

## Location Composition

| Category            | 0-1.5 MI | 1.5-3 MI | 3-7 MI  |
|---------------------|----------|----------|---------|
| 2010 Population     | 29,660   | 70,592   | 249,712 |
| 2010 Households     | 10,649   | 23,958   | 99,048  |
| 2010 Group Quarters | 6,364    | 10,504   | 2,154   |

## Missionscape: Cultural Bridges

| Cultural Bridge                         | #HHlds | %HHlds |
|---|--------|--------|
| Home Personal Computer-HH Own           | 7,407  | 70%    |
| Reading Books                           | 5,815  | 55%    |
| McDonald's                              | 5,725  | 54%    |
| Watching Diet (Health/Weight)-Presently | 5,288  | 50%    |
| Controlling Diet                        |        |        |
| HH Uses Computer For Internet/E-mail    | 5,263  | 49%    |
| Non-Presc-For Regular Headaches         | 4,826  | 45%    |
| Movies-Genre-Action/Adventure           | 4,501  | 42%    |

## 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 |

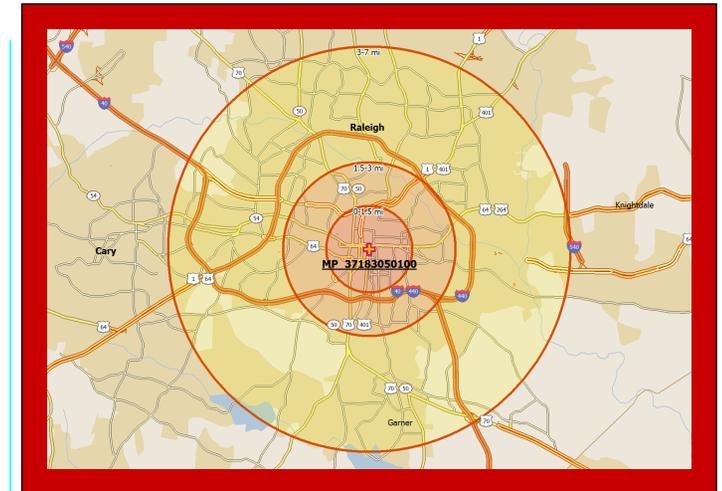
## Acts 10:9-10

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.

In partnership with:



www.iicm.net



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 | 121 Fayetteville St |
| Zip Code               | 27601               |
| State Region           | Region 4: Triangle  |
| GIS Latitude           | 35.778910           |
| GIS Longitude          | -78.639000          |
| Sitescape Category     | Suburbscape         |
| Sitescape Group        | Medium Suburbs      |

## 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: 4,532  
Percent: 42.57%



### 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: 4,483  
Percent: 42.11%



### 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 Boomer parents. Most work as executives and white collar professionals. They are active members of the community in business clubs, environmental groups and the arts. For upscale community households, disposable income is at a peak. These families enjoy large homes, comfortable lifestyles and shopping for the latest high-tech electronics.

Households: 590  
Percent: 5.54%

## Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR             | BAND HHLDS | BAND % |
|------------------------------------|------------|--------|
| Unreached                          | 7,899      | 74.18% |
| Religious but NOT Evangelical      | 2,664      | 25.01% |
| Spiritual but NOT Evangelical      | 934        | 8.77%  |
| Non-Evangelical but NOT Interested | 4,379      | 41.12% |

## Top Lifestyle Segments

### 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: 2,245  
Percent: 21.09%

### Getting By

(76% Unreached)

Getting By stands at the bottom rung of the socioeconomic ladder, a financially challenged cluster of young high school-educated and mainly African-American households where the median income is lowest in the nation. Much of the housing consists of older rowhouses and low-rise apartments worth less than half the national average. Located in dense neighborhoods, these single and single-parent minority households struggle with high unemployment and low paying jobs.



Households: 2,052  
Percent: 19.27%

### 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: 2,000  
Percent: 18.78%

## Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR     | MI RING | RING % |
|----------------------------|---------|--------|
| Active Evangelical HHlds   | 1,034   | 9.71%  |
| Inactive Evangelical HHlds | 1,714   | 16.10% |