

## Location Composition

Category	County	% of State
2010 Population	8,044	0.08%
2010 Households	3,768	0.10%
2010 Group Quarters	126	0.04%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	7,274	90.43%	English	7,719	95.97%
Nat. Amer.	552	6.86%	Spanish	188	2.34%
Hispanic	153	1.90%	Native Amer.	76	0.94%
Asian	101	1.25%	Other Indic	60	0.75%
Multiracial	43	0.53%			
Other race	42	0.52%			
Hawaiian/PI	20	0.25%			
Black	13	0.16%			

## Getting Involved

To learn more about this location, please contact Shirley Sells ([ssells@ncbaptist.org](mailto: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 Evangelandscape 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 Graham County, NC

# MISSIONAL COUNTY DIGEST

## Top County Communities

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Households: 2,763

Percent: 73.33%



Households: 419

Percent: 11.12%



Households: 385

Percent: 10.22%

## 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.

## 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.

## 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.

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## 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: 926

Percent: 24.58%



### 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: 823

Percent: 21.84%



### Coal and Crops

(61% Unreached)

Coal and Crops comes by its name honestly. The households of this rural cluster work primarily in the mining and farming industries. Found in sparsely populated areas throughout the Midwest and South, this cluster is characterized by low-income families and single households living in small, racially mixed hamlets. More than one-quarter of the residents never completed high school, the median household incomes are nearly 40 percent below the U.S. average.

Households: 762

Percent: 20.22%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	2,191	58.15%
Religious but NOT Evangelical	423	11.23%
Spiritual but NOT Evangelical	453	12.02%
Non-Evangelical but NOT Interested	1,315	34.91%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	1,577	27.70%
Adult Poor or Fair Health (as % of Adults yrs 25+)	1,275	22.40%
Adult High School dropouts (as % of Adults yrs 25+)	820	14.40%
Children in Poverty (as % of all children)	634	34.20%
Adult Unemployment Rate (as % of Adults yrs 25+)	612	15.30%
Adult STD Incidents (as % of Adults yrs 25+)	7	0.12%
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



### Connecters

Looking for  
relationship



### Creators

Looking for  
innovation

# HH:	2,897	# HH:	2,647	# HH:	2,366
% HH:	76.90%	% HH:	70.25%	% HH:	62.79%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	593	15.74%
Evangelical Protestant Heritage	2,319	61.54
Mainline Protestant Heritage	580	15.38
Other World Religions Heritage	580	15.38