Location Composition

Category	County	% of State
2010 Population	10,091	0.11%
2010 Households	4,274	0.12%
2010 Group Quarters	102	0.04%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	6,282	62.26%	English	9,644	95.57%
Black	3,299	32.69%	Spanish	306	3.03%
Hispanic	360	3.57%	German	87	0.87%
Other race	223	2.21%	Other PI lang.	19	0.19%
Multiracial	181	1.79%	Navajo	15	0.15%
Nat. Amer.	65	0.65%	Japanese	9	0.08%
Hawaiian/PI	34	0.34%	Tagalog	7	0.07%
Asian	7	0.07%	Greek	2	0.02%

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.

MISSIONAL COUNTY DIGEST

Top County Communities

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:

Intercultural Institute
for Contextual Ministry
www.iicm.net

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.

Households: 1,959
Percent: 45.84%

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.

Households: 831
Percent: 19.44%

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.
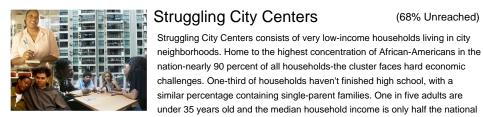
Households: 752
Percent: 17.59%

North Carolina Baptists
Caring. Sharing. Daring.

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: 1,959
Percent: 45.84%

Struggling City Centers   (68% Unreached)

Struggling City Centers consists of very low-income households living in city neighborhoods. Home to the highest concentration of African-Americans in the nation-nearly 90 percent of all households-the cluster faces hard economic challenges. One-third of households haven't finished high school, with a similar percentage containing single-parent families. One in five adults are under 35 years old and the median household income is only half the national average.

Households: 535
Percent: 12.52%

Hinterland Families   (41% Unreached)

Hinterland Families is a collection of families and couples who've settled in isolated towns and villages throughout the South. These mostly middle-aged households are overwhelmingly white, less educated (one-fifth never completed high school) and working-class. They work in a variety of blue-collar jobs in manufacturing, construction, transportation and agriculture. Though most live in inexpensive houses, one-third reside in mobile homes.

Households: 358
Percent: 8.38%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	2,468	34.70%
Adult High School dropouts (as % of Adults yrs 25+)	1,636	23.00%
Adult Poor or Fair Health (as % of Adults yrs 25+)	1,557	21.90%
Children in Poverty (as % of all children)	682	31.80%
Adult Unemployment Rate (as % of Adults yrs 25+)	499	10.90%
Adult STD Incidents (as % of Adults yrs 25+)	35	0.49%
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	Connecters	Creators
Looking for recognition	Looking for relationship	Looking for innovation
# HH: 2,979	# HH: 2,823	# HH: 2,803
% HH: 69.71%	% HH: 66.04%	% HH: 65.57%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	2,881	67.41%
Religious but NOT Evangelical	967	22.62%
Spiritual but NOT Evangelical	286	6.69%
Non-Evangelical but NOT Interested	1,658	38.8%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	742	17.37%
Evangelical Protestant Heritage	2,914	68.18
Mainline Protestant Heritage	583	13.64
Other World Religions Heritage	583	13.64