

Location Composition

Category	County	% of State
2010 Population	64,023	0.67%
2010 Households	23,184	0.63%
2010 Group Quarters	1,292	0.44%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	36,241	56.61%	English	54,651	85.36%
Black	17,666	27.59%	Spanish	8,903	13.91%
Hispanic	9,915	15.49%	Korean	75	0.12%
Other race	7,249	11.32%	German	72	0.11%
Multiracial	1,517	2.37%	French	63	0.10%
Nat. Amer.	1,003	1.57%	Portuguese	59	0.09%
Asian	283	0.44%	Other Indic	52	0.08%
Hawaiian/PI	64	0.10%	Chinese	39	0.06%

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 Sampson 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: 5,999
Percent: 25.88%



Households: 5,404
Percent: 23.31%



Households: 5,159
Percent: 22.25%

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.

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.

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.

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: 5,359
Percent: 23.12%



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: 3,284
Percent: 14.16%



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: 2,261
Percent: 9.75%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	15,164	65.41%
Religious but NOT Evangelical	4,463	19.25%
Spiritual but NOT Evangelical	1,766	7.62%
Non-Evangelical but NOT Interested	9,119	39.33%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	15,129	35.90%
Adult High School dropouts (as % of Adults yrs 25+)	10,620	25.20%
Adult Poor or Fair Health (as % of Adults yrs 25+)	10,578	25.10%
Children in Poverty (as % of all children)	5,003	31.20%
Adult Unemployment Rate (as % of Adults yrs 25+)	2,739	8.70%
Adult STD Incidents (as % of Adults yrs 25+)	245	0.58%
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
Looking for recognition

HH: 16,418
% HH: 70.82%



Connectors
Looking for relationship

HH: 15,262
% HH: 65.83%



Creators
Looking for innovation

HH: 14,828
% HH: 63.96%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	4,274	18.44%
Evangelical Protestant Heritage	14,831	63.97%
Mainline Protestant Heritage	4,602	19.85%
Other World Religions Heritage	2,386	10.29%