

Location Composition

Category	County	% of State
2010 Population	929,938	9.75%
2010 Households	340,227	9.23%
2010 Group Quarters	21,032	7.22%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	631,001	67.85%	English	781,681	84.06%
Black	191,007	20.54%	Spanish	76,234	8.20%
Hispanic	84,567	9.09%	Chinese	8,029	0.86%
Asian	47,665	5.13%	Other Asian	6,739	0.72%
Other race	40,455	4.35%	French	5,793	0.62%
Multiracial	16,679	1.79%	African lang.	5,230	0.56%
Nat. Amer.	2,920	0.31%	Arabic	4,584	0.49%
Hawaiian/PI	211	0.02%	Hindi	4,053	0.44%

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 Wake County, NC

MISSIONAL COUNTY DIGEST

Top County Communities

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Households: 173,483
Percent: 50.99%



Households: 85,441
Percent: 25.11%



Households: 34,179
Percent: 10.05%

Upscale Communities

As the wealthiest households in the nation, upscale communities boast high household incomes, significant home values and top educational achievements. Households in these exclusive suburban neighborhoods are headed by predominantly white, college educated, Baby Boom parents. Most adults work as executives and white collar professionals. They are active members of the community in business clubs, environmental groups and the arts.

Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring Communities, truth is centered around "me" and everything is interconnected. The majority of people in this group are between the ages of 18 – 34. Sixty percent are renting singles; others live on military bases or in college dorms. Members of Aspiring Communities are four times more likely to be unemployed. Of those who work, most live in or conveniently close to metropolitan areas.

Mainstay Communities

The backbone of small towns and second cities, Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community is a key identity factor for those who live there. Residents go into the city to visit clubs and malls.

Luke 10:2

Jesus told them, "The harvest is plentiful, but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field."

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Top Lifestyle Segments



New Suburbia Families (68% Unreached)
 Young couples with pre-school children have turned New Suburbia Families into a booming lifestyle. Concentrated in fast-growing, metro fringe communities mainly in the West and Southwest, the segment's population has more than tripled since 1990. With many households under 35 years old, these young families are making the most of their new subdivisions. More than half the housing has a median value worth nearly 50 percent above the U.S. average.

Households: 51,747
 Percent: 15.21%



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: 39,582
 Percent: 11.63%



Young Cosmopolitans (78% Unreached)
 Young Cosmopolitans is a collection of households where many adults are under 35 years old, single and earning above average incomes as white-collar professionals, managers and executives. In their fast-growing cities- including a number of college towns-these upscale young people live in luxury apartments and condos, commuting to work in sporty subcompacts. Nearly half hold college degrees, and they are almost twice the average for grad degrees.

Households: 27,306
 Percent: 8.03%

Evangeliscope: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	241,999	71.13%
Religious but NOT Evangelical	59,956	17.62%
Spiritual but NOT Evangelical	40,864	12.01%
Non-Evangelical but NOT Interested	141,348	41.55%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	156,491	26.00%
Adult High School dropouts (as % of Adults yrs 25+)	93,894	15.60%
Adult Poor or Fair Health (as % of Adults yrs 25+)	70,421	11.70%
Adult Unemployment Rate (as % of Adults yrs 25+)	38,303	8.40%
Children in Poverty (as % of all children)	35,411	15.20%
Household Violent Crime incidents (as % of all hhlds)	8,404	2.47%
Adult STD Incidents (as % of Adults yrs 25+)	3,417	0.57%

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

Motivescape: Attitudinal Indicators



Approvers
 Looking for recognition

HH: 253,842
 % HH: 74.61%



Connectors
 Looking for relationship

HH: 240,021
 % HH: 70.55%



Creators
 Looking for innovation

HH: 216,756
 % HH: 63.71%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	36,953	10.86%
Evangelical Protestant Heritage	168,038	49.39
Other World Religions Heritage	73,217	21.52
Mainline Protestant Heritage	52,395	15.40