

Location Composition

Category	County	% of State
2010 Population	937,663	9.83%
2010 Households	366,792	9.95%
2010 Group Quarters	18,010	6.18%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	547,116	58.35%	English	773,429	82.48%
Black	282,977	30.18%	Spanish	94,485	10.08%
Hispanic	105,918	11.30%	Vietnamese	7,322	0.78%
Other race	42,064	4.49%	French	5,558	0.59%
Asian	42,027	4.48%	African lang.	5,073	0.54%
Multiracial	19,361	2.06%	Chinese	4,814	0.51%
Nat. Amer.	3,511	0.37%	Other Asian	4,744	0.51%
Hawaiian/PI	609	0.06%	Hindi	3,555	0.38%

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 Mecklenburg County, NC

MISSIONAL COUNTY DIGEST

Top County Communities

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Households: 157,823
Percent: 43.03%



Households: 95,976
Percent: 26.17%



Households: 57,615
Percent: 15.71%

Upscale Communities

As the wealthiest households in the nation, upscale communities boast high household incomes, significant home values and top educational achievements. Households in these exclusive suburban neighborhoods are headed by predominantly white, college educated, Baby Boom parents. Most adults work as executives and white collar professionals. They are active members of the community in business clubs, environmental groups and the arts.

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.

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.

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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Top Lifestyle Segments



New Suburbia Families (68% Unreached)
 Young couples with pre-school children have turned New Suburbia Families into a booming lifestyle. Concentrated in fast-growing, metro fringe communities mainly in the West and Southwest, the segment's population has more than tripled since 1990. With many households under 35 years old, these young families are making the most of their new subdivisions. More than half the housing has a median value worth nearly 50 percent above the U.S. average.

Households: 51,527
 Percent: 14.05%



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: 44,719
 Percent: 12.19%



Young Cosmopolitans (78% Unreached)
 Young Cosmopolitans is a collection of households where many adults are under 35 years old, single and earning above average incomes as white-collar professionals, managers and executives. In their fast-growing cities- including a number of college towns-these upscale young people live in luxury apartments and condos, commuting to work in sporty subcompacts. Nearly half hold college degrees, and they are almost twice the average for grad degrees.

Households: 28,552
 Percent: 7.78%

Evangeliscope: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	261,034	71.17%
Religious but NOT Evangelical	70,896	19.33%
Spiritual but NOT Evangelical	39,966	10.9%
Non-Evangelical but NOT Interested	150,766	41.1%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	157,110	25.80%
Adult High School dropouts (as % of Adults yrs 25+)	125,444	20.60%
Adult Poor or Fair Health (as % of Adults yrs 25+)	87,080	14.30%
Adult Unemployment Rate (as % of Adults yrs 25+)	50,503	10.90%
Children in Poverty (as % of all children)	49,261	21.30%
Household Violent Crime incidents (as % of all hhlds)	20,888	5.69%
Adult STD Incidents (as % of Adults yrs 25+)	5,822	0.96%

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

Motivescape: Attitudinal Indicators



Approvers
 Looking for recognition

HH: 271,670
 % HH: 74.07%



Connectors
 Looking for relationship

HH: 252,900
 % HH: 68.95%



Creators
 Looking for innovation

HH: 234,822
 % HH: 64.02%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	46,416	12.65%
Evangelical Protestant Heritage	191,172	52.12
Other World Religions Heritage	93,349	25.45
Mainline Protestant Heritage	38,110	10.39