

## Location Composition

<b>Category</b>	<b>0-3 MI</b>	<b>3-7 MI</b>	<b>7-10 MI</b>
2010 Population	2,392	3,415	3,629
2010 Households	1,212	1,616	1,767
2010 Group Quarters	70	0	0

## Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	937	77%
Watching Diet (Health/Weight)-Presently	801	66%
Controlling Diet		
Reading Books	796	66%
HH Uses Computer For Internet/E-mail	772	64%
Voted in fed/state/local election	667	55%
Fitness Walking/Exercise Walking	612	51%
McDonald's	601	50%

# Getting Involved

This mission site is located in the Region 10: Southwest 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 Evangelandscape 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.

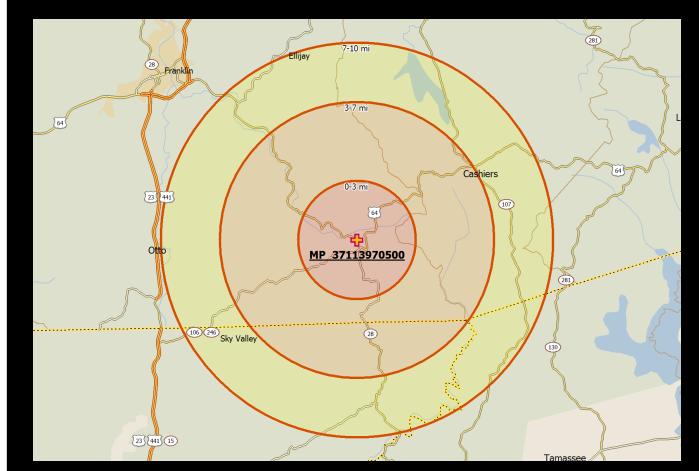
Churchscape indicators reveal a snapshot of the extent of evangelical presence in the focus community.

**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 Highlands, NC

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Acts 10:9-10

During the night a vision appeared to Paul: a Macedonian man was standing and pleading with him, 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	106 Falls Ct
Zip Code	28741
State Region	Region 10: Southwest
GIS Latitude	35.067970
GIS Longitude	-83.176170
Sitescape Category	Townscape
Sitescape Group	Small Towns



## Top Community Types



Households: 828

Percent: 68.32%

### 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.



Households: 293

Percent: 24.17%

### 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: 82

Percent: 6.77%

### Country Communities

Land, family and community are central to the day-to-day lives of the people. They work hard to provide a steady, peaceful family life through farming, agriculture, education, mining and service industries. With low levels of education, these primarily white family households earn wages in the lower middle income bracket. Residents live in single-family homes, mobile homes or trailers in rural tracts and neighborhoods. Pickup trucks, sedans and compact cars are the most common vehicles of choice. More than two-thirds are middle-aged households who do not have children living at home.

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	BAND HHLDs	BAND %
Unreached	871	71.86%
Religious but NOT Evangelical	220	18.11%
Spiritual but NOT Evangelical	172	14.17%
Non-Evangelical but NOT Interested	480	39.57%

## Top Lifestyle Segments

### Professional Urbanites

(72% Unreached)

Professional Urbanites is a haven for aging singles and couples, an upper-middle-class retirement oasis in the metropolitan sprawl. With most residents over the age of 65, these households have already empty-nested, with their children having gone off to college and work. The adults in this cluster boast college degrees with above-average incomes as white-collar professionals and managers in retail, education and health care.



Households: 604

Percent: 49.83%

### 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: 214

Percent: 17.66%

### Suburban Advantage

(67% Unreached)

When retirement looms, many Americans downsize their housing, seeking out resort-like communities within short distances to major medical facilities. In Suburban Advantage, empty-nesting couples and retirees have moved to middle-class homes and condo developments in dense retirement communities along the Atlantic and Pacific coasts. Most households have college degrees, and, if they're still in the workforce, hold white collar and managerial jobs.



Households: 195

Percent: 16.09%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	MI RING	RING %
Active Evangelical HHlds	214	17.64%
Inactive Evangelical HHlds	127	10.50%