

Location Composition

Category	County	% of State
2010 Population	61,798	0.65%
2010 Households	21,658	0.59%
2010 Group Quarters	976	0.34%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	40,477	65.50%	English	51,143	82.76%
Black	12,426	20.11%	Spanish	9,815	15.88%
Hispanic	10,689	17.30%	Tagalog	175	0.28%
Other race	6,927	11.21%	Gujarati	145	0.23%
Multiracial	964	1.56%	Chinese	125	0.20%
Asian	662	1.07%	French	85	0.14%
Nat. Amer.	341	0.55%	Korean	79	0.13%
			German	65	0.10%

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 Lee County, NC

MISSIONAL COUNTY DIGEST

Top County Communities

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Households: 5,628
Percent: 25.99%

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.



Households: 4,972
Percent: 22.96%

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.

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."



Households: 3,137
Percent: 14.48%

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.

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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: 3,846
Percent: 17.76%



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: 2,453
Percent: 11.33%



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: 2,048
Percent: 9.46%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	14,447	66.71%
Religious but NOT Evangelical	3,633	16.77%
Spiritual but NOT Evangelical	2,197	10.15%
Non-Evangelical but NOT Interested	8,727	40.29%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	12,090	30.00%
Adult Poor or Fair Health (as % of Adults yrs 25+)	7,496	18.60%
Adult High School dropouts (as % of Adults yrs 25+)	6,609	16.40%
Children in Poverty (as % of all children)	4,111	28.10%
Adult Unemployment Rate (as % of Adults yrs 25+)	3,357	13.00%
Household Violent Crime incidents (as % of all hhlds)	482	2.23%
Adult STD Incidents (as % of Adults yrs 25+)	228	0.57%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for recognition

HH: 15,509
% HH: 71.61%



Connectors
Looking for relationship

HH: 14,526
% HH: 67.07%



Creators
Looking for innovation

HH: 13,597
% HH: 62.78%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	3,165	14.61%
Evangelical Protestant Heritage	10,359	47.83
Mainline Protestant Heritage	5,651	26.09
Other World Religions Heritage	4,708	21.74