

Location Composition

Category	County	% of State
2010 Population	45,925	0.48%
2010 Households	19,305	0.52%
2010 Group Quarters	5,825	2.00%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	43,520	94.76%	English	43,660	95.07%
Hispanic	1,394	3.04%	Spanish	1,382	3.01%
Multiracial	980	2.13%	German	223	0.49%
Black	472	1.03%	Gujarati	133	0.29%
Other race	451	0.98%	French	103	0.22%
Asian	398	0.87%	Vietnamese	89	0.19%
Nat. Amer.	103	0.23%	Japanese	68	0.15%
			Polish	54	0.12%

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 Watauga 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: 4,989
Percent: 25.84%

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: 4,676
Percent: 24.22%

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: 3,779
Percent: 19.58%

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



College Town Communities (83% Unreached)

Students are the center of community life in College Town Communities. About one in nine residents lives in a dormitory. In this cluster of towns dominated by college campuses residents are primarily young, single and college educated. Because of their youth, many of these recent graduates still report entry-level jobs and low-end incomes which are less than the national average.

Households: 4,731
Percent: 24.51%



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: 1,943
Percent: 10.06%



Hardy Rural Families (61% Unreached)

Far beyond the nation's beltways in tiny towns and isolated villages, the households of Hardy Rural Families are thriving. Predominantly white and middle-class, these older Americans have crafted rustic lifestyles in older single-family houses and mobile homes. Most of the households comprise married couples with a single wage earner who are high school educated and have blue-collar jobs in agriculture, construction and transportation. I

Households: 1,437
Percent: 7.44%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	13,491	69.88%
Religious but NOT Evangelical	2,441	12.64%
Spiritual but NOT Evangelical	3,275	16.96%
Non-Evangelical but NOT Interested	7,776	40.28%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	6,994	24.90%
Adult Poor or Fair Health (as % of Adults yrs 25+)	4,129	14.70%
Adult High School dropouts (as % of Adults yrs 25+)	3,539	12.60%
Adult Unemployment Rate (as % of Adults yrs 25+)	1,892	8.00%
Children in Poverty (as % of all children)	1,494	21.40%
Adult STD Incidents (as % of Adults yrs 25+)	66	0.23%
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: 14,972
% HH: 77.56%



Connectors

Looking for relationship

HH: 14,671
% HH: 76.00%



Creators

Looking for innovation

HH: 13,540
% HH: 70.14%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	2,734	14.16%
Evangelical Protestant Heritage	8,983	46.53
Mainline Protestant Heritage	5,734	29.70
Other World Religions Heritage	1,911	9.90