

## Location Composition

| Category            | 0-1.5 MI | 1.5-3 MI | 3-7 MI  |
|---------------------|----------|----------|---------|
| 2010 Population     | 15,322   | 55,152   | 282,556 |
| 2010 Households     | 5,830    | 22,290   | 112,472 |
| 2010 Group Quarters | 48       | 335      | 2,491   |

## Missionscape: Cultural Bridges

| Cultural Bridge                         | #HHlds | %HHlds |
|---|--------|--------|
| Home Personal Computer-HH Own           | 5,287  | 91%    |
| HH Uses Computer For Internet/E-mail    | 4,581  | 79%    |
| Reading Books                           | 3,861  | 66%    |
| Watching Diet (Health/Weight)-Presently | 3,786  | 65%    |
| Controlling Diet                        |        |        |
| HH Uses Computer For Word Processing    | 3,546  | 61%    |
| Voted in fed/state/local election       | 3,364  | 58%    |
| McDonald's                              | 3,267  | 56%    |

## Getting Involved

This mission site is located in the Region

6: Central Piedmont 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. The last item in this section reveals how many churches are needed in order to have a minimum of one church for every 2000 hhlds (4000-5000 people).

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 Charlotte, NC

# MISSION SITE DIGEST

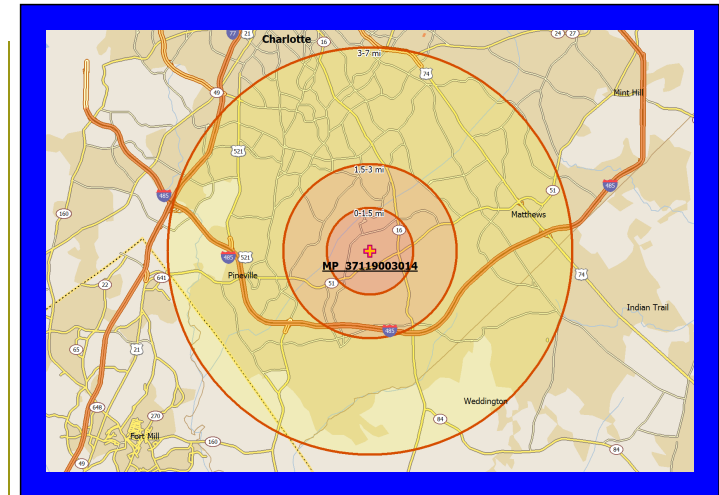
### Inside

|              |   |
|--------------|---|
| 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.

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[www.iicm.net](http://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 | 4407 Sequoia Red Ln        |
| Zip Code               | 28226                      |
| State Region           | Region 6: Central Piedmont |
| GIS Latitude           | 35.102860                  |
| GIS Longitude          | -80.801760                 |
| Sitescape Category     | Suburbscape                |
| Sitescape Group        | Medium Suburbs             |

## Top Community Types



Households: 5,341  
Percent: 91.63%

### 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: 295  
Percent: 5.06%

### 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: 193  
Percent: 3.31%

### 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. Outside the nation's larger metro areas, residents can savor the familiarity of the small town cafe, or venture into the city to frequent comedy clubs, nightclubs and malls.

## Evangeliscope: Spiritual Indicators

| SPIRITUALITY INDICATOR             | BAND HHLDS | BAND % |
|------------------------------------|------------|--------|
| Unreached                          | 4,185      | 71.78% |
| Religious but NOT Evangelical      | 1,025      | 17.59% |
| Spiritual but NOT Evangelical      | 649        | 11.14% |
| Non-Evangelical but NOT Interested | 2,510      | 43.06% |

## Top Lifestyle Segments

### Dream Weavers

(72% Unreached)

Dream Weavers is home to well-off families living an affluent, suburban version of the American Dream. Ranked second in terms of wealth, they live in new-money subdivisions, possess high incomes, have college degrees and own large houses valued at more than twice the national average. Many households contain families with school-aged children-no segment has a higher rate of married residents-and more than half contain dual-income couples.



Households: 1,487  
Percent: 25.51%

### Enterprising Couples

(67% Unreached)

Enterprising Couples represents a collection of married couples with children and childless duos living in upper-middle-class commuter communities. Most adults are Baby Boomers who are white, college educated and well paid earning household incomes more than twice the national median. Living in new subdivisions in the metropolitan sprawl, Enterprising Couples households typically have long commutes to white-collar jobs in health care, education jobs.



Households: 1,260  
Percent: 21.62%

### America's Wealthiest

(80% Unreached)

America's Wealthiest consists of the nation's most affluent households found in well established suburban communities. With incomes well above the national average, residents represent both old and new wealth, enjoying very comfortable lifestyles and the finer things in life. These households are more than six times likely to be earning \$250,000 or more. Most of the adults are married, middle aged, college educated and predominantly white.



Households: 747  
Percent: 12.82%

## Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR           | MI RING | RING % |
|----------------------------------|---------|--------|
| Active Evangelical HHlds         | 722     | 12.38% |
| Inactive Evangelical HHlds       | 923     | 15.83% |
| # New Ministries/Churches Needed | 1       |        |