



Know Your Community

A service of the
Center for Missional Research
4200 North Point Parkway
Alpharetta, GA 30022
770-410-6000
www.missionalresearch.info



Dear Friend,

The Center of Missional Research North American Mission Board is happy to provide the geo-demographic data you recently requested. Our demographic system contains 2006 estimated data and 2011 projected data. Currently we provide the following reports.

The Area Map represents your selected geography. The map includes principle waterways, roadways, and place names. You can use this map to understand the geographic area described in the attached reports.

The Traffic Report and Map represents the daily volume of traffic on major roadways within your selected geographical area. This can assist you in determining location of promotional items (e.g., billboards) or possibly your meeting location.

The NAMB Demographic Report, a multi-page report with graphics and maps, provides 2006 and 2011 data on population, population trends, age, race, Hispanic origin, household income, education, and household types. The tables and graphs compare data for your requested area to data for the United States.

The ESRI Tapestry Area Profile, a one or two page report, examines the market or lifestyle segmentation of households in your study area. This profile has 65 distinct segments and is grouped by both lifestyle and urbanization. The top 10 segments for your selected geography are listed along with a brief description.

The Church Map provides the locations of Southern Baptist churches. As you consider areas in which to start new churches or ministries, this map will help you evaluate where Southern Baptists are already ministering.

Our license with ESRI Business Information Solutions allows us to provide data only to Southern Baptist entities such as churches, associations, state conventions, or affiliated agencies. For this reason, these reports are to be used solely for the purposes of missions and ministry.

If you have questions about the data or the format of the products you have received, please contact our church consultant at (770) 410-6385.

Sincerely,

Ed Stetzer
Director and Missiologist

Center for Missional Research

Contents

Site Map
Traffic Report
Traffic Map
Population Report
Population Trends Report
Population Thematic Maps
Population by Age Report
Age Thematic Maps
Population by Race, Language and Ethnicity Report
Hispanic Population Thematic Maps
African American Population Thematic Maps
Asian Population Thematic Maps
American Indian Population Thematic Maps
Households by Income Report
Household Income Thematic Maps
Households by Type Report
Household by Type Maps
Education Report
Education Thematic Maps
Lifestyle (Tapestry) Report
Lifestyle (Tapestry) Thematic Maps
Southern Baptist Church Map

Prepared by the Center for Missional Research

Place: 3700680 Albemarle City, NC

Population is all people living in a geographic area. The population in an area reside in either households or group quarters. A household includes everyone who lives in a housing unit. A housing unit may be a house, an apartment, a mobile home, a group of rooms, or even a single room where the occupants live and eat separately from anyone else in the building and have direct access from outside the building or through a common hall. Most people live in households. Group quarters include everyone not living in households. Group quarters include institutionalized persons such as those living in correctional institutions, nursing homes, hospitals or homes for the chronically or mentally ill, and juvenile care institutions. Group quarters also include non-institutionalized persons such as those living in rooming houses, group homes, college dormitories, military quarters, and shelters for homeless persons. If there are more than a few hundred people in group quarters in your area, check with local residents or the Yellow Pages to determine what group quarters exist for possible ministry opportunities.

	<u>Here</u>	<u>US</u>
2006 Estimated	15,651	303,582,361
In Households	15,177	295,565,022
In Group Quarters	<u>474</u>	<u>8,017,339</u>
2011 Projected	15,781	323,785,827
In Households	15,307	315,768,488
In Group Quarters	<u>474</u>	<u>8,017,339</u>

What About Evangelism?

Are existing churches already reaching this population? Is the population base large enough to sustain a new congregation? In 2000, there were about 6,800 persons for every Southern Baptist Convention (SBC) church. Regionally, the population per SBC church was 3,000 in the South, 14,000 in the Midwest, almost 20,000 in the West, and 79,000 in the Northeast.

The type of group quarters in an area will determine the most effective evangelistic outreach; for example, chaplaincy with military or institutional group quarters, and student ministries with colleges. Ministry evangelism opportunities may also exist with families of institutionalized persons.

What About Church Planting?

What percentage of the population do you consider to be lost? Obviously, this question cannot be answered precisely; however, educated guesses based on church membership and presence of evangelical churches suggest that 3 of 4 persons do not have a saving relationship with Jesus Christ. Even in the Bible Belt, possibly half of the population is lost. The point is, there is likely to be a significant and large portion of the population in your area who need to accept the gift of salvation.

The opportunities for planting traditional, self-sustaining churches targeted specifically for group quarters population may be limited. Satellite congregations of existing churches, which meet for worship and Bible study, may be effective in churching these populations. A steady turnover in church members should be expected in areas with large military or college populations.

Prepared by the Center for Missional Research

Place: 3738860 Locust City, NC

Population is all people living in a geographic area. The population in an area reside in either households or group quarters. A household includes everyone who lives in a housing unit. A housing unit may be a house, an apartment, a mobile home, a group of rooms, or even a single room where the occupants live and eat separately from anyone else in the building and have direct access from outside the building or through a common hall. Most people live in households. Group quarters include everyone not living in households. Group quarters include institutionalized persons such as those living in correctional institutions, nursing homes, hospitals or homes for the chronically or mentally ill, and juvenile care institutions. Group quarters also include non-institutionalized persons such as those living in rooming houses, group homes, college dormitories, military quarters, and shelters for homeless persons. If there are more than a few hundred people in group quarters in your area, check with local residents or the Yellow Pages to determine what group quarters exist for possible ministry opportunities.

	<u>Here</u>	<u>US</u>
2006 Estimated	2,677	303,582,361
In Households	2,677	295,565,022
In Group Quarters	<u>0</u>	<u>8,017,339</u>
2011 Projected	2,813	323,785,827
In Households	2,813	315,768,488
In Group Quarters	<u>0</u>	<u>8,017,339</u>

What About Evangelism?

Are existing churches already reaching this population? Is the population base large enough to sustain a new congregation? In 2000, there were about 6,800 persons for every Southern Baptist Convention (SBC) church. Regionally, the population per SBC church was 3,000 in the South, 14,000 in the Midwest, almost 20,000 in the West, and 79,000 in the Northeast.

The type of group quarters in an area will determine the most effective evangelistic outreach; for example, chaplaincy with military or institutional group quarters, and student ministries with colleges. Ministry evangelism opportunities may also exist with families of institutionalized persons.

What About Church Planting?

What percentage of the population do you consider to be lost? Obviously, this question cannot be answered precisely; however, educated guesses based on church membership and presence of evangelical churches suggest that 3 of 4 persons do not have a saving relationship with Jesus Christ. Even in the Bible Belt, possibly half of the population is lost. The point is, there is likely to be a significant and large portion of the population in your area who need to accept the gift of salvation.

The opportunities for planting traditional, self-sustaining churches targeted specifically for group quarters population may be limited. Satellite congregations of existing churches, which meet for worship and Bible study, may be effective in churching these populations. A steady turnover in church members should be expected in areas with large military or college populations.

Prepared by the Center for Missional Research

County: 37167 Stanly County, NC

Population is all people living in a geographic area. The population in an area reside in either households or group quarters. A household includes everyone who lives in a housing unit. A housing unit may be a house, an apartment, a mobile home, a group of rooms, or even a single room where the occupants live and eat separately from anyone else in the building and have direct access from outside the building or through a common hall. Most people live in households. Group quarters include everyone not living in households. Group quarters include institutionalized persons such as those living in correctional institutions, nursing homes, hospitals or homes for the chronically or mentally ill, and juvenile care institutions. Group quarters also include non-institutionalized persons such as those living in rooming houses, group homes, college dormitories, military quarters, and shelters for homeless persons. If there are more than a few hundred people in group quarters in your area, check with local residents or the Yellow Pages to determine what group quarters exist for possible ministry opportunities.

	<u>Here</u>	<u>US</u>
2006 Estimated	60,166	303,582,361
In Households	58,186	295,565,022
In Group Quarters	<u>1,980</u>	<u>8,017,339</u>
2011 Projected	61,321	323,785,827
In Households	59,341	315,768,488
In Group Quarters	<u>1,980</u>	<u>8,017,339</u>

What About Evangelism?

Are existing churches already reaching this population? Is the population base large enough to sustain a new congregation? In 2000, there were about 6,800 persons for every Southern Baptist Convention (SBC) church. Regionally, the population per SBC church was 3,000 in the South, 14,000 in the Midwest, almost 20,000 in the West, and 79,000 in the Northeast.

The type of group quarters in an area will determine the most effective evangelistic outreach; for example, chaplaincy with military or institutional group quarters, and student ministries with colleges. Ministry evangelism opportunities may also exist with families of institutionalized persons.

What About Church Planting?

What percentage of the population do you consider to be lost? Obviously, this question cannot be answered precisely; however, educated guesses based on church membership and presence of evangelical churches suggest that 3 of 4 persons do not have a saving relationship with Jesus Christ. Even in the Bible Belt, possibly half of the population is lost. The point is, there is likely to be a significant and large portion of the population in your area who need to accept the gift of salvation.

The opportunities for planting traditional, self-sustaining churches targeted specifically for group quarters population may be limited. Satellite congregations of existing churches, which meet for worship and Bible study, may be effective in churching these populations. A steady turnover in church members should be expected in areas with large military or college populations.

Prepared by the Center for Missional Research

Place: 3700680 Albemarle City, NC

In addition to the 2000 Census count, this table provides estimates of the 2006 population, and projections for 2011.

	<u>Here</u>	<u>US</u>
2000	15,680	281,421,906
2006 Estimate	15,651	303,582,361
0-06 Net Gain(Loss)	-29	22,160,455
00-06 Percent Incr(Decr.)	<u>-0.2%</u>	<u>7.9%</u>
2011 Projected	15,781	323,785,827
06-11 Net Gain(Loss)	130	20,203,466
06-11 Percent Incr(Decr.)	<u>0.8%</u>	<u>6.7%</u>

What About Evangelism?

A rapidly changing population may provide opportunities for evangelistic witness to persons experiencing transition in their lives. A rapidly growing population may outstrip the ability of the governmental and social infrastructure to meet its needs, creating ministry opportunities.

Rapidly declining areas may have their own unique problems. Most likely the decline is accompanied by the worsening economic and social welfare of the population. Special ministries geared more to the down-and-out may be necessary. Ministries such as job referral services, literacy training, food and clothing closets, latchkey kid programs, and day care may be needed.

What About Church Planting?

Is the population in your area growing, declining, or remaining the same? Both net growth and rate of growth should be considered. It is easier to start churches in rapidly growing areas. New people in an area are often more open to establishing social and institutional relationships.

Although more difficult, even stagnant or declining areas may need new churches if the population is substantially unchurched or does not have an effective evangelical witness. Areas with stagnate growth may have segments of the population that are either growing or are under-churched.

Prepared by the Center for Missional Research

Place: 3738860 Locust City, NC

In addition to the 2000 Census count, this table provides estimates of the 2006 population, and projections for 2011.

	<u>Here</u>	<u>US</u>
2000	2,416	281,421,906
2006 Estimate	2,677	303,582,361
0-06 Net Gain(Loss)	261	22,160,455
00-06 Percent Incr(Decr.)	<u>10.8%</u>	<u>7.9%</u>
2011 Projected	2,813	323,785,827
06-11 Net Gain(Loss)	136	20,203,466
06-11 Percent Incr(Decr.)	<u>5.1%</u>	<u>6.7%</u>

What About Evangelism?

A rapidly changing population may provide opportunities for evangelistic witness to persons experiencing transition in their lives. A rapidly growing population may outstrip the ability of the governmental and social infrastructure to meet its needs, creating ministry opportunities.

Rapidly declining areas may have their own unique problems. Most likely the decline is accompanied by the worsening economic and social welfare of the population. Special ministries geared more to the down-and-out may be necessary. Ministries such as job referral services, literacy training, food and clothing closets, latchkey kid programs, and day care may be needed.

