

## Location Composition

Category	County	% of State
2010 Population	41,956	0.44%
2010 Households	14,903	0.40%
2010 Group Quarters	3,308	1.14%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	24,272	57.85%	English	39,208	93.45%
Black	15,843	37.76%	Spanish	1,800	4.29%
Hispanic	1,605	3.83%	German	203	0.48%
Multiracial	617	1.47%	French	192	0.46%
Other race	567	1.35%	Gujarati	146	0.35%
Asian	449	1.07%	Italian	76	0.18%
Nat. Amer.	208	0.50%	Urdu	76	0.18%
			Greek	60	0.14%

## 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 Pasquotank County, NC

# MISSIONAL COUNTY DIGEST

## Top County Communities

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Households: 5,161  
Percent: 34.63%



Households: 4,130  
Percent: 27.71%



Households: 2,284  
Percent: 15.33%

## 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.

## 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.

## 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



### 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: 4,962  
Percent: 33.3%



### 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: 2,186  
Percent: 14.67%



### 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: 1,358  
Percent: 9.11%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	10,358	69.5%
Religious but NOT Evangelical	3,471	23.29%
Spiritual but NOT Evangelical	1,154	7.74%
Non-Evangelical but NOT Interested	5,856	39.29%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	9,123	33.30%
Adult Poor or Fair Health (as % of Adults yrs 25+)	5,479	20.00%
Adult High School dropouts (as % of Adults yrs 25+)	5,068	18.50%
Children in Poverty (as % of all children)	2,828	31.30%
Adult Unemployment Rate (as % of Adults yrs 25+)	1,739	10.00%
Household Violent Crime incidents (as % of all hhlds)	637	4.27%
Adult STD Incidents (as % of Adults yrs 25+)	216	0.79%

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

## Motivescape: Attitudinal Indicators



**Approvers**  
Looking for recognition

# HH: 10,411  
% HH: 69.86%



**Connectors**  
Looking for relationship

# HH: 9,766  
% HH: 65.53%



**Creators**  
Looking for innovation

# HH: 9,714  
% HH: 65.18%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	2,422	16.25%
Evangelical Protestant Heritage	6,450	43.28
Other World Religions Heritage	3,337	22.39
Mainline Protestant Heritage	3,115	20.90