

Location Composition

Category	County	% of State
2010 Population	61,531	0.65%
2010 Households	21,789	0.59%
2010 Group Quarters	1,298	0.45%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	40,958	66.56%	English	56,492	91.81%
Black	16,385	26.63%	Spanish	4,410	7.17%
Hispanic	4,556	7.41%	French	92	0.15%
Other race	2,665	4.33%	Japanese	89	0.14%
Multiracial	1,046	1.70%	Vietnamese	87	0.14%
Asian	276	0.45%	German	79	0.13%
Nat. Amer.	184	0.30%	W. Germanic	41	0.07%
Hawaiian/PI	17	0.03%	Arabic	33	0.05%

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 Franklin 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: 7,146
Percent: 32.8%



Households: 5,860
Percent: 26.89%



Households: 3,770
Percent: 17.3%

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.

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.

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.

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: 7,081
Percent: 32.5%



Prime Middle America (65% Unreached)

Prime Middle America features a mix of couples and families living in both small towns and mid-sized cities in the South and Northwest. Younger than average and upper-middle-class in status, these predominantly white dual-income households have well-paying blue-collar and white-collar jobs in transportation, manufacturing and public administration. Most of the households own their own homes and are nearly twice as likely to live in mobile homes.

Households: 3,798
Percent: 17.43%



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: 2,315
Percent: 10.62%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	14,719	67.55%
Religious but NOT Evangelical	4,417	20.27%
Spiritual but NOT Evangelical	1,991	9.14%
Non-Evangelical but NOT Interested	8,418	38.63%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	14,401	34.60%
Adult High School dropouts (as % of Adults yrs 25+)	8,616	20.70%
Adult Poor or Fair Health (as % of Adults yrs 25+)	7,492	18.00%
Children in Poverty (as % of all children)	3,270	22.30%
Adult Unemployment Rate (as % of Adults yrs 25+)	2,818	10.30%
Household Violent Crime incidents (as % of all hhlds)	243	1.12%
Adult STD Incidents (as % of Adults yrs 25+)	151	0.36%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for
recognition

HH: 15,196
% HH: 69.74%



Connectors
Looking for
relationship

HH: 14,424
% HH: 66.20%



Creators
Looking for
innovation

HH: 13,944
% HH: 64.00%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	2,882	13.22%
Evangelical Protestant Heritage	16,795	77.08%
Other World Religions Heritage	2,724	12.50%
Mainline Protestant Heritage	1,362	6.25%