

Location Composition

Category	County	% of State
2010 Population	53,708	0.56%
2010 Households	20,131	0.55%
2010 Group Quarters	1,192	0.41%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	41,039	76.41%	English	50,081	93.25%
Black	10,202	18.99%	Spanish	2,913	5.42%
Hispanic	3,082	5.74%	German	211	0.39%
Other race	1,532	2.85%	French	142	0.26%
Multiracial	418	0.78%	Other PI lang.	60	0.11%
Nat. Amer.	276	0.51%	Italian	59	0.11%
Asian	242	0.45%	Chinese	51	0.10%
			W. Germanic	43	0.08%

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.

© Copyright 2013 by the Intercultural Institute for Contextual Ministry and its data suppliers. Additional information at www.iicm.net.

Reaching Pender County, NC

MISSIONAL COUNTY DIGEST

Top County Communities

Inside

Communities	1
Lifestyles	2
Evangelscape	2
Needscape	3
Churchscape	3
Composition	4
Ethnoscape	4
Notes	4

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."

In partnership with:



www.iicm.net



Households: 5,273
Percent: 26.19%



Households: 5,196
Percent: 25.81%



Households: 3,971
Percent: 19.73%

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.

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.

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.

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: 3,892
Percent: 19.33%



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.

Households: 3,466
Percent: 17.22%



Professional Urbanites (72% Unreached)

Professional Urbanites is a haven for aging singles and couples, an upper-middle-class retirement oasis in the metropolitan sprawl. With most residents over the age of 65, these households have already empty-nested, with their children having gone off to college and work. The adults in this cluster boast college degrees with above-average incomes as white-collar professionals and managers in retail, education and health care.

Households: 2,544
Percent: 12.64%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	13,439	66.76%
Religious but NOT Evangelical	3,678	18.27%
Spiritual but NOT Evangelical	2,104	10.45%
Non-Evangelical but NOT Interested	7,702	38.26%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	12,210	32.20%
Adult High School dropouts (as % of Adults yrs 25+)	5,877	15.50%
Adult Poor or Fair Health (as % of Adults yrs 25+)	4,778	12.60%
Children in Poverty (as % of all children)	2,950	25.10%
Adult Unemployment Rate (as % of Adults yrs 25+)	2,612	10.80%
Household Violent Crime incidents (as % of all hhlds)	385	1.91%
Adult STD Incidents (as % of Adults yrs 25+)	125	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: 14,526
% HH: 72.16%



Connectors
Looking for
relationship

HH: 13,575
% HH: 67.43%



Creators
Looking for
innovation

HH: 12,963
% HH: 64.39%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	2,098	10.42%
Evangelical Protestant Heritage	9,218	45.79%
Mormon Heritage	4,515	22.43%
Mainline Protestant Heritage	3,010	14.95%