What About Church Planting?

Is the population in your area growing, declining, or remaining the same? Both net growth and rate of growth should be considered. It is easier to start churches in rapidly growing areas. New people in an area are often more open to establishing social and institutional relationships.

Although more difficult, even stagnant or declining areas may need new churches if the population is substantially unchurched or does not have an effective evangelical witness. Areas with stagnate growth may have segments of the population that are either growing or are under-churched.

Prepared by the Center for Missional Research

County: 37167 Stanly County, NC

In addition to the 2000 Census count, this table provides estimates of the 2006 population, and projections for 2011.

	<u>Here</u>	<u>US</u>
2000	58,100	281,421,906
2006 Estimate	60,166	303,582,361
0-06 Net Gain(Loss)	2,066	22,160,455
00-06 Percent Incr(Decr.)	<u>3.6%</u>	<u>7.9%</u>
2011 Projected	61,321	323,785,827
06-11 Net Gain(Loss)	1,155	20,203,466
06-11 Percent Incr(Decr.)	<u>1.9%</u>	<u>6.7%</u>

What About Evangelism?

A rapidly changing population may provide opportunities for evangelistic witness to persons experiencing transition in their lives. A rapidly growing population may outstrip the ability of the governmental and social infrastructure to meet its needs, creating ministry opportunities.

Rapidly declining areas may have their own unique problems. Most likely the decline is accompanied by the worsening economic and social welfare of the population. Special ministries geared more to the down-and-out may be necessary. Ministries such as job referral services, literacy training, food and clothing closets, latchkey kid programs, and day care may be needed.

What About Church Planting?

Is the population in your area growing, declining, or remaining the same? Both net growth and rate of growth should be considered. It is easier to start churches in rapidly growing areas. New people in an area are often more open to establishing social and institutional relationships.

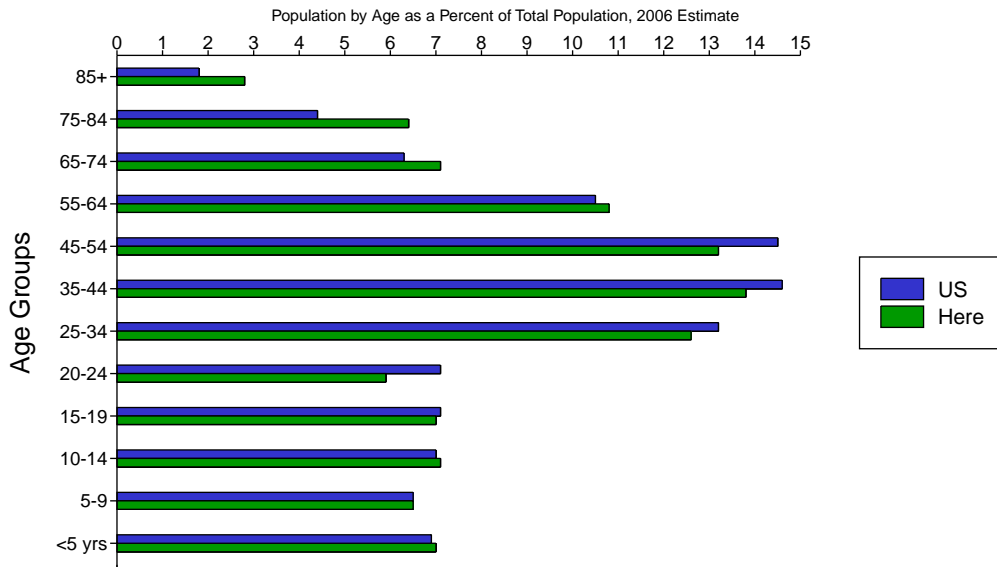
Although more difficult, even stagnant or declining areas may need new churches if the population is substantially unchurched or does not have an effective evangelical witness. Areas with stagnate growth may have segments of the population that are either growing or are under-churched.

Prepared by the Center for Missional Research

Place: 3700680 Albemarle City, NC

Age structure is one of the more important variables in understanding the characteristics of the population. This table provides information on 5 and 10 year age groups known as age cohorts. The figure provides a picture of how persons are distributed throughout the lifecycle. Some questions to ask are: 1) Are there many or few youth and children? 2) Is there a large proportion and number of elderly persons? 3) Is the population from ages 40 to 59 (baby boomers) in this area proportionally more or less than the national norm?

Age	2006 Estimate	2006 Percent	2011 Projected	2011 Percent
<5 yrs	1,097	7.0%	1,156	7.3%
5-9	1,010	6.5%	1,007	6.4%
10-14	1,111	7.1%	1,036	6.6%
15-19	1,089	7.0%	1,049	6.6%
20-24	919	5.9%	1,063	6.7%
25-34	1,965	12.6%	1,839	11.7%
35-44	2,153	13.8%	2,018	12.8%
45-54	2,065	13.2%	2,189	13.9%
55-64	1,691	10.8%	1,897	12.0%
65-74	998	6.4%	930	5.9%
75-84	998	6.4%	930	5.9%
85+	437	2.8%	495	3.1%
Median Age	38.1		38.9	



What About Evangelism?

Based on your knowledge of the ages of people in an area, what evangelistic approaches might best communicate the gospel? A characteristic of growing churches is flexibility in methods of communication. They understand that different groups of people respond to different forms of communication.

What About Church Planting?

In areas where there are large numbers and/or percentages of children and youth, ministries geared toward children and youth will be an important part of strategy for church planting.

Among younger adults, new congregations must be responsive to developmental needs such as selecting a mate, learning to live with a marriage partner, starting a family, rearing children, managing a household, and getting started in an occupation.

The church will have to compete for the time and attention of middle adults. Many middle adults will respond to nontraditional styles of worship and programming. These may include alternatives for Sunday school or Christian education; practical, life-centered preaching and teaching; and contemporary music.

New churches in communities dominated by older adults may need to emphasize traditional programs, styles of worship, and familiar music.

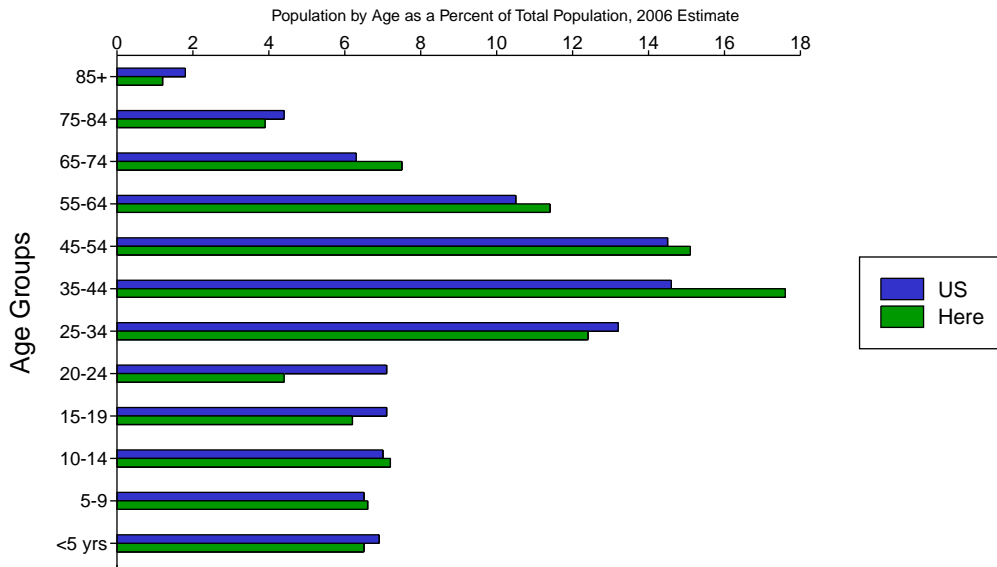
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

Prepared by the Center for Missional Research

Place: 3738860 Locust City, NC

Age structure is one of the more important variables in understanding the characteristics of the population. This table provides information on 5 and 10 year age groups known as age cohorts. The figure provides a picture of how persons are distributed throughout the lifecycle. Some questions to ask are: 1) Are there many or few youth and children? 2) Is there a large proportion and number of elderly persons? 3) Is the population from ages 40 to 59 (baby boomers) in this area proportionally more or less than the national norm?

Age	2006 Estimate	2006 Percent	2011 Projected	2011 Percent
<5 yrs	174	6.5%	177	6.3%
5-9	176	6.6%	178	6.3%
10-14	192	7.2%	201	7.1%
15-19	165	6.2%	187	6.6%
20-24	118	4.4%	124	4.4%
25-34	331	12.4%	276	9.8%
35-44	472	17.6%	448	15.9%
45-54	404	15.1%	490	17.4%
55-64	306	11.4%	361	12.8%
65-74	103	3.9%	116	4.1%
75-84	103	3.9%	116	4.1%
85+	33	1.2%	39	1.4%
Median Age	39.2		41.3	



What About Evangelism?

Based on your knowledge of the ages of people in an area, what evangelistic approaches might best communicate the gospel? A characteristic of growing churches is flexibility in methods of communication. They understand that different groups of people respond to different forms of communication.

What About Church Planting?

In areas where there are large numbers and/or percentages of children and youth, ministries geared toward children and youth will be an important part of strategy for church planting.

Among younger adults, new congregations must be responsive to developmental needs such as selecting a mate, learning to live with a marriage partner, starting a family, rearing children, managing a household, and getting started in an occupation.

The church will have to compete for the time and attention of middle adults. Many middle adults will respond to nontraditional styles of worship and programming. These may include alternatives for Sunday school or Christian education; practical, life-centered preaching and teaching; and contemporary music.

New churches in communities dominated by older adults may need to emphasize traditional programs, styles of worship, and familiar music.

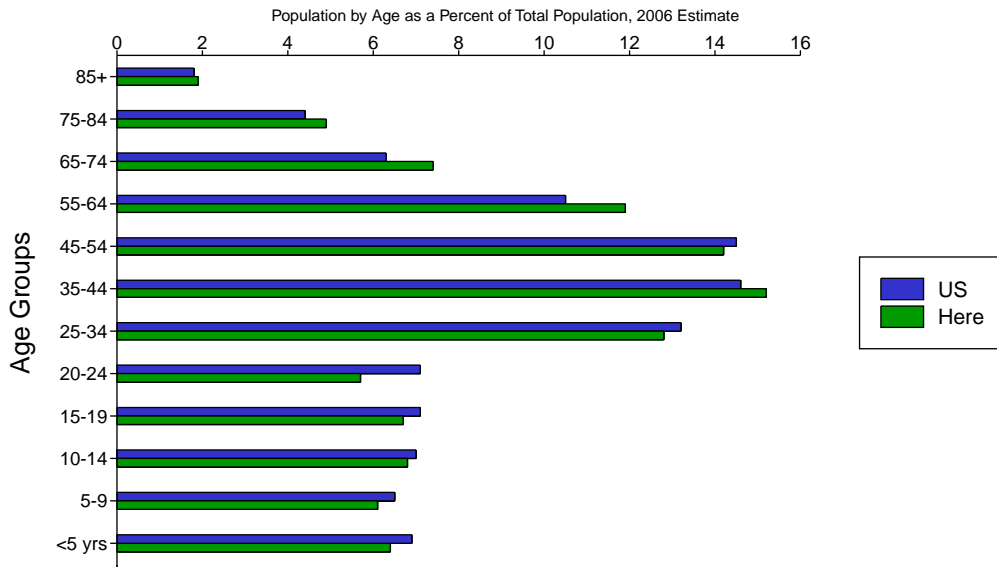
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

Prepared by the Center for Missional Research

County: 37167 Stanly County, NC

Age structure is one of the more important variables in understanding the characteristics of the population. This table provides information on 5 and 10 year age groups known as age cohorts. The figure provides a picture of how persons are distributed throughout the lifecycle. Some questions to ask are: 1) Are there many or few youth and children? 2) Is there a large proportion and number of elderly persons? 3) Is the population from ages 40 to 59 (baby boomers) in this area proportionally more or less than the national norm?

