

## Location Composition

Category	0-1.5 MI	1.5-3 MI	3-7 MI
2010 Population	27,505	52,491	254,820
2010 Households	11,521	17,664	97,071
2010 Group Quarters	678	11,031	7,206

## Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	8,941	78%
Reading Books	7,359	64%
HH Uses Computer For Internet/E-mail	6,773	59%
Watching Diet (Health/Weight)-Presently	6,030	52%
Controlling Diet		
Non-Presc-For Regular Headaches	5,613	49%
McDonald's	5,531	48%
Heartburn/Indigestion Aids/Anti-Nausea-Use	5,166	45%

## Getting Involved

This mission site is located in the Region 4: Triangle of the Baptist State Convention of North Carolina. For more information about this need, contact: Shirley Sells (ssells@ncbaptist.org)

### NOTES:

The Location Summary identifies the center of the smallest ring in the map above. The location data provides various types of identification to better describe the location. The GIS data can be used to map the location in Google maps or Google Earth.

The numbers in the Evangelscape communicate the most compelling reasons why this community needs churches and believers to intercede in missional prayer and activity. This community needs eternal transformation that only comes by way of the gospel and the working of the Holy Spirit.

Churchscape indicators reveal a snapshot of the extent of evangelical presence in the focus community.

Location Composition: Listed are the total number of people and the total number of households corresponding to each of the three bands indicated on the map on page one.

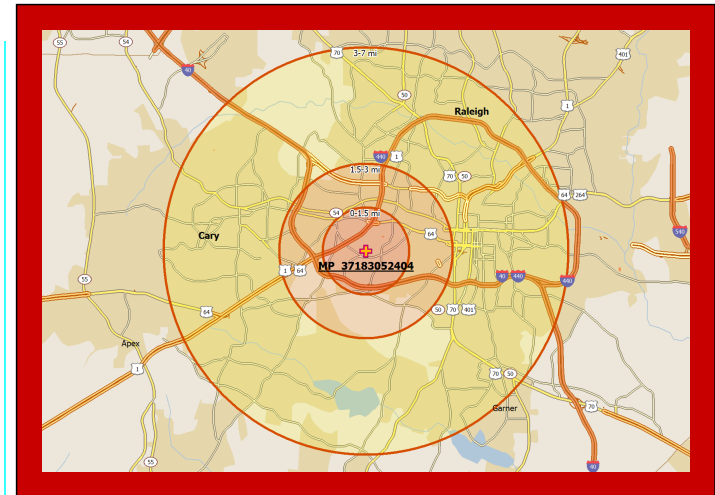
Cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions represented among the consumer behavior characteristics of the lifestyle group offer ways for believers to build relationships with people in the lifestyle group and through that relationship impact them for Christ.

## Reaching Raleigh, NC

# MISSION SITE DIGEST

### Inside

Location	1
Communities	2
Evangelscape	2
Lifestyles	3
Churchscape	3
Composition	4
Missionscape	4
Notes	4



## Acts 10:9-10

During the night a vision appeared to Paul: a Macedonian man was standing and pleading with him, "Cross over to Macedonia and help us!" After he had seen the vision, we immediately made efforts to set out for Macedonia, concluding that God had called us to evangelize them.

This location has been identified as one of the areas in North Carolina in need of new ministries or new churches. This report has been written to assist you in gaining an understanding of where God has gathered concentrations of people in need of Him in order that your church can focus your efforts and resources where He is at work and the need is greatest. May this report assist your church in hearing God's invitation to join Him where He is calling.

## Location Summary

Central Street Address	909 Merwin Rd
Zip Code	27606
State Region	Region 4: Triangle
GIS Latitude	35.770180
GIS Longitude	-78.702150
Sitescape Category	Suburbscape
Sitescape Group	Medium Suburbs

In partnership with:  

**Intercultural Institute**  
*for Contextual Ministry*  
[www.iicm.net](http://www.iicm.net)

## Top Community Types



### Urban Communities

The people are poor, struggling and largely single. Some are single parents with large families. Unemployment is double the national average. For the minority families in Urban Communities, struggling to balance priorities and budgets in a climate of institutional prejudice creates a lack of stability and control. Residing within major metropolitan cities and towns, most households live in apartments. Those who drive choose economy, import, and domestic cars or small trucks. This group finds employment within food and health services, education, retail, and the entertainment industry.

Households: 5,368  
Percent: 46.59%



### Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. Truth is centered around "me" and everything is interconnected. The majority of people in this group are between the ages of 18 and 34. Sixty percent are renting singles; others live on military bases or in college dorms. They are four times more likely to be unemployed. Of those who work, most live in or conveniently close to metropolitan areas. Career builders who enjoy a moderate income in middle management, they thrive within the IT, sales, administration, education and health care professions.

Households: 3,028  
Percent: 26.28%



### Working Communities

Most residents are high school educated; some have even been to college. Their education affords them lower middle incomes through blue collar jobs in manufacturing, construction, health services, retail, wholesale and food service that provide a stable household economy supporting personal and family pursuits in everyday life. This ethnically diverse mix of single and married homeowners dwells in densely populated areas and small-town suburbs. Adherence to traditional family values and resistance to authority are key aspects of their psychological nature.

Households: 1,810  
Percent: 15.71%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	BAND HHLDS	BAND %
Unreached	8,840	76.73%
Religious but NOT Evangelical	1,631	14.15%
Spiritual but NOT Evangelical	2,018	17.51%
Non-Evangelical but NOT Interested	5,200	45.14%

## Top Lifestyle Segments

### College Town Communities (83% Unreached)

Students are the center of community life in College Town Communities. About one in nine residents lives in a dormitory. In this cluster of towns dominated by college campuses residents are primarily young, single and college educated. Because of their youth, many of these recent graduates still report entry-level jobs and low-end incomes which are less than the national average.



Households: 3,913  
Percent: 33.96%

### Major University Towns (81% Unreached)

Major University Towns is forever young, thanks to the students who arrive each year to this collection of university-filled cities. More than three-quarters of the households consist of students living in dormitories-the highest rate in the nation. Unlike the College Town Communities cluster, which consists of smaller towns and campus communities, this segment is a collection of satellite cities that house sprawling universities.



Households: 2,178  
Percent: 18.9%

### Steadfast Conservatives (69% Unreached)

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



Households: 1,784  
Percent: 15.48%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	MI RING	RING %
Active Evangelical HHlds	1,008	8.75%
Inactive Evangelical HHlds	1,672	14.51%