

## Location Composition

Category	0-3 MI	3-7 MI	7-10 MI
2010 Population	3,337	12,792	26,262
2010 Households	1,276	5,039	10,410
2010 Group Quarters	0	0	193

## Missionscape: Cultural Bridges

Cultural Bridge	#HHids	%HHids
Home Personal Computer-HH Own	981	77%
HH Uses Computer For Internet/E-mail	787	62%
McDonald's	760	60%
Non-Presc-For Regular Headaches	698	55%
Watching Diet (Health/Weight)-Presently	692	54%
Controlling Diet		
Reading Books	658	52%
Heartburn/Indigestion Aids/Anti-Nausea-Use	622	49%

## 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 Graham, NC

# MISSION SITE DIGEST

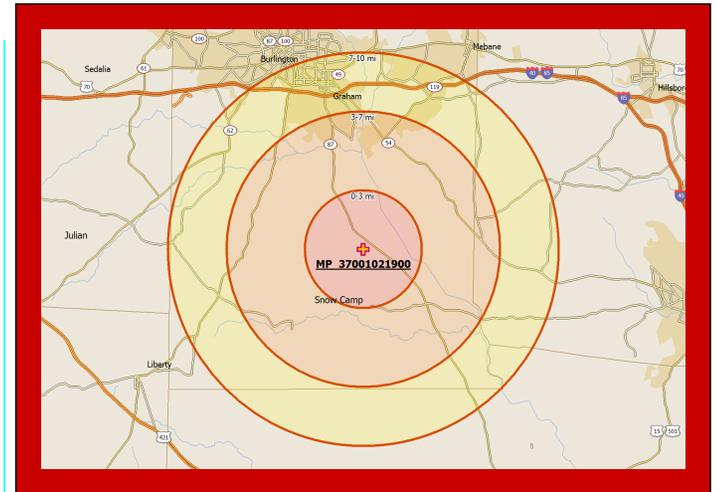
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## Acts 10:9-10

During the night a vision appeared to Paul: a Macedonian man was standing and pleading with him, "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:



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	6384-6848 State Road 2338
Zip Code	27253
State Region	Region 4: Triangle
GIS Latitude	35.919080
GIS Longitude	-79.329100
Sitescape Category	Townscape
Sitescape Group	Small Towns

## Top Community Types



Households: 625  
Percent: 49.02%

### 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: 259  
Percent: 20.31%

### 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.



Households: 222  
Percent: 17.41%

### 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.

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	BAND HHLDS	BAND %
Unreached	854	66.97%
Religious but NOT Evangelical	158	12.36%
Spiritual but NOT Evangelical	156	12.24%
Non-Evangelical but NOT Interested	541	42.39%

## Top Lifestyle Segments

### Family Convenience

(64% Unreached)

Family Convenience is a collection of sprawling families living in remote towns and military bases. Most of the households contain dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment earn upper-middle incomes.



Households: 293  
Percent: 22.98%

### Industrious Country Living

(68% Unreached)

Found in remote towns and villages across the country, Industrious Country Living consists of hard-working couples and families who earn their living from manufacturing, construction, retail and wholesale trades and home businesses. They're predominantly white, high school educated and owners of relatively new homes. They earn respectable incomes with one in three households earning more than \$75,000 per year.



Households: 239  
Percent: 18.75%

### Urban Blues

(64% Unreached)

While many residents in this cluster may be singing the Urban Blues, the tune probably has a Latin beat. More than three-quarters of all households in this segment are Hispanic-roughly six times the U.S. average. They tend to be mostly young singles, families and single parents living in urban areas primarily in the Southwest. Their schooling is modest and their unemployment rate is more than twice the national average.



Households: 169  
Percent: 13.25%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	MI RING	RING %
Active Evangelical HHlds	145	11.36%
Inactive Evangelical HHlds	276	21.60%