Age	2006 Estimate	2006 Percent	2011 Projected	2011 Percent
<5 yrs	3,825	6.4%	3,922	6.4%
5-9	3,670	6.1%	3,683	6.0%
10-14	4,080	6.8%	3,974	6.5%
15-19	4,030	6.7%	4,052	6.6%
20-24	3,436	5.7%	3,600	5.9%
25-34	7,711	12.8%	6,948	11.3%
35-44	9,167	15.2%	8,769	14.3%
45-54	8,535	14.2%	9,453	15.4%
55-64	7,133	11.9%	7,968	13.0%
65-74	2,973	4.9%	3,004	4.9%
75-84	2,973	4.9%	3,004	4.9%
85+	1,153	1.9%	1,320	2.2%
Median Age	38.9		40.4	



What About Evangelism?

Based on your knowledge of the ages of people in an area, what evangelistic approaches might best communicate the gospel? A characteristic of growing churches is flexibility in methods of communication. They understand that different groups of people respond to different forms of communication.

What About Church Planting?

In areas where there are large numbers and/or percentages of children and youth, ministries geared toward children and youth will be an important part of strategy for church planting.

Among younger adults, new congregations must be responsive to developmental needs such as selecting a mate, learning to live with a marriage partner, starting a family, rearing children, managing a household, and getting started in an occupation.

The church will have to compete for the time and attention of middle adults. Many middle adults will respond to nontraditional styles of worship and programming. These may include alternatives for Sunday school or Christian education; practical, life-centered preaching and teaching; and contemporary music.

New churches in communities dominated by older adults may need to emphasize traditional programs, styles of worship, and familiar music.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

Prepared by the Center for Missional Research

Place: 3700680 Albemarle City, NC

Race is self-classified by persons filling out the decennial census, according to the race with which they most closely identify. Country of Birth refers to the country of birth for the foreign born. Population by language refers to the primary language spoken at home.

Population by Race

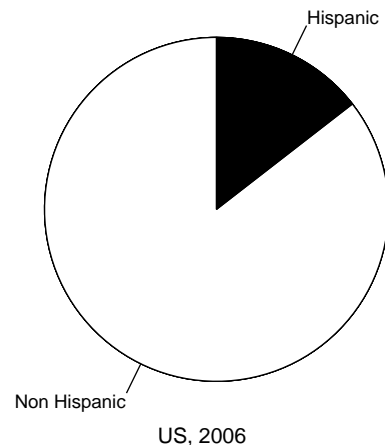
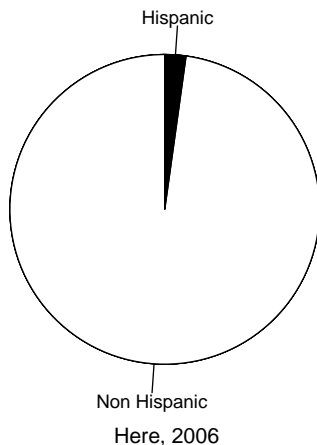
	2006 Estimate	2006 Percent	2011 Estimate	2011 Percent
White	11,236	71.8%	11,052	70.0%
Black	3,153	20.1%	3,200	20.3%
American Indian	39	0.2%	40	0.3%
Asian	813	5.2%	996	6.3%
Pacific Islander	4	0.0%	5	0.0%
Other	204	1.3%	259	1.6%
Two or More Races	201	1.3%	228	1.4%
Total	15,651	100%	15,781	100%

2000 Population by Language

English	1,712
Spanish	338
Indian	110
Asian/Pacific Island Languages	425
Other	14

Hispanic Population

	2006 Estimate	2006 Percent	2011 Estimate	Percent Incr (Decr)
Here	337	2.2%	408	21.1%
US	44,952,054	14.8%	54,018,635	20.2%



Prepared by the Center for Missional Research

Place: 3700680 Albemarle City, NC

What about evangelism?

What special language or cultural concerns should be considered in sharing the gospel with various people groups? People may have religious backgrounds with a non-Christian heritage. Outreach to such people likely will require training in and understanding of other faiths.

Do you have biblical and evangelistic materials in the native languages of people groups in your area?

If the presence of a racial group is due to an immigrant population, there may be opportunities for refugee resettlement, employment services, and citizenship ministries.

The presence of non-English-speaking racial groups points to the need for literacy training.

Some groups economically lag behind the rest of the population. For instance, one-third of the African American population lives below the poverty level. Note that a large portion of African American families with children are single-parent families. A whole range of community and family ministries could be considered.

What about church planting?

It is important to consider planting churches in the native languages of unreached people groups in your area. Even with racial/ethnic people who are fluent in English, these natural groupings of people offer opportunity for congregating people into churches. Which racial and ethnic groups are being reached by existing evangelical churches and which groups need new churches?

Outreach with people groups should recognize cultural distinctiveness, the need for specialized materials, and indigenous leadership.

Is your area facing racial transition? Including minority persons on the staff of existing churches may enhance opportunities for growth among these newly emerging racial/ethnic groups.

Do existing churches need to start Bible studies, Sunday School classes, or social ministries targeted to unreached people groups in your area

What about people groups?

The face of North America is changing. From 1970 to 2006, the foreign born population in the United States rose from 4.7 percent to 12percent. By 2050, it is expected that half of the U.S. population will be of a different race than non-Hispanic white. As of 2004, over half of the residents of the city of Toronto were foreign born.

The church of North America can react to this changing dynamic in one of two ways. She can shrink back and isolate herself from this multitude of people groups or she can embrace these new peoples and share with them the gift of eternal life that Jesus commands us to preach to all. Globalization and transnationalism have afforded North America with a unique opportunity in history. Just as Judea was a crossroads for the known world during the time of Jesus, **North America has become a modern crossroads of peoples from around the globe.**

If this opportunity were to be seized by the church through the power of the Holy Spirit, it is unimaginable how people groups all over the world could be impacted by the gospel. In such a time as this, is it possible that the Lord will use the nations within North America to be a vessel for missions all around the world? Just as Philip in Acts 8 was sent by the Lord to the Ethiopian eunuch, **the Lord is calling us to last frontier peoples within North America** so that He might be known among all the peoples of the earth.

www.peoplegroups.info is a website and database system committed to resourcing and facilitating the unimaginable possibilities that this strategic missions opportunity represents. This online system is available to anyone who desires to work among people groups in North America. Some of the functionalities include: search for people groups in your area, report people groups living in your area, request people groups resources from overseas workers, a toolbox for practical helps, and a connect forum where you can interact with other people groups workers. www.peoplegroups.info is a joint project of the North American Mission Board and the International Mission Board. It is a major project of the Center for Missional Research.

Data Note: Income represents the annual income for the preceding year, expressed in current dollars, including an adjustment for inflation (for 2006 and 2011). In 2000, the Census Bureau reported income to an upper interval of \$200,000+. ESRI forecasts extend income to \$500,000+. N/A means Not Available.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

Population by Race, Language and Ethnicity Report

Prepared by the Center for Missional Research

Place: 3738860 Locust City, NC

Race is self-classified by persons filling out the decennial census, according to the race with which they most closely identify. Country of Birth refers to the country of birth for the foreign born. Population by language refers to the primary language spoken at home.

Population by Race

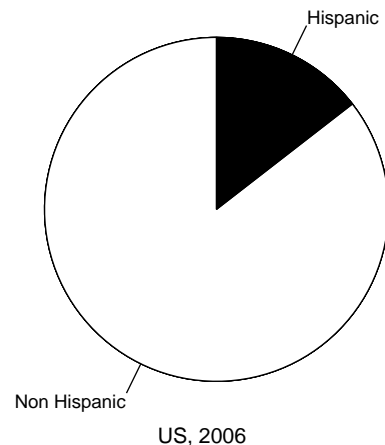
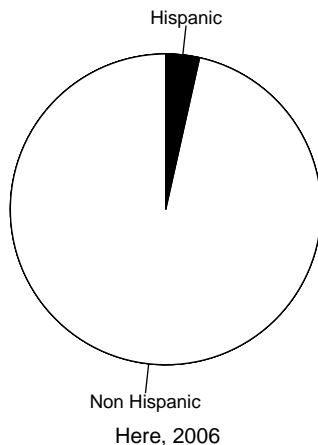
	2006 Estimate	2006 Percent	2011 Estimate	2011 Percent
White	2,539	94.8%	2,646	94.1%
Black	42	1.6%	43	1.5%
American Indian	9	0.3%	11	0.4%
Asian	6	0.2%	8	0.3%
Pacific Islander	0	0.0%	0	0.0%
Other	60	2.2%	79	2.8%
Two or More Races	22	0.8%	26	0.9%
Total	2,677	100%	2,813	100%

2000 Population by Language

English	1,181
Spanish	26
Indian	12
Asian/Pacific Island Languages	0
Other	0

Hispanic Population

	2006 Estimate	2006 Percent	2011 Estimate	Percent Incr (Decr)
Here	94	3.5%	118	25.5%
US	44,952,054	14.8%	54,018,635	20.2%



Prepared by the Center for Missional Research

Place: 3738860 Locust City, NC

What about evangelism?

What special language or cultural concerns should be considered in sharing the gospel with various people groups? People may have religious backgrounds with a non-Christian heritage. Outreach to such people likely will require training in and understanding of other faiths.

Do you have biblical and evangelistic materials in the native languages of people groups in your area?

If the presence of a racial group is due to an immigrant population, there may be opportunities for refugee resettlement, employment services, and citizenship ministries.

The presence of non-English-speaking racial groups points to the need for literacy training.

Some groups economically lag behind the rest of the population. For instance, one-third of the African American population lives below the poverty level. Note that a large portion of African American families with children are single-parent families. A whole range of community and family ministries could be considered.

What about church planting?

It is important to consider planting churches in the native languages of unreached people groups in your area. Even with racial/ethnic people who are fluent in English, these natural groupings of people offer opportunity for congregating people into churches. Which racial and ethnic groups are being reached by existing evangelical churches and which groups need new churches?

Outreach with people groups should recognize cultural distinctiveness, the need for specialized materials, and indigenous leadership.

Is your area facing racial transition? Including minority persons on the staff of existing churches may enhance opportunities for growth among these newly emerging racial/ethnic groups.

Do existing churches need to start Bible studies, Sunday School classes, or social ministries targeted to unreached people groups in your area

What about people groups?

The face of North America is changing. From 1970 to 2006, the foreign born population in the United States rose from 4.7 percent to 12percent. By 2050, it is expected that half of the U.S. population will be of a different race than non-Hispanic white. As of 2004, over half of the residents of the city of Toronto were foreign born.

The church of North America can react to this changing dynamic in one of two ways. She can shrink back and isolate herself from this multitude of people groups or she can embrace these new peoples and share with them the gift of eternal life that Jesus commands us to preach to all. Globalization and transnationalism have afforded North America with a unique opportunity in history. Just as Judea was a crossroads for the known world during the time of Jesus, **North America has become a modern crossroads of peoples from around the globe.**

If this opportunity were to be seized by the church through the power of the Holy Spirit, it is unimaginable how people groups all over the world could be impacted by the gospel. In such a time as this, is it possible that the Lord will use the nations within North America to be a vessel for missions all around the world? Just as Philip in Acts 8 was sent by the Lord to the Ethiopian eunuch, **the Lord is calling us to last frontier peoples within North America** so that He might be known among all the peoples of the earth.

www.peoplegroups.info is a website and database system committed to resourcing and facilitating the unimaginable possibilities that this strategic missions opportunity represents. This online system is available to anyone who desires to work among people groups in North America. Some of the functionalities include: search for people groups in your area, report people groups living in your area, request people groups resources from overseas workers, a toolbox for practical helps, and a connect forum where you can interact with other people groups workers. www.peoplegroups.info is a joint project of the North American Mission Board and the International Mission Board. It is a major project of the Center for Missional Research.

