

Location Composition

Category	County	% of State
2010 Population	131,255	1.38%
2010 Households	50,554	1.37%
2010 Group Quarters	11,593	3.98%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	99,751	76.00%	English	111,227	84.74%
Black	15,926	12.13%	Spanish	8,999	6.86%
Hispanic	9,766	7.44%	Chinese	2,368	1.80%
Asian	8,627	6.57%	Other Asian	1,256	0.96%
Other race	3,869	2.95%	Korean	968	0.74%
Multiracial	2,509	1.91%	French	675	0.51%
Nat. Amer.	546	0.42%	German	606	0.46%
Hawaiian/PI	26	0.02%	Russian	394	0.30%

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 Orange 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: 19,491
Percent: 38.55%

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.



Households: 12,928
Percent: 25.57%

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.



Households: 7,131
Percent: 14.11%

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.

Top Lifestyle Segments



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: 5,500
Percent: 10.88%



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: 4,857
Percent: 9.61%



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: 4,071
Percent: 8.05%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	36,147	71.5%
Religious but NOT Evangelical	8,361	16.54%
Spiritual but NOT Evangelical	6,427	12.71%
Non-Evangelical but NOT Interested	21,412	42.35%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	18,380	22.70%
Adult High School dropouts (as % of Adults yrs 25+)	11,093	13.70%
Adult Poor or Fair Health (as % of Adults yrs 25+)	9,473	11.70%
Children in Poverty (as % of all children)	4,822	17.40%
Adult Unemployment Rate (as % of Adults yrs 25+)	4,489	6.50%
Household Violent Crime incidents (as % of all hhlds)	919	1.82%
Adult STD Incidents (as % of Adults yrs 25+)	364	0.45%

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

Motivescape: Attitudinal Indicators



Approvers

Looking for recognition

HH: 37,682
% HH: 74.54%



Connectors

Looking for relationship

HH: 35,850
% HH: 70.92%



Creators

Looking for innovation

HH: 32,340
% HH: 63.97%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	2,710	5.36%
Evangelical Protestant Heritage	25,894	51.22
Mainline Protestant Heritage	11,097	21.95
Other World Religions Heritage	11,097	21.95