

Location Composition

Category	County	% of State
2010 Population	79,218	0.83%
2010 Households	31,385	0.85%
2010 Group Quarters	1,797	0.62%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	41,149	51.94%	English	71,716	90.53%
Black	30,813	38.90%	Spanish	6,207	7.84%
Hispanic	7,032	8.88%	Arabic	357	0.45%
Other race	5,312	6.71%	Hindi	227	0.29%
Multiracial	1,323	1.67%	Other lang.	111	0.14%
Asian	468	0.59%	Portuguese	109	0.14%
Nat. Amer.	142	0.18%	Other Indic	90	0.11%
Hawaiian/PI	10	0.01%	German	76	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 Wilson 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: 9,719
Percent: 30.97%

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: 7,778
Percent: 24.78%

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: 4,476
Percent: 14.26%

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.

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: 7,523
Percent: 23.97%



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: 5,974
Percent: 19.03%



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: 2,950
Percent: 9.4%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	21,552	68.67%
Religious but NOT Evangelical	7,022	22.37%
Spiritual but NOT Evangelical	2,254	7.18%
Non-Evangelical but NOT Interested	12,611	40.18%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	16,965	32.20%
Adult High School dropouts (as % of Adults yrs 25+)	14,436	27.40%
Adult Poor or Fair Health (as % of Adults yrs 25+)	9,799	18.60%
Children in Poverty (as % of all children)	6,805	34.50%
Adult Unemployment Rate (as % of Adults yrs 25+)	5,045	12.70%
Household Violent Crime incidents (as % of all hhlds)	1,122	3.57%
Adult STD Incidents (as % of Adults yrs 25+)	386	0.73%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for recognition

HH: 22,257
% HH: 70.91%



Connectors
Looking for relationship

HH: 20,770
% HH: 66.18%



Creators
Looking for innovation

HH: 20,164
% HH: 64.25%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	4,007	12.77%
Mainline Protestant Heritage	8,967	28.57
Evangelical Protestant Heritage	8,370	26.67
Roman Catholic Heritage	5,681	18.10