

## Location Composition

| Category            | County | % of State |
|---------------------|--------|------------|
| 2010 Population     | 19,862 | 0.21%      |
| 2010 Households     | 7,898  | 0.21%      |
| 2010 Group Quarters | 867    | 0.30%      |

| RACE/ETH    | #POP   | %POP   | LANG.         | #POP   | %POP   |
|-------------|--------|--------|---------------|--------|--------|
| Black       | 11,572 | 58.26% | English       | 19,407 | 97.71% |
| White       | 7,939  | 39.97% | Spanish       | 236    | 1.19%  |
| Multiracial | 291    | 1.47%  | German        | 107    | 0.54%  |
| Hispanic    | 252    | 1.27%  | Arabic        | 63     | 0.32%  |
| Nat. Amer.  | 40     | 0.20%  | French Creole | 29     | 0.15%  |
| Other race  | 13     | 0.07%  | Italian       | 10     | 0.05%  |
| Asian       | 6      | 0.03%  | Vietnamese    | 7      | 0.03%  |
|             |        |        | French        | 3      | 0.01%  |

## 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 Northampton County, NC

# MISSIONAL COUNTY DIGEST

## Top County Communities

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Households: 4,038  
Percent: 51.13%



Households: 2,966  
Percent: 37.55%



Households: 398  
Percent: 5.04%

## 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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## 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.

## 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.

## 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.

## Top Lifestyle Segments



Households: 3,808  
Percent: 48.21%

### Struggling City Centers (68% Unreached)

Struggling City Centers consists of very low-income households living in city neighborhoods. Home to the highest concentration of African-Americans in the nation-nearly 90 percent of all households-the cluster faces hard economic challenges. One-third of households haven't finished high school, with a similar percentage containing single-parent families. One in five adults are under 35 years old and the median household income is only half the national average.



Households: 2,949  
Percent: 37.34%

### 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: 396  
Percent: 5.01%

### America's Wealthiest (80% Unreached)

America's Wealthiest consists of the nation's most affluent households found in well established suburban communities. With incomes well above the national average, residents represent both old and new wealth, enjoying very comfortable lifestyles and the finer things in life. These households are more than six times likely to be earning \$250,000 or more. Most of the adults are married, middle aged, college educated and predominantly white.

## Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR             | COUNTY HOUSEHOLDS | COUNTY % |
|------------------------------------|-------------------|----------|
| Unreached                          | 5,572             | 70.55%   |
| Religious but NOT Evangelical      | 2,202             | 27.88%   |
| Spiritual but NOT Evangelical      | 304               | 3.85%    |
| Non-Evangelical but NOT Interested | 3,280             | 41.52%   |

## Needscape: Social Issues

| MAJOR SOCIAL ISSUES                                   | #POP  | %POP   |
|---|-------|--------|
| Adult Obesity (as % of Adults yrs 25+)                | 4,835 | 34.20% |
| Adult Poor or Fair Health (as % of Adults yrs 25+)    | 3,902 | 27.60% |
| Adult High School dropouts (as % of Adults yrs 25+)   | 2,743 | 19.40% |
| Children in Poverty (as % of all children)            | 1,575 | 34.80% |
| Adult Unemployment Rate (as % of Adults yrs 25+)      | 1,006 | 11.80% |
| Household Violent Crime incidents (as % of all hhlds) | 204   | 2.58%  |
| Adult STD Incidents (as % of Adults yrs 25+)          | 140   | 0.99%  |

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

## Motivescape: Attitudinal Indicators



### Approvers

Looking for recognition

# HH: 5,365  
% HH: 67.93%



### Connectors

Looking for relationship

# HH: 5,109  
% HH: 64.69%



### Creators

Looking for innovation

# HH: 4,896  
% HH: 61.99%

## Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR          | COUNTY HOUSEHOLDS | COUNTY % |
|---------------------------------|-------------------|----------|
| Active Evangelical HHlds        | 1,167             | 14.77%   |
| Evangelical Protestant Heritage | 5,779             | 73.17    |
| Mainline Protestant Heritage    | 1,541             | 19.51    |
| Other World Religions Heritage  | 385               | 4.88     |