Data Note: Income represents the annual income for the preceding year, expressed in current dollars, including an adjustment for inflation (for 2006 and 2011). In 2000, the Census Bureau reported income to an upper interval of \$200,000+. ESRI forecasts extend income to \$500,000+. N/A means Not Available.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

Population by Race, Language and Ethnicity Report

Prepared by the Center for Missional Research

County: 37167 Stanly County, NC

Race is self-classified by persons filling out the decennial census, according to the race with which they most closely identify. Country of Birth refers to the country of birth for the foreign born. Population by language refers to the primary language spoken at home.

Population by Race

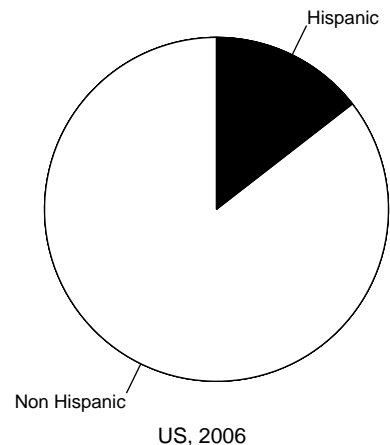
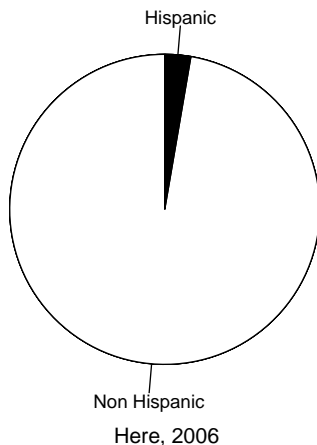
	2006 Estimate	2006 Percent	2011 Estimate	2011 Percent
White	50,181	83.4%	50,425	82.2%
Black	7,019	11.7%	7,240	11.8%
American Indian	158	0.3%	168	0.3%
Asian	1,399	2.3%	1,733	2.8%
Pacific Islander	13	0.0%	15	0.0%
Other	834	1.4%	1,090	1.8%
Two or More Races	562	0.9%	650	1.1%
Total	60,166	100%	61,321	100%

2000 Population by Language

English	992
Spanish	1,475
Indian	330
Asian/Pacific Island Languages	701
Other	44

Hispanic Population

	2006 Estimate	2006 Percent	2011 Estimate	Percent Incr (Decr)
Here	1,595	2.7%	1,938	21.5%
US	44,952,054	14.8%	54,018,635	20.2%



County: 37167 Stanly County, NC

What about evangelism?

What special language or cultural concerns should be considered in sharing the gospel with various people groups? People may have religious backgrounds with a non-Christian heritage. Outreach to such people likely will require training in and understanding of other faiths.

Do you have biblical and evangelistic materials in the native languages of people groups in your area?

If the presence of a racial group is due to an immigrant population, there may be opportunities for refugee resettlement, employment services, and citizenship ministries.

The presence of non-English-speaking racial groups points to the need for literacy training.

Some groups economically lag behind the rest of the population. For instance, one-third of the African American population lives below the poverty level. Note that a large portion of African American families with children are single-parent families. A whole range of community and family ministries could be considered.

What about church planting?

It is important to consider planting churches in the native languages of unreached people groups in your area. Even with racial/ethnic people who are fluent in English, these natural groupings of people offer opportunity for congregating people into churches. Which racial and ethnic groups are being reached by existing evangelical churches and which groups need new churches?

Outreach with people groups should recognize cultural distinctiveness, the need for specialized materials, and indigenous leadership.

Is your area facing racial transition? Including minority persons on the staff of existing churches may enhance opportunities for growth among these newly emerging racial/ethnic groups.

Do existing churches need to start Bible studies, Sunday School classes, or social ministries targeted to unreached people groups in your area

What about people groups?

The face of North America is changing. From 1970 to 2006, the foreign born population in the United States rose from 4.7 percent to 12percent. By 2050, it is expected that half of the U.S. population will be of a different race than non-Hispanic white. As of 2004, over half of the residents of the city of Toronto were foreign born.

The church of North America can react to this changing dynamic in one of two ways. She can shrink back and isolate herself from this multitude of people groups or she can embrace these new peoples and share with them the gift of eternal life that Jesus commands us to preach to all. Globalization and transnationalism have afforded North America with a unique opportunity in history. Just as Judea was a crossroads for the known world during the time of Jesus, **North America has become a modern crossroads of peoples from around the globe.**

If this opportunity were to be seized by the church through the power of the Holy Spirit, it is unimaginable how people groups all over the world could be impacted by the gospel. In such a time as this, is it possible that the Lord will use the nations within North America to be a vessel for missions all around the world? Just as Philip in Acts 8 was sent by the Lord to the Ethiopian eunuch, **the Lord is calling us to last frontier peoples within North America** so that He might be known among all the peoples of the earth.

www.peoplegroups.info is a website and database system committed to resourcing and facilitating the unimaginable possibilities that this strategic missions opportunity represents. This online system is available to anyone who desires to work among people groups in North America. Some of the functionalities include: search for people groups in your area, report people groups living in your area, request people groups resources from overseas workers, a toolbox for practical helps, and a connect forum where you can interact with other people groups workers. www.peoplegroups.info is a joint project of the North American Mission Board and the International Mission Board. It is a major project of the Center for Missional Research.

Data Note: Income represents the annual income for the preceding year, expressed in current dollars, including an adjustment for inflation (for 2006 and 2011). In 2000, the Census Bureau reported income to an upper interval of \$200,000+. ESRI forecasts extend income to \$500,000+. N/A means Not Available.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

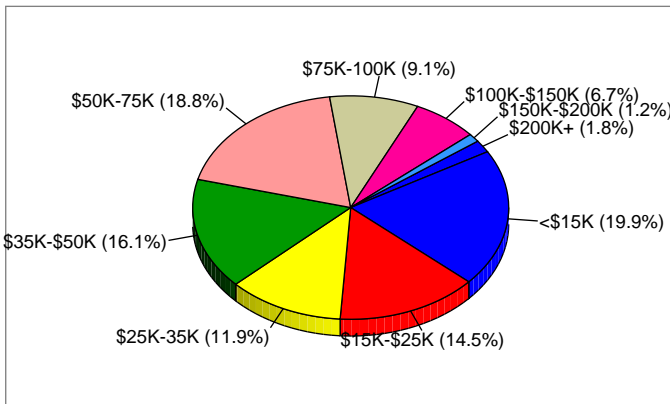
Prepared by the Center for Missional Research

Place: 3700680 Albemarle City, NC

The data reflect estimated household income in 2006 for persons 15 years and older. It includes income from wages or salary, net self-employment, interest dividends, rentals or royalties, Social Security, retirement, disability, and welfare. Household income is the total for all persons over age 15 in the household. Median household income is the income where half of all households in an area have a larger income and half have a smaller income.

Income	Households, 2006 Estimate	Percent of Households
<\$15,000	1,253	19.9%
\$15,000 - \$24,999	915	14.5%
\$25,000 - \$34,999	748	11.9%
\$35,000 - \$49,999	1,013	16.1%
\$50,000 - \$74,999	1,184	18.8%
\$75,000 - \$99,999	570	9.1%
\$100,000 - \$149,999	421	6.7%
\$150,000 - \$199,000	74	1.2%
\$200,000+	116	1.8%
	Here	US
2006 Estimate Per Capita Income	\$20,957	\$27,084
Median Household Income	\$37,805	\$51,546

2006 Households by Income



What about Evangelism?

Many unchurched persons are more concerned about making their lives successful than they are about salvation. Evangelism should emphasize that life has a spiritual dimension and that developing a relationship with Jesus Christ does not affect just one part of life, but encompasses the whole.

What about church planting?

Are existing churches reaching the affluent population? People in these income segments may expect a certain level of comfort and desirability in the church building. Affluent people are frequently joiners. They join civic clubs, country clubs, and generally look for high-status groups. They desire esteem and recognition. New churches should give these people opportunities to exercise leadership and to invest their gifts and resources in creative mission endeavors and ministries.

Many Southern Baptists will fall into the middle class economic strata; therefore, traditional Southern Baptist forms of worship, programs, and ways of doing church may be attractive to this group. Because these income categories encompass the majority of households, it will be necessary to examine other characteristics of the population in conjunction with income in order to develop strategies for church planting and evangelism.

New churches in lower class areas face special challenges, such as difficulty in becoming self-supporting and finding leadership. Perhaps efforts should focus on developing indigenous, bivocational leadership. Financial resources may be scarce unless there is a significant sponsorship for the work. Sponsor churches may need to be recruited from outside the community itself. A ministry-based approach may be necessary to garner the goodwill of the community. Perhaps more informal services, both in dress and style of worship, will be more attractive in these communities

Data Note: Income represents the annual income for the preceding year, expressed in current dollars, including an adjustment for inflation (for 2006 and 2011). In 2000, the Census Bureau reported income to an upper interval of \$200,000+. ESRI forecasts extend income to \$500,000+. N/A means Not Available.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

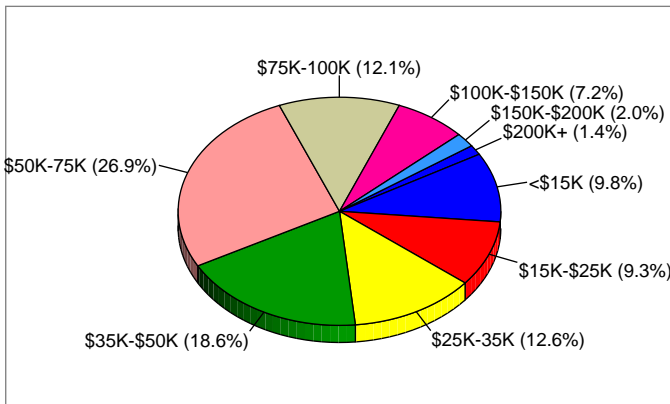
Prepared by the Center for Missional Research

Place: 3738860 Locust City, NC

The data reflect estimated household income in 2006 for persons 15 years and older. It includes income from wages or salary, net self-employment, interest dividends, rentals or royalties, Social Security, retirement, disability, and welfare. Household income is the total for all persons over age 15 in the household. Median household income is the income where half of all households in an area have a larger income and half have a smaller income.

Income	Households, 2006 Estimate	Percent of Households
<\$15,000	102	9.8%
\$15,000 - \$24,999	97	9.3%
\$25,000 - \$34,999	131	12.6%
\$35,000 - \$49,999	193	18.6%
\$50,000 - \$74,999	278	26.8%
\$75,000 - \$99,999	126	12.1%
\$100,000 - \$149,999	75	7.2%
\$150,000 - \$199,000	21	2.0%
\$200,000+	15	1.4%
	Here	US
2006 Estimate Per Capita Income	\$22,770	\$27,084
Median Household Income	\$49,648	\$51,546

2006 Households by Income



What about Evangelism?

Many unchurched persons are more concerned about making their lives successful than they are about salvation. Evangelism should emphasize that life has a spiritual dimension and that developing a relationship with Jesus Christ does not affect just one part of life, but encompasses the whole.

What about church planting?

Are existing churches reaching the affluent population? People in these income segments may expect a certain level of comfort and desirability in the church building. Affluent people are frequently joiners. They join civic clubs, country clubs, and generally look for high-status groups. They desire esteem and recognition. New churches should give these people opportunities to exercise leadership and to invest their gifts and resources in creative mission endeavors and ministries.

Many Southern Baptists will fall into the middle class economic strata; therefore, traditional Southern Baptist forms of worship, programs, and ways of doing church may be attractive to this group. Because these income categories encompass the majority of households, it will be necessary to examine other characteristics of the population in conjunction with income in order to develop strategies for church planting and evangelism.

