

Location Composition

Category	County	% of State
2010 Population	318,496	3.34%
2010 Households	120,003	3.25%
2010 Group Quarters	16,560	5.68%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	165,390	51.93%	English	284,557	89.34%
Black	113,215	35.55%	Spanish	20,552	6.45%
Hispanic	28,399	8.92%	German	3,005	0.94%
Multiracial	17,252	5.42%	Korean	1,792	0.56%
Other race	11,105	3.49%	Tagalog	1,068	0.34%
Asian	7,170	2.25%	French	949	0.30%
Nat. Amer.	3,290	1.03%	African lang.	831	0.26%
Hawaiian/PI	1,075	0.34%	Vietnamese	690	0.22%

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.

© Copyright 2013 by the Intercultural Institute for Contextual Ministry and its data suppliers. Additional information at www.iicm.net.

Reaching Cumberland County, NC

MISSIONAL COUNTY DIGEST

Top County Communities

Inside

Communities	1
Lifestyles	2
Evangelscape	2
Needscape	3
Churchscape	3
Composition	4
Ethnoscape	4
Notes	4

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:



www.iicm.net



Households: 42,108
Percent: 35.09%

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: 25,842
Percent: 21.53%

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: 18,009
Percent: 15.01%

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.

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: 33,764
Percent: 28.14%



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: 12,998
Percent: 10.83%



African-American Neighborhoods (70% Unreached)

Young, working-class city dwellers make up African-American Neighborhoods. About three-quarters of the households are African-American and one in four adults is under 35 years old. This is an economically challenged area characterized by relatively high unemployment, low educational levels and single-parent families. A majority of residents have completed high school or some college, and most are earning their paychecks through jobs in health, education and food service.

Households: 12,728
Percent: 10.61%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	82,958	69.13%
Religious but NOT Evangelical	25,852	21.54%
Spiritual but NOT Evangelical	9,867	8.22%
Non-Evangelical but NOT Interested	48,094	40.08%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	63,062	33.20%
Adult Poor or Fair Health (as % of Adults yrs 25+)	36,090	19.00%
Adult High School dropouts (as % of Adults yrs 25+)	33,430	17.60%
Children in Poverty (as % of all children)	22,267	26.40%
Adult Unemployment Rate (as % of Adults yrs 25+)	12,811	9.40%
Household Violent Crime incidents (as % of all hhlds)	6,442	5.37%
Adult STD Incidents (as % of Adults yrs 25+)	2,471	1.30%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for recognition

HH: 84,751
% HH: 70.62%



Connectors
Looking for relationship

HH: 79,028
% HH: 65.86%



Creators
Looking for innovation

HH: 77,883
% HH: 64.90%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	17,420	14.52%
Evangelical Protestant Heritage	50,533	42.11
Mainline Protestant Heritage	31,585	26.32
Other World Religions Heritage	25,261	21.05