Location Composition

Category	County	% of State
2010 Population	36,972	0.39%
2010 Households	13,137	0.36%
2010 Group Quarters	1,150	0.39%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	32,856	88.87%	English	35,255	95.36%
Black	1,871	5.06%	Spanish	1,447	3.91%
Hispanic	1,506	4.07%	Hmong	172	0.47%
Other race	1,206	3.26%	French	41	0.11%
Multiracial	485	1.31%	Scandinavian	40	0.11%
Asian	342	0.92%	Tagalog	13	0.03%
Hawaiian/PI	130	0.35%	African lang.	4	0.01%
Nat. Amer.	83	0.23%			

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.

MISSIONAL COUNTY DIGEST

Inside

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:

Intercultural Institute *for Contextual Ministry*
www.iicm.net

Top County Communities

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: 5,882
Percent: 44.77%

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.

Households: 2,994
Percent: 22.79%

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: 2,800
Percent: 21.31%

North Carolina Baptists
Caring. Sharing. Daring.

Top Lifestyle Segments

Hinterland Families　　　　　　(41% Unreached)

Hinterland Families is a collection of families and couples who've settled in isolated towns and villages throughout the South. These mostly middle-aged households are overwhelmingly white, less educated (one-fifth never completed high school) and working-class. They work in a variety of blue-collar jobs in manufacturing, construction, transportation and agriculture. Though most live in inexpensive houses, one-third reside in mobile homes.

Households: 2,839
Percent: 21.61%

Family Convenience　　　　　　(64% Unreached)

Family Convenience is a collection of sprawling families living in remote towns and military bases. Most of the households contain dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment earn upper-middle incomes.

Households: 2,307
Percent: 17.56%

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: 2,281
Percent: 17.36%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	7,917	60.27%
Religious but NOT Evangelical	1,519	11.56%
Spiritual but NOT Evangelical	1,336	10.17%
Non-Evangelical but NOT Interested	5,065	38.56%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	7,292	28.40%
Adult High School dropouts (as % of Adults yrs 25+)	6,008	23.40%
Adult Poor or Fair Health (as % of Adults yrs 25+)	5,726	22.30%
Adult Unemployment Rate (as % of Adults yrs 25+)	2,299	13.00%
Children in Poverty (as % of all children)	2,138	25.70%
Household Violent Crime incidents (as % of all hhlds)	237	1.80%
Adult STD Incidents (as % of Adults yrs 25+)	86	0.33%

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

Motivescape: Attitudinal Indicators

Approvers
Looking for recognition

\# HH:　　9,779
% HH:　　74.44%

Connecters
Looking for relationship

\# HH:　　9,032
% HH:　　68.75%

Creators
Looking for innovation

\# HH:　　8,393
% HH:　　63.88%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	3,436	26.16%
Evangelical Protestant Heritage	9,162	69.74
Mainline Protestant Heritage	1,555	11.84
Other World Religions Heritage	1,210	9.21