New churches in lower class areas face special challenges, such as difficulty in becoming self-supporting and finding leadership. Perhaps efforts should focus on developing indigenous, bivocational leadership. Financial resources may be scarce unless there is a significant sponsorship for the work. Sponsor churches may need to be recruited from outside the community itself. A ministry-based approach may be necessary to garner the goodwill of the community. Perhaps more informal services, both in dress and style of worship, will be more attractive in these communities

Data Note: Income represents the annual income for the preceding year, expressed in current dollars, including an adjustment for inflation (for 2006 and 2011). In 2000, the Census Bureau reported income to an upper interval of \$200,000+. ESRI forecasts extend income to \$500,000+. N/A means Not Available.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

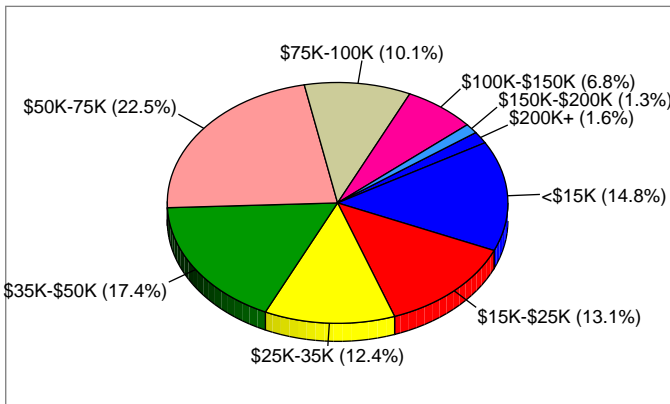
Prepared by the Center for Missional Research

County: 37167 Stanly County, NC

The data reflect estimated household income in 2006 for persons 15 years and older. It includes income from wages or salary, net self-employment, interest dividends, rentals or royalties, Social Security, retirement, disability, and welfare. Household income is the total for all persons over age 15 in the household. Median household income is the income where half of all households in an area have a larger income and half have a smaller income.

Income	Households, 2006 Estimate	Percent of Households
<\$15,000	3,432	14.8%
\$15,000 - \$24,999	3,031	13.1%
\$25,000 - \$34,999	2,877	12.4%
\$35,000 - \$49,999	4,035	17.4%
\$50,000 - \$74,999	5,218	22.5%
\$75,000 - \$99,999	2,345	10.1%
\$100,000 - \$149,999	1,579	6.8%
\$150,000 - \$199,000	313	1.3%
\$200,000+	375	1.6%
	Here	US
2006 Estimate Per Capita Income	\$21,149	\$27,084
Median Household Income	\$42,973	\$51,546

2006 Households by Income



What about Evangelism?

Many unchurched persons are more concerned about making their lives successful than they are about salvation. Evangelism should emphasize that life has a spiritual dimension and that developing a relationship with Jesus Christ does not affect just one part of life, but encompasses the whole.

What about church planting?

Are existing churches reaching the affluent population? People in these income segments may expect a certain level of comfort and desirability in the church building. Affluent people are frequently joiners. They join civic clubs, country clubs, and generally look for high-status groups. They desire esteem and recognition. New churches should give these people opportunities to exercise leadership and to invest their gifts and resources in creative mission endeavors and ministries.

Many Southern Baptists will fall into the middle class economic strata; therefore, traditional Southern Baptist forms of worship, programs, and ways of doing church may be attractive to this group. Because these income categories encompass the majority of households, it will be necessary to examine other characteristics of the population in conjunction with income in order to develop strategies for church planting and evangelism.

New churches in lower class areas face special challenges, such as difficulty in becoming self-supporting and finding leadership. Perhaps efforts should focus on developing indigenous, bivocational leadership. Financial resources may be scarce unless there is a significant sponsorship for the work. Sponsor churches may need to be recruited from outside the community itself. A ministry-based approach may be necessary to garner the goodwill of the community. Perhaps more informal services, both in dress and style of worship, will be more attractive in these communities

Data Note: Income represents the annual income for the preceding year, expressed in current dollars, including an adjustment for inflation (for 2006 and 2011). In 2000, the Census Bureau reported income to an upper interval of \$200,000+. ESRI forecasts extend income to \$500,000+. N/A means Not Available.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

Prepared by the Center for Missional Research

Place: 3700680 Albemarle City, NC

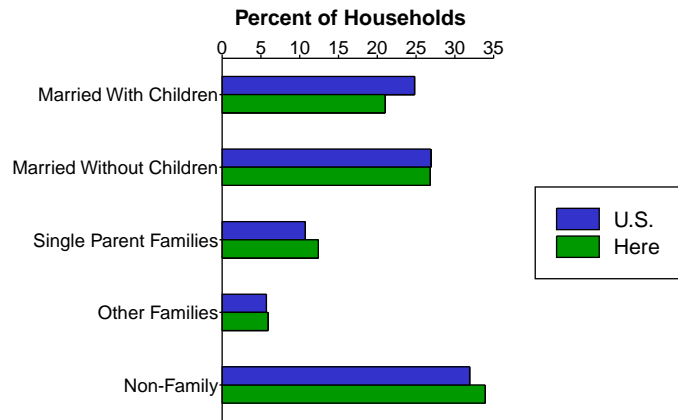
A household includes all persons who occupy a housing unit, excluding the population in group quarters. The count of households always equals the count of occupied housing units. There are two types of households: family and nonfamily. A household is classified as a family if one or more persons living in the same household are related to the householder (who is the first person listed on the Census form) by marriage, birth, or adoption. A nonfamily household is an individual living alone or with other non-related individuals.

The category married couples without children represents three types of households: 1) married couples who have not yet started a family, 2) married couples who have remained childless, and 3) empty nesters (married couples whose children have left home or are older than 18). The other family household type represents several combinations: an adult child living with one parent, two or more siblings living together, or an adult living with another adult relative. Three-fourths of these families are headed by females.

One-person households are often perceived as "young singles" however, only about one-fourth of persons living alone are under 35 years of age, while another one-fourth are middle aged, and one-half are age 55 and older. Among young one-person households, men outnumber women, but among older singles, women outnumber men 3 to 1. Overall, 60 percent of one-person households are women living alone.

	Here	Percent of Total Households	US	Percent of Total Households
2006 Total Households Estimate	6,295	100%	114,049,635	100%
Family	4,081	64.8%	76,583,133	67.1%
Non Family	2,214	35.2%	37,466,502	32.9%

	Number	Percent
2000 Family Households	4,157	66.1%
Married With Children	1,319	21.0%
Married Without Children	1,687	26.8%
Single Parent Families	777	12.4%
Other Families	374	5.9%
2000 Non-Family Households	2,134	33.9%
2000 Households with elders 65+	1,795	28.5%



What about evangelism?

Evangelistic strategies must take into consideration the family dynamics and household types present in their community. Ministries that meet felt needs among each family type can become a great starting point for sharing the gospel. Is there an abundance of single mothers in your community? Develop a mom's morning out program. Are there many married couples with no children? Why not develop a travel group for these couples.

What about church planting?

Churches usually have all household types represented. However, have you ever considered starting a "niche" church that meets the meeting time, needs, location, and schedule of a certain household type in your community. Try to determine household types that might be less reached as compared others and plant a church specifically focused on them.

Data Note: Income represents the annual income for the preceding year, expressed in current dollars, including an adjustment for inflation (for 2006 and 2011). In 2000, the Census Bureau reported income to an upper interval of \$200,000+. ESRI forecasts extend income to \$500,000+. N/A means Not Available.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

Prepared by the Center for Missional Research

Place: 3738860 Locust City, NC

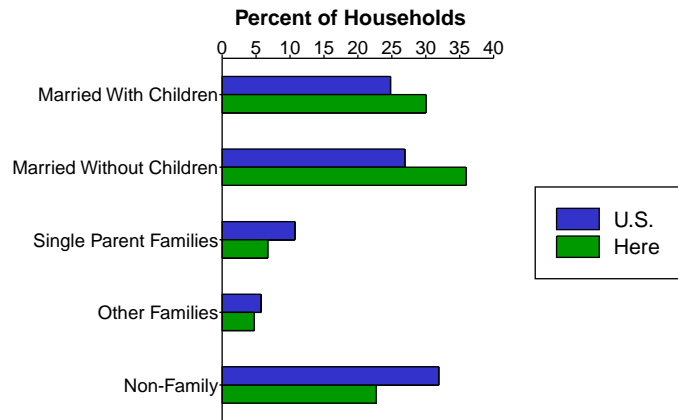
A household includes all persons who occupy a housing unit, excluding the population in group quarters. The count of households always equals the count of occupied housing units. There are two types of households: family and nonfamily. A household is classified as a family if one or more persons living in the same household are related to the householder (who is the first person listed on the Census form) by marriage, birth, or adoption. A nonfamily household is an individual living alone or with other non-related individuals.

The category married couples without children represents three types of households: 1) married couples who have not yet started a family, 2) married couples who have remained childless, and 3) empty nesters (married couples whose children have left home or are older than 18). The other family household type represents several combinations: an adult child living with one parent, two or more siblings living together, or an adult living with another adult relative. Three-fourths of these families are headed by females.

One-person households are often perceived as "young singles" however, only about one-fourth of persons living alone are under 35 years of age, while another one-fourth are middle aged, and one-half are age 55 and older. Among young one-person households, men outnumber women, but among older singles, women outnumber men 3 to 1. Overall, 60 percent of one-person households are women living alone.

	Here	Percent of Total Households	US	Percent of Total Households
2006 Total Households Estimate	1,039	100%	114,049,635	100%
Family	781	75.2%	76,583,133	67.1%
Non Family	258	24.8%	37,466,502	32.9%

	Number	Percent
2000 Family Households	713	77.3%
Married With Children	277	30.0%
Married Without Children	331	35.9%
Single Parent Families	62	6.7%
Other Families	43	4.7%
2000 Non-Family Households	209	22.7%
2000 Households with elders 65+	192	20.8%



What about evangelism?

Evangelistic strategies must take into consideration the family dynamics and household types present in their community. Ministries that meet felt needs among each family type can become a great starting point for sharing the gospel. Is there an abundance of single mothers in your community? Develop a mom's morning out program. Are there many married couples with no children? Why not develop a travel group for these couples.

What about church planting?

Churches usually have all household types represented. However, have you ever considered starting a "niche" church that meets the meeting time, needs, location, and schedule of a certain household type in your community. Try to determine household types that might be less reached as compared others and plant a church specifically focused on them.

Data Note: Income represents the annual income for the preceding year, expressed in current dollars, including an adjustment for inflation (for 2006 and 2011). In 2000, the Census Bureau reported income to an upper interval of \$200,000+. ESRI forecasts extend income to \$500,000+. N/A means Not Available.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

Prepared by the Center for Missional Research

County: 37167 Stanly County, NC

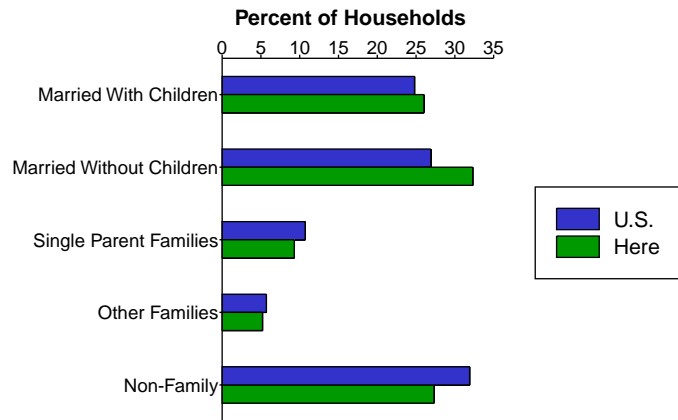
A household includes all persons who occupy a housing unit, excluding the population in group quarters. The count of households always equals the count of occupied housing units. There are two types of households: family and nonfamily. A household is classified as a family if one or more persons living in the same household are related to the householder (who is the first person listed on the Census form) by marriage, birth, or adoption. A nonfamily household is an individual living alone or with other non-related individuals.

