

## Location Composition

Category	County	% of State
2010 Population	45,985	0.48%
2010 Households	17,755	0.48%
2010 Group Quarters	1,974	0.68%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	28,317	61.58%	English	43,532	94.66%
Black	13,990	30.42%	Spanish	1,944	4.23%
Hispanic	2,512	5.46%	German	134	0.29%
Other race	1,624	3.53%	French	75	0.16%
Nat. Amer.	1,087	2.36%	Hmong	60	0.13%
Multiracial	704	1.53%	Japanese	54	0.12%
Asian	262	0.57%	Italian	43	0.09%
			Korean	36	0.08%

## 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 Richmond 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."

In partnership with:



Households: 6,272  
Percent: 35.33%

### 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: 4,845  
Percent: 27.29%

### 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.



Households: 3,467  
Percent: 19.53%

### 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.

## Top Lifestyle Segments



Households: 5,653  
Percent: 31.84%

### 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: 3,467  
Percent: 19.53%

### 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: 2,247  
Percent: 12.66%

### Grass-roots Living (70% Unreached)

Located in rural villages and aging industrial towns throughout the Midwest and South, Grass-roots Living consists of a racially diverse mix of couples, families and divorced men and women living in lower-middle-class circumstances. Educational levels are low, and nearly a quarter of households did not finish high school. Those still in the workforce tend to have low-paying jobs in manufacturing, construction or agriculture.

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	11,964	67.38%
Religious but NOT Evangelical	3,833	21.59%
Spiritual but NOT Evangelical	1,209	6.81%
Non-Evangelical but NOT Interested	7,238	40.77%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	9,573	31.60%
Adult Poor or Fair Health (as % of Adults yrs 25+)	7,119	23.50%
Adult High School dropouts (as % of Adults yrs 25+)	5,241	17.30%
Children in Poverty (as % of all children)	4,189	37.70%
Adult Unemployment Rate (as % of Adults yrs 25+)	2,718	13.60%
Household Violent Crime incidents (as % of all hhlds)	776	4.37%
Adult STD Incidents (as % of Adults yrs 25+)	283	0.93%

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

## Motivescape: Attitudinal Indicators



**Approvers**  
Looking for recognition

# HH: 12,204  
% HH: 68.74%



**Connectors**  
Looking for relationship

# HH: 11,696  
% HH: 65.88%



**Creators**  
Looking for innovation

# HH: 10,979  
% HH: 61.84%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	3,631	20.45%
Evangelical Protestant Heritage	7,008	39.47%
Mainline Protestant Heritage	6,074	34.21%
Other World Religions Heritage	2,337	13.16%