

## Location Composition

Category	County	% of State
2010 Population	19,314	0.20%
2010 Households	9,158	0.25%
2010 Group Quarters	377	0.13%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	17,804	92.18%	English	18,236	94.42%
Black	948	4.91%	Spanish	709	3.67%
Hispanic	938	4.85%	German	127	0.66%
Other race	214	1.11%	W. Germanic	60	0.31%
Multiracial	188	0.98%	Vietnamese	40	0.21%
Asian	100	0.52%	French	31	0.16%
Nat. Amer.	59	0.31%	Greek	31	0.16%
			Tagalog	23	0.12%

## 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 Polk County, NC

# MISSIONAL COUNTY DIGEST

## Top County Communities

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## 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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Households: 2,901  
Percent: 31.68%



Households: 2,828  
Percent: 30.88%



Households: 1,241  
Percent: 13.55%

## 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.

## 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



### Hinterland Families (41% Unreached)

Hinterland Families is a collection of families and couples who've settled in isolated towns and villages throughout the South. These mostly middle-aged households are overwhelmingly white, less educated (one-fifth never completed high school) and working-class. They work in a variety of blue-collar jobs in manufacturing, construction, transportation and agriculture. Though most live in inexpensive houses, one-third reside in mobile homes.

Households: 1,267  
Percent: 13.83%



### Urban Commuter Families (67% Unreached)

Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families, Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services.

Households: 1,202  
Percent: 13.13%



### 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: 1,202  
Percent: 13.13%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	5,871	64.11%
Religious but NOT Evangelical	1,357	14.81%
Spiritual but NOT Evangelical	993	10.84%
Non-Evangelical but NOT Interested	3,527	38.51%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	3,190	22.10%
Adult High School dropouts (as % of Adults yrs 25+)	1,848	12.80%
Adult Poor or Fair Health (as % of Adults yrs 25+)	1,328	9.20%
Children in Poverty (as % of all children)	950	24.70%
Adult Unemployment Rate (as % of Adults yrs 25+)	812	8.80%
Adult STD Incidents (as % of Adults yrs 25+)	15	0.10%
Household Violent Crime incidents (as % of all hhlds)	0	0.00%

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

## Motivescape: Attitudinal Indicators



### Approvers

Looking for recognition

# HH: 6,910  
% HH: 75.46%



### Connectors

Looking for relationship

# HH: 6,399  
% HH: 69.87%



### Creators

Looking for innovation

# HH: 5,826  
% HH: 63.61%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	1,546	16.88%
Evangelical Protestant Heritage	6,000	65.52
Other World Religions Heritage	1,105	12.07
Historically Black Protestant Heritage	789	8.62