The category married couples without children represents three types of households: 1) married couples who have not yet started a family, 2) married couples who have remained childless, and 3) empty nesters (married couples whose children have left home or are older than 18). The other family household type represents several combinations: an adult child living with one parent, two or more siblings living together, or an adult living with another adult relative. Three-fourths of these families are headed by females.

One-person households are often perceived as "young singles" however, only about one-fourth of persons living alone are under 35 years of age, while another one-fourth are middle aged, and one-half are age 55 and older. Among young one-person households, men outnumber women, but among older singles, women outnumber men 3 to 1. Overall, 60 percent of one-person households are women living alone.

	Here	Percent of Total Households	US	Percent of Total Households
2006 Total Households Estimate	23,205	100%	114,049,635	100%
Family	16,490	71.1%	76,583,133	67.1%
Non Family	6,715	28.9%	37,466,502	32.9%

	Number	Percent
2000 Family Households	16,156	72.7%
Married With Children	5,775	26.0%
Married Without Children	7,178	32.3%
Single Parent Families	2,056	9.3%
Other Families	1,147	5.2%
2000 Non-Family Households	6,067	27.3%
2000 Households with elders 65+	5,338	24.0%



What about evangelism?

Evangelistic strategies must take into consideration the family dynamics and household types present in their community. Ministries that meet felt needs among each family type can become a great starting point for sharing the gospel. Is there an abundance of single mothers in your community? Develop a mom's morning out program. Are there many married couples with no children? Why not develop a travel group for these couples.

What about church planting?

Churches usually have all household types represented. However, have you ever considered starting a "niche" church that meets the meeting time, needs, location, and schedule of a certain household type in your community. Try to determine household types that might be less reached as compared others and plant a church specifically focused on them.

Data Note: Income represents the annual income for the preceding year, expressed in current dollars, including an adjustment for inflation (for 2006 and 2011). In 2000, the Census Bureau reported income to an upper interval of \$200,000+. ESRI forecasts extend income to \$500,000+. N/A means Not Available.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

Prepared by the Center for Missional Research

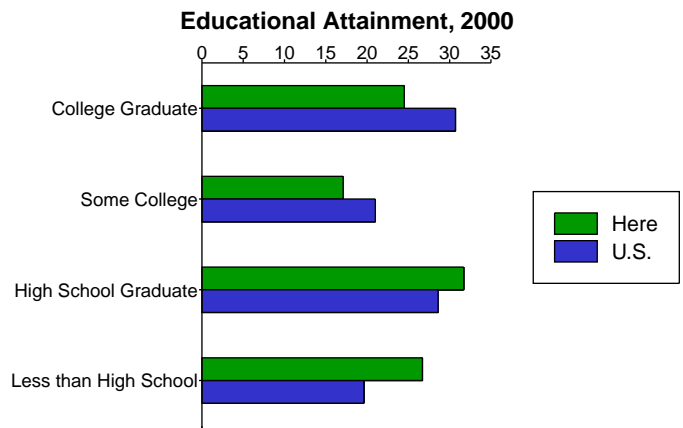
Place: 3700680 Albemarle City, NC

Educational attainment is reported for persons age 25 and older. This is the traditional age by which most people have completed their formal education, although a trend has developed in recent years for persons to return for schooling past age 25. Still, these figures provide a picture of the general educational level of the population. Educational attainment is usually associated with income.

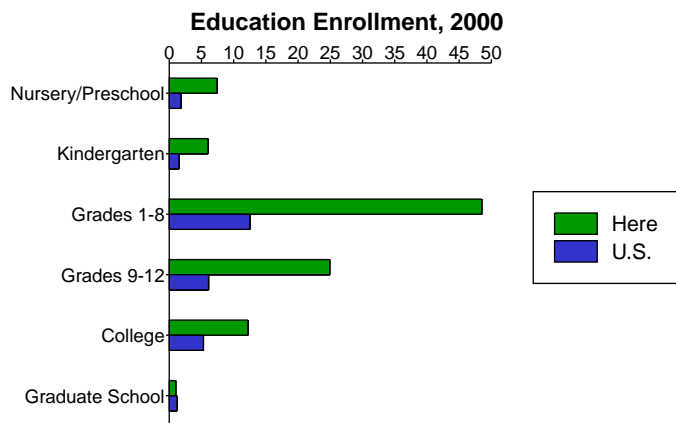
Also provided are the counts for persons presently enrolled in school, educational courses, and degree programs. These figures provide an idea as to the family breakdown as described previously in household type.

Persons Age 25+	Number	Percent
Educational Attainment	10,212	100%
College Graduate *	2,503	24.5%
Some College	1,747	17.1%
High School Graduate	3,236	31.7%
Less than High School	2,726	26.7%

* Associate, Bachelor's, Graduate or Professional Degree



Persons Age 3+	Number	Percent
Education Enrollment	3,857	100%
Nursery/Preschool	287	7.4%
Kindergarten	233	6.0%
Grades 1-8	1,869	48.5%
Grades 9-12	959	24.9%
College	469	12.2%
Graduate School	40	1.0%



What about evangelism?

It is important to communicate with people in a language they can understand - not only in words but illustrations. Jesus spoke in parables that evoked familiar images in the minds of his listeners. Evangelistic communication should use words within the general educational level of the area and should translate more difficult religious words and concepts into contemporary illustrations.

Among college graduates, the development of relationships may be necessary before employing confrontational evangelism. Marketplace, lifestyle, and personal witnessing evangelism may be the best intentional strategies for reaching this group.

Data Note: Income represents the annual income for the preceding year, expressed in current dollars, including an adjustment for inflation (for 2006 and 2011). In 2000, the Census Bureau reported income to an upper interval of \$200,000+. ESRI forecasts extend income to \$500,000+. N/A means Not Available.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

Prepared by the Center for Missional Research

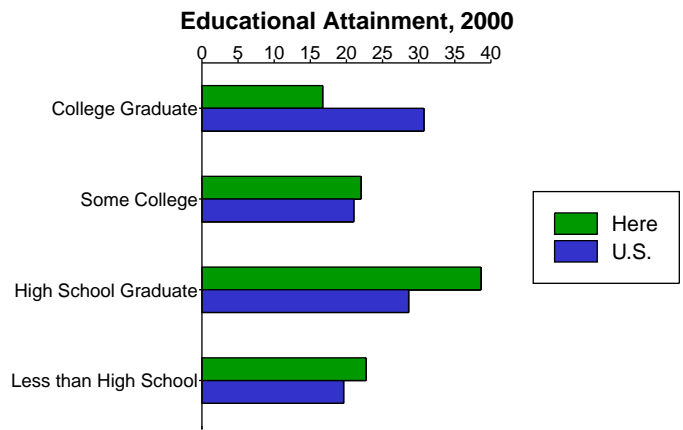
Place: 3738860 Locust City, NC

Educational attainment is reported for persons age 25 and older. This is the traditional age by which most people have completed their formal education, although a trend has developed in recent years for persons to return for schooling past age 25. Still, these figures provide a picture of the general educational level of the population. Educational attainment is usually associated with income.

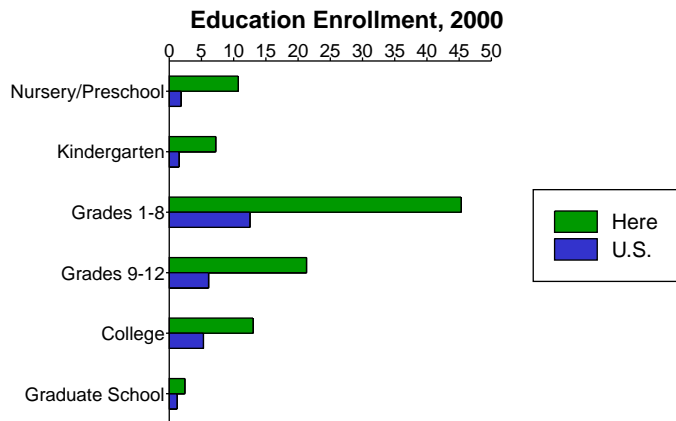
Also provided are the counts for persons presently enrolled in school, educational courses, and degree programs. These figures provide an idea as to the family breakdown as described previously in household type.

Persons Age 25+	Number	Percent
Educational Attainment	1,599	100%
College Graduate *	267	16.7%
Some College	352	22.0%
High School Graduate	617	38.6%
Less than High School	363	22.7%

* Associate, Bachelor's, Graduate or Professional Degree



Persons Age 3+	Number	Percent
Education Enrollment	614	100%
Nursery/Preschool	66	10.7%
Kindergarten	44	7.2%
Grades 1-8	278	45.3%
Grades 9-12	131	21.3%
College	80	13.0%
Graduate School	15	2.4%



What about evangelism?

It is important to communicate with people in a language they can understand - not only in words but illustrations. Jesus spoke in parables that evoked familiar images in the minds of his listeners. Evangelistic communication should use words within the general educational level of the area and should translate more difficult religious words and concepts into contemporary illustrations.

Among college graduates, the development of relationships may be necessary before employing confrontational evangelism. Marketplace, lifestyle, and personal witnessing evangelism may be the best intentional strategies for reaching this group.

Data Note: Income represents the annual income for the preceding year, expressed in current dollars, including an adjustment for inflation (for 2006 and 2011). In 2000, the Census Bureau reported income to an upper interval of \$200,000+. ESRI forecasts extend income to \$500,000+. N/A means Not Available.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

Prepared by the Center for Missional Research

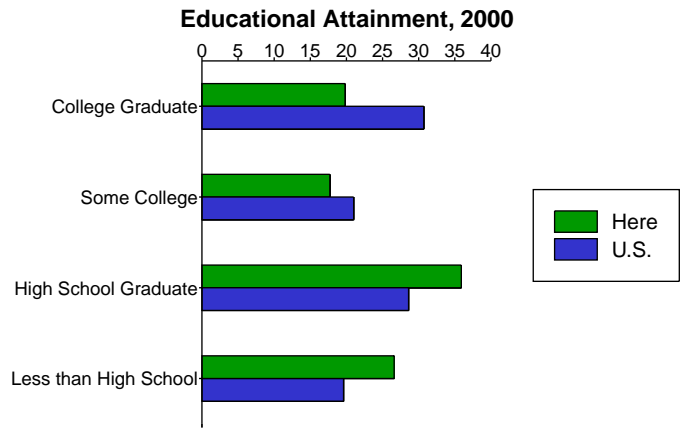
County: 37167 Stanly County, NC

Educational attainment is reported for persons age 25 and older. This is the traditional age by which most people have completed their formal education, although a trend has developed in recent years for persons to return for schooling past age 25. Still, these figures provide a picture of the general educational level of the population. Educational attainment is usually associated with income.

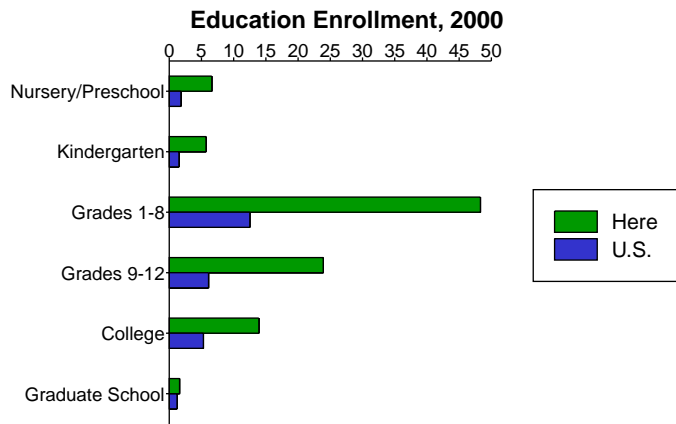
Also provided are the counts for persons presently enrolled in school, educational courses, and degree programs. These figures provide an idea as to the family breakdown as described previously in household type.

