

Location Composition

Category	County	% of State
2010 Population	174,328	1.83%
2010 Households	59,569	1.62%
2010 Group Quarters	1,812	0.62%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	136,047	78.04%	English	153,358	87.97%
Black	26,822	15.39%	Spanish	18,712	10.73%
Hispanic	20,957	12.02%	Arabic	351	0.20%
Other race	7,114	4.08%	French	313	0.18%
Multiracial	2,933	1.68%	German	285	0.16%
Asian	965	0.55%	Gujarati	189	0.11%
Nat. Amer.	448	0.26%	Chinese	186	0.11%
			Tagalog	122	0.07%

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 Johnston County, NC

MISSIONAL COUNTY DIGEST

Top County Communities

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Households: 25,550
Percent: 42.89%

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: 12,452
Percent: 20.9%

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.

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."



Households: 7,593
Percent: 12.75%

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.

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Top Lifestyle Segments



Households: 18,932
Percent: 31.78%

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: 8,774
Percent: 14.73%

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: 4,414
Percent: 7.41%

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.

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	39,093	65.63%
Religious but NOT Evangelical	8,858	14.87%
Spiritual but NOT Evangelical	6,777	11.38%
Non-Evangelical but NOT Interested	23,581	39.59%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	38,722	34.40%
Adult Poor or Fair Health (as % of Adults yrs 25+)	23,864	21.20%
Adult High School dropouts (as % of Adults yrs 25+)	22,063	19.60%
Children in Poverty (as % of all children)	10,633	22.80%
Adult Unemployment Rate (as % of Adults yrs 25+)	7,598	9.80%
Household Violent Crime incidents (as % of all hhlds)	1,324	2.22%
Adult STD Incidents (as % of Adults yrs 25+)	373	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: 42,795
% HH: 71.84%



Connectors

Looking for relationship

HH: 40,655
% HH: 68.25%



Creators

Looking for innovation

HH: 36,421
% HH: 61.14%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	8,987	15.09%
Evangelical Protestant Heritage	41,001	68.83
Mainline Protestant Heritage	11,604	19.48
Other World Religions Heritage	5,415	9.09