transportation, manufacturing and public administration. Most of the households own their own homes and are nearly twice as likely to live in mobile homes.

Households: 2,313
Percent: 11.22%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	14,057	68.18%
Religious but NOT Evangelical	4,233	20.53%
Spiritual but NOT Evangelical	1,880	9.12%
Non-Evangelical but NOT Interested	8,026	38.93%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	12,869	32.10%
Adult High School dropouts (as % of Adults yrs 25+)	11,024	27.50%
Adult Poor or Fair Health (as % of Adults yrs 25+)	7,216	18.00%
Adult Unemployment Rate (as % of Adults yrs 25+)	2,677	10.60%
Children in Poverty (as % of all children)	2,581	19.90%
Household Violent Crime incidents (as % of all hhlds)	757	3.67%
Adult STD Incidents (as % of Adults yrs 25+)	221	0.55%

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

Motivescape: Attitudinal Indicators



Approvers

Looking for recognition

HH: 14,415
% HH: 69.92%



Connectors

Looking for relationship

HH: 13,615
% HH: 66.04%



Creators

Looking for innovation

HH: 13,264
% HH: 64.33%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	3,085	14.96%
Evangelical Protestant Heritage	10,886	52.80%
Mainline Protestant Heritage	4,618	22.40%
Other World Religions Heritage	2,639	12.80%