Persons Age 25+	Number	Percent
Educational Attainment	38,702	100%
College Graduate *	7,648	19.8%
Some College	6,859	17.7%
High School Graduate	13,911	35.9%
Less than High School	10,284	26.6%

* Associate, Bachelor's, Graduate or Professional Degree



Persons Age 3+	Number	Percent
Education Enrollment	14,133	100%
Nursery/Preschool	933	6.6%
Kindergarten	800	5.7%
Grades 1-8	6,825	48.3%
Grades 9-12	3,379	23.9%
College	1,969	13.9%
Graduate School	227	1.6%



What about evangelism?

It is important to communicate with people in a language they can understand - not only in words but illustrations. Jesus spoke in parables that evoked familiar images in the minds of his listeners. Evangelistic communication should use words within the general educational level of the area and should translate more difficult religious words and concepts into contemporary illustrations.

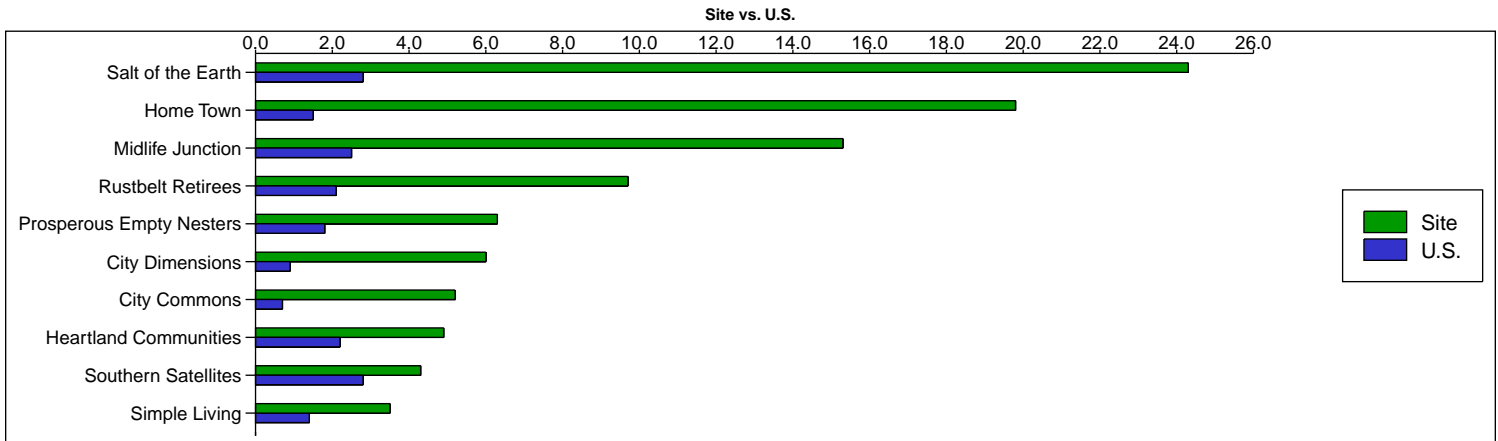
Among college graduates, the development of relationships may be necessary before employing confrontational evangelism. Marketplace, lifestyle, and personal witnessing evangelism may be the best intentional strategies for reaching this group.

Data Note: Income represents the annual income for the preceding year, expressed in current dollars, including an adjustment for inflation (for 2006 and 2011). In 2000, the Census Bureau reported income to an upper interval of \$200,000+. ESRI forecasts extend income to \$500,000+. N/A means Not Available.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

Place: 3700680 Albemarle City, NC

Top Tapestry Segments



Percent of Households by Tapestry Segment

Top Tapestry Segments:

Salt of the Earth

A rural or small town lifestyle best describes the Salt of the Earth market. The median age is 40.4 years. Labor force participation is higher than the U.S. level and unemployment is lower. Above average proportions of employed residents can be found in the manufacturing, construction, mining, and agricultural industries. The median household income is \$48,800. Households are dominated by married-couple families living in single-family dwellings. Home ownership is at 86 percent, and 28 percent of households own three or more vehicles. Residents are settled, hardworking, and self-reliant, taking on small home projects, as well as vehicle maintenance. Most homes own a truck, and many own a motorcycle. Families often own two or more pets, usually dogs or cats. Residents enjoy fishing, hunting, target shooting, attending country music concerts and auto races, and just flying a kite.

Home Town

These low-density, settled neighborhoods, located chiefly in the Midwest and South, rarely change. Home Town residents stay close to their home base. Although they may move from one house to another, they rarely cross the county line. Households are a mix of singles and families. The median age is 33.7 years. Single-family homes predominate in this market. Home ownership is at 61 percent and the median home value is \$61,800. The manufacturing, retail trade, and service industries are the primary sources of employment. Residents enjoy fishing and playing baseball, as well as playing bingo, backgammon, and video games. Favorite cable TV stations include CMT, Nick at Nite, Game Show Network, and TV Land. When shopping, Belk and Wal-Mart are favorite stops, but residents also purchase items from Avon sales reps.

Place: 3700680 Albemarle City, NC

Midlife Junction

Midlife Junction communities are found in suburbs across the country. Residents are phasing out of their child rearing years. Nearly half of the households are comprised of married-couple families and 31 percent are singles, living alone. The median age is 40.5 years and the median household income is \$43,600. A third of households receive Social Security benefits. Nearly two-thirds of households are single-family structures, and the remaining dwellings are mainly apartments in multiunit buildings. These residents live quiet, settled lives. They spend their money prudently and do not succumb to fads. They prefer to shop by mail or phone, from catalogs such as J.C. Penney, L.L. Bean, and Lands' End. They enjoy yoga, attending country music concerts and auto races, refinishing furniture, and reading romance novels.

Rustbelt Retirees

Most Rustbelt Retirees neighborhoods can be found in older, industrial cities, in the Northeast and Midwest, especially in Pennsylvania and other states surrounding the Great Lakes. Households are mainly occupied by married couples with no children and singles, living alone. The median age is 43.8 years. Although many residents are still working, labor force participation is below average. More than 40 percent of households receive Social Security benefits. Most residents live in owned, single-family homes, with a median value of \$118,500. Unlike many retirees, these residents are not inclined to move. These settled residents take pride in their homes and gardens, and participate in community activities. Some are members of veterans clubs. Leisure activities include playing bingo, gambling in Atlantic City, going to the horse races, doing crossword puzzles, and playing golf.

Prosperous Empty Nesters

Prosperous Empty Nesters are well-established neighborhoods located throughout the U.S., with about a third of the households on the eastern seaboard. The median age is 47.2 years. More than half of these householders are aged 55 years or older. Forty percent of households consist of married couples with no children living at home. Educated and experienced, residents are enjoying the transition from child rearing to retirement. The median household income is \$66,200. Residents place a high value on their physical and financial well-being, and take an active interest in their homes and communities. They travel extensively, both at home and abroad. Leisure activities include refinishing furniture, playing golf, attending sports events, and reading mysteries. Civic participation includes being members of civic clubs, engaging in fund raising, and working as volunteers.

City Dimensions

Diversity in household type and ethnicity characterize City Dimensions neighborhoods, located in large urban cities. Population density remains high, with almost 2,900 people per square mile. This market is young, with a median age of 29.0 years. About 63 percent of households are occupied by renters, and more than half are apartments in multiunit structures. Most of the real estate is on the older side. Almost 70 percent of the housing units were built before 1960, but 42 percent were built before 1940. Many households lease their vehicles, favoring Mercury or Ford models. Residents shop at BJ's Wholesale Club, Kmart, Marshalls, and T.J. Maxx. They enjoy roller skating, playing soccer and chess, attending auto races and shows, going to the movies, and renting movies on DVD (especially classics, horror, and science fiction). Video game systems are quite popular also.

Place: 3700680 Albemarle City, NC

City Commons

City Commons neighborhoods are found in cities of large metropolitan areas, mainly in the South and Midwest. This younger market has a median age of 24.2 years. Single-parent families and singles dominate these households, and children abound. About 77 percent of households are occupied by renters, and about 63 percent are apartments in multiunit buildings, primarily with fewer than 20 units. More residents work in part-time than full-time jobs. This market has the highest unemployment rate among all the Tapestry segments. Baby and children's products are the major purchases. Residents enjoy playing basketball, softball, and backgammon. A yearly family outing to a theme park is common. They prefer court TV shows when watching television, listen to gospel, urban, and jazz programs on the radio, and read music, baby, parenthood, and fashion magazines.

Heartland Communities

Heartland Communities neighborhoods are preferred by almost 6 million people. These neighborhoods can be found in small towns, primarily in the Midwest and South. More than 75 percent of the households are single-family dwellings, with a median home value of \$74,400. Most homes are older, built before 1960. The median age is 41.3 years, and almost one-third of householders are aged 65 years or older. The distinctly country lifestyle of these residents is reflected in their interest in hunting, fishing, and country music. They also enjoy playing bingo, and woodworking is a hobby. In addition to working on home improvement projects, they are avid gardeners and read gardening magazines. They participate in civic activities and take an interest in local politics. Residents order items from catalogs, from QVC, and from Avon sales reps.

Southern Satellites

Southern Satellites neighborhoods are rural settlements, primarily in the South, with employment chiefly in the manufacturing and service industries. Married-couple families dominate this market. The median age is 37.1 years and the median household income is \$37,700. Most households are newer single-family dwellings or mobile homes, occupied by owners, with a median value of \$81,400. Residents enjoy country living. They listen to gospel and country music on the radio, and attend country music concerts. They participate in fishing, hunting, and auto racing. Favorite TV stations are CMT and Outdoor Life Network. The rural locations make satellite dishes popular. Households own older, domestic vehicles, particularly trucks and 2-door sedans. Residents invest time in vegetable gardening, and households are likely to own riding mowers, garden tractors, and tillers.

Simple Living

Simple Living neighborhoods are found throughout the U.S., in urban outskirts or suburban areas. Half of the households are occupied by singles, living alone or sharing housing, and 32 percent consist of married-couple families. The median age is 40.1 years. Almost one-third of householders are aged 65 years or older, and 19 percent are aged 75 years or older. Housing is a mix of single-family dwellings and multiunit buildings of varying stories. Some seniors live in congregate housing (assisted living). Fifty-five percent of households are occupied by renters. Almost 40 percent of households receive Social Security benefits. Younger residents enjoy going out dancing, while seniors prefer going to bingo night. To stay fit, residents play softball and volleyball. Many households do not own a PC, cell phone, or DVD player. Residents watch a lot of TV, especially sitcoms and science fiction.

