

## Location Composition

Category	County	% of State
2010 Population	142,526	1.49%
2010 Households	53,894	1.46%
2010 Group Quarters	4,781	1.64%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	109,912	77.12%	English	130,814	91.78%
Black	22,991	16.13%	Spanish	9,575	6.72%
Hispanic	10,138	7.11%	German	380	0.27%
Other race	5,753	4.04%	Hmong	218	0.15%
Multiracial	1,932	1.36%	Laotian	207	0.15%
Asian	1,363	0.96%	Vietnamese	201	0.14%
Nat. Amer.	437	0.31%	French	160	0.11%
Hawaiian/PI	138	0.10%	Other Indic	149	0.10%

## 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 Rowan 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."

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Households: 14,927  
Percent: 27.7%



Households: 13,467  
Percent: 24.99%



Households: 8,477  
Percent: 15.73%

## Working Communities

Most residents of Working Communities are high school educated. Some have even been to college. Their education affords them lower middle incomes through blue collar jobs in manufacturing, construction, health services, retail, wholesale and food service. These jobs provide a stable household economy supporting personal and family pursuits in everyday life. This ethnically diverse mix of single and married homeowners dwells in densely populated areas and small-town suburbs.

## 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.

## 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.

## Top Lifestyle Segments



### Steadfast Conservatives (69% Unreached)

A quietly aging cluster, Steadfast Conservatives is home to mature singles and couples living in midscale urban neighborhoods. Households tend to be white, high school-educated and middle class. Many have begun to empty-nest or are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in manufacturing, retail and health.

Households: 12,001  
Percent: 22.27%



### Family Convenience (64% Unreached)

Family Convenience is a collection of sprawling families living in remote towns and military bases. Most of the households contain dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment earn upper-middle incomes.

Households: 9,030  
Percent: 16.76%



### 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: 4,678  
Percent: 8.68%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	35,687	66.22%
Religious but NOT Evangelical	8,595	15.95%
Spiritual but NOT Evangelical	5,786	10.74%
Non-Evangelical but NOT Interested	21,465	39.83%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	30,425	31.50%
Adult High School dropouts (as % of Adults yrs 25+)	20,959	21.70%
Adult Poor or Fair Health (as % of Adults yrs 25+)	20,090	20.80%
Children in Poverty (as % of all children)	9,352	29.00%
Adult Unemployment Rate (as % of Adults yrs 25+)	8,772	12.80%
Adult STD Incidents (as % of Adults yrs 25+)	553	0.57%
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: 38,921  
% HH: 72.22%



**Connectors**  
Looking for  
relationship

# HH: 36,497  
% HH: 67.72%



**Creators**  
Looking for  
innovation

# HH: 34,636  
% HH: 64.27%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	6,849	12.71%
Evangelical Protestant Heritage	19,122	35.48
Mainline Protestant Heritage	14,902	27.65
Roman Catholic Heritage	7,448	13.82