Lifestyle (Tapestry) Report

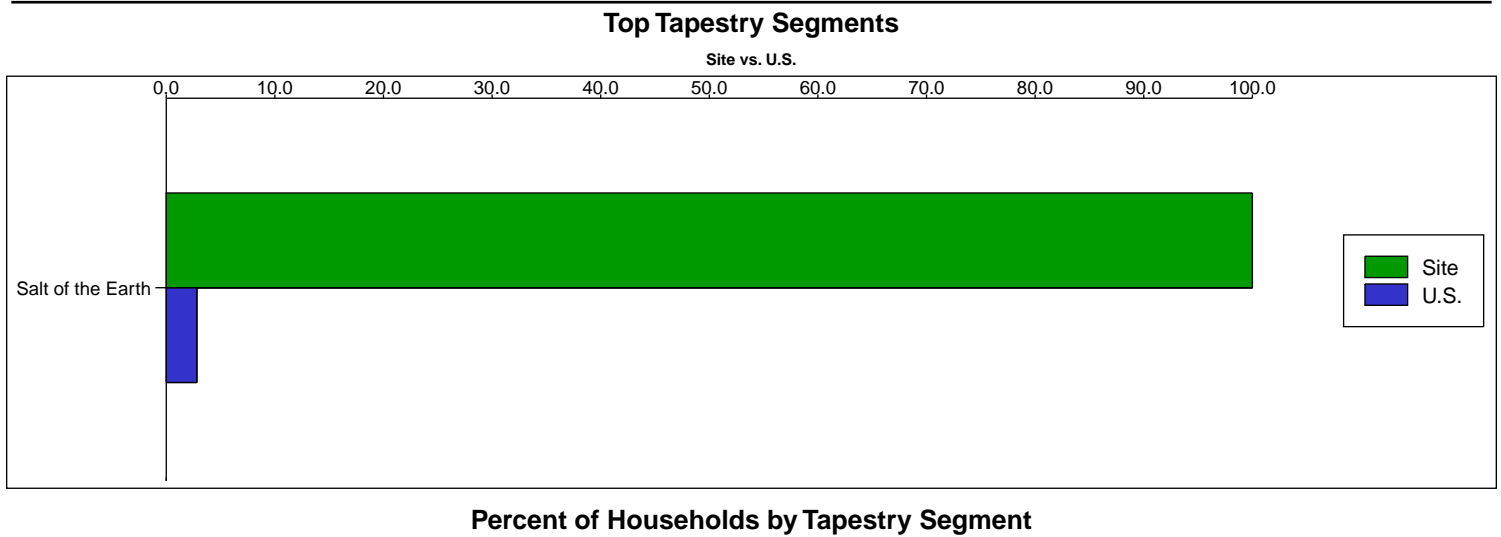
Ranked by Households

Prepared by the Center for Missional Research

Place: 3700680 Albemarle City, NC

Source:ESRI

Place: 3738860 Locust City, NC



Top Tapestry Segments:

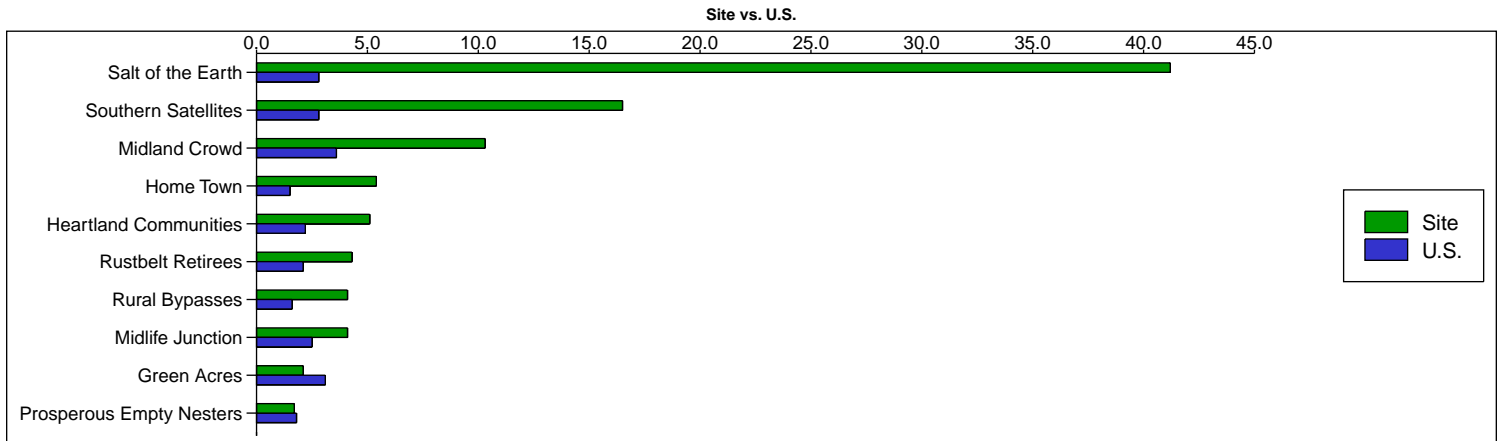
Salt of the Earth

A rural or small town lifestyle best describes the Salt of the Earth market. The median age is 40.4 years. Labor force participation is higher than the U.S. level and unemployment is lower. Above average proportions of employed residents can be found in the manufacturing, construction, mining, and agricultural industries. The median household income is \$48,800. Households are dominated by married-couple families living in single-family dwellings. Home ownership is at 86 percent, and 28 percent of households own three or more vehicles. Residents are settled, hardworking, and self-reliant, taking on small home projects, as well as vehicle maintenance. Most homes own a truck, and many own a motorcycle. Families often own two or more pets, usually dogs or cats. Residents enjoy fishing, hunting, target shooting, attending country music concerts and auto races, and just flying a kite.

Source:ESRI

County: 37167 Stanly County, NC

Top Tapestry Segments



Percent of Households by Tapestry Segment

Top Tapestry Segments:

Salt of the Earth

A rural or small town lifestyle best describes the Salt of the Earth market. The median age is 40.4 years. Labor force participation is higher than the U.S. level and unemployment is lower. Above average proportions of employed residents can be found in the manufacturing, construction, mining, and agricultural industries. The median household income is \$48,800. Households are dominated by married-couple families living in single-family dwellings. Home ownership is at 86 percent, and 28 percent of households own three or more vehicles. Residents are settled, hardworking, and self-reliant, taking on small home projects, as well as vehicle maintenance. Most homes own a truck, and many own a motorcycle. Families often own two or more pets, usually dogs or cats. Residents enjoy fishing, hunting, target shooting, attending country music concerts and auto races, and just flying a kite.

Southern Satellites

Southern Satellites neighborhoods are rural settlements, primarily in the South, with employment chiefly in the manufacturing and service industries. Married-couple families dominate this market. The median age is 37.1 years and the median household income is \$37,700. Most households are newer single-family dwellings or mobile homes, occupied by owners, with a median value of \$81,400. Residents enjoy country living. They listen to gospel and country music on the radio, and attend country music concerts. They participate in fishing, hunting, and auto racing. Favorite TV stations are CMT and Outdoor Life Network. The rural locations make satellite dishes popular. Households own older, domestic vehicles, particularly trucks and 2-door sedans. Residents invest time in vegetable gardening, and households are likely to own riding mowers, garden tractors, and tillers.

County: 37167 Stanly County, NC

Midland Crowd

Midland Crowd represents Tapestry's largest market, with close to 10.8 million people. The median age of 36.3 parallels the U.S. median. The majority of households are comprised of married-couple families, half with children and half without. The median household income is \$48,200. Housing developments are generally in rural areas throughout the U.S. (more village or town than farm), mainly in the South. Home ownership is at 84 percent. Two-thirds of households are single-family structures and 28 percent are mobile homes. This is a somewhat conservative market politically. These do-it-yourselfers take pride in their homes, lawns, and vehicles. Hunting, fishing, and woodworking are favorite pursuits. Owning pets, especially birds or dogs, is common. Many households have a satellite dish, and TV viewing includes various news programs, as well as shows on CMT and Outdoor Life Network.

Home Town

These low-density, settled neighborhoods, located chiefly in the Midwest and South, rarely change. Home Town residents stay close to their home base. Although they may move from one house to another, they rarely cross the county line. Households are a mix of singles and families. The median age is 33.7 years. Single-family homes predominate in this market. Home ownership is at 61 percent and the median home value is \$61,800. The manufacturing, retail trade, and service industries are the primary sources of employment. Residents enjoy fishing and playing baseball, as well as playing bingo, backgammon, and video games. Favorite cable TV stations include CMT, Nick at Nite, Game Show Network, and TV Land. When shopping, Belk and Wal-Mart are favorite stops, but residents also purchase items from Avon sales reps.

Heartland Communities

Heartland Communities neighborhoods are preferred by almost 6 million people. These neighborhoods can be found in small towns, primarily in the Midwest and South. More than 75 percent of the households are single-family dwellings, with a median home value of \$74,400. Most homes are older, built before 1960. The median age is 41.3 years, and almost one-third of householders are aged 65 years or older. The distinctly country lifestyle of these residents is reflected in their interest in hunting, fishing, and country music. They also enjoy playing bingo, and woodworking is a hobby. In addition to working on home improvement projects, they are avid gardeners and read gardening magazines. They participate in civic activities and take an interest in local politics. Residents order items from catalogs, from QVC, and from Avon sales reps.

Rustbelt Retirees

Most Rustbelt Retirees neighborhoods can be found in older, industrial cities, in the Northeast and Midwest, especially in Pennsylvania and other states surrounding the Great Lakes. Households are mainly occupied by married couples with no children and singles, living alone. The median age is 43.8 years. Although many residents are still working, labor force participation is below average. More than 40 percent of households receive Social Security benefits. Most residents live in owned, single-family homes, with a median value of \$118,500. Unlike many retirees, these residents are not inclined to move. These settled residents take pride in their homes and gardens, and participate in community activities. Some are members of veterans clubs. Leisure activities include playing bingo, gambling in Atlantic City, going to the horse races, doing crossword puzzles, and playing golf.

County: 37167 Stanly County, NC

Rural Bypasses

Open space, undeveloped land, and farmland are found in Rural Bypasses neighborhoods, located almost entirely in the South. This market is home to families living in small towns along country back roads. The median age is 37.1 years. Higher than average proportions of employed residents work in the agricultural, mining, manufacturing, and construction industries. Labor force participation is low and unemployment is high. While most households are single-family dwellings, 32 percent are mobile homes. Home ownership is at 78 percent and the median home value is \$58,500. Residents save money by maintaining their homes, gardens, and vehicles themselves. They enjoy hunting, reading fishing and hunting magazines, and listening to gospel radio. They prefer to watch court TV and talk shows, as well as cartoons. Recent purchases include baby products, clothes, and toys.

Midlife Junction

Midlife Junction communities are found in suburbs across the country. Residents are phasing out of their child rearing years. Nearly half of the households are comprised of married-couple families and 31 percent are singles, living alone. The median age is 40.5 years and the median household income is \$43,600. A third of households receive Social Security benefits. Nearly two-thirds of households are single-family structures, and the remaining dwellings are mainly apartments in multiunit buildings. These residents live quiet, settled lives. They spend their money prudently and do not succumb to fads. They prefer to shop by mail or phone, from catalogs such as J.C. Penney, L.L. Bean, and Lands' End. They enjoy yoga, attending country music concerts and auto races, refinishing furniture, and reading romance novels.

Green Acres

A little bit country, Green Acres residents live in pastoral settings of developing suburban fringe areas, mainly in the Midwest and South. The median age is 39.9 years. Married couples, with and without children, comprise the majority of households, primarily single-family dwellings. This upscale market has a median household income of \$62,300 and a median home value of \$179,700. These do-it-yourselfers maintain and remodel their homes, whether painting, installing carpet, or adding a deck, and own all the necessary tools to accomplish their tasks. They also take care of their lawn and gardens, again with the right tools. Vehicles of choice are motorcycles and full size pickup trucks. For exercise, residents ride their bikes and go water skiing, canoeing, and kayaking. Other activities include birdwatching, power boating, target shooting, hunting, and attending auto races.

Prosperous Empty Nesters

Prosperous Empty Nesters are well-established neighborhoods located throughout the U.S., with about a third of the households on the eastern seaboard. The median age is 47.2 years. More than half of these householders are aged 55 years or older. Forty percent of households consist of married couples with no children living at home. Educated and experienced, residents are enjoying the transition from child rearing to retirement. The median household income is \$66,200. Residents place a high value on their physical and financial well-being, and take an active interest in their homes and communities. They travel extensively, both at home and abroad. Leisure activities include refinishing furniture, playing golf, attending sports events, and reading mysteries. Civic participation includes being members of civic clubs, engaging in fund raising, and working as volunteers.

Lifestyle (Tapestry) Report

Ranked by Households

Prepared by the Center for Missional Research

County: 37167 Stanly County, NC

Source:ESRI