

## Location Composition

Category	0-3 MI	3-7 MI	7-10 MI
2010 Population	6,491	41,815	45,483
2010 Households	2,365	15,401	17,017
2010 Group Quarters	118	570	464

## Missionscape: Cultural Bridges

Cultural Bridge	#HHids	%HHids
Home Personal Computer-HH Own	1,935	82%
HH Uses Computer For Internet/E-mail	1,550	66%
McDonald's	1,430	60%
Non-Presc-For Regular Headaches	1,322	56%
Watching Diet (Health/Weight)-Presently	1,255	53%
Controlling Diet		
Reading Books	1,176	50%
Heartburn/Indigestion Aids/Anti-Nausea-Use	1,162	49%

## Getting Involved

This mission site is located in the Region 8: Catawba 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 Newton, NC

# MISSION SITE DIGEST

### Inside

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

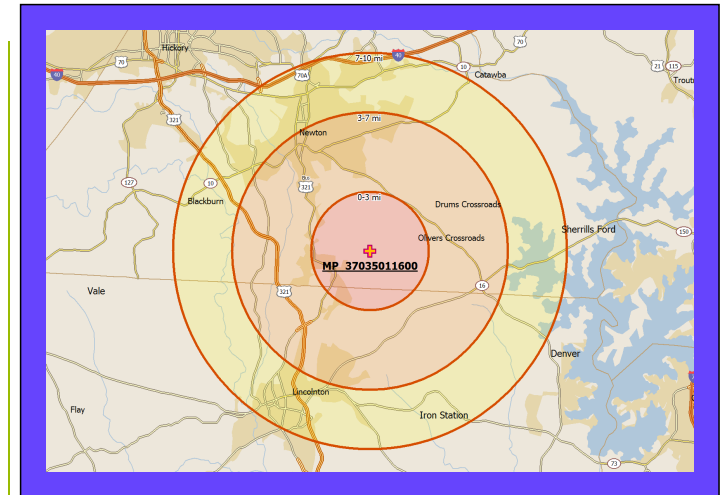
### Acts 10:9-10

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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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	2862 N Olivers Xrd
Zip Code	28658
State Region	Region 8: Catawba
GIS Latitude	35.607030
GIS Longitude	-81.150650
Sitescape Category	Townscape
Sitescape Group	Small Towns

## Top Community Types



Households: 1,201  
Percent: 50.78%

### 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: 517  
Percent: 21.86%

### 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: 463  
Percent: 19.58%

### 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.

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	BAND HHLDS	BAND %
Unreached	1,459	61.7%
Religious but NOT Evangelical	244	10.31%
Spiritual but NOT Evangelical	271	11.46%
Non-Evangelical but NOT Interested	944	39.93%

## 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: 951  
Percent: 40.21%

### 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: 433  
Percent: 18.31%

### Hinterland Families

(41% Unreached)

Hinterland Families is a collection of families and couples who've settled in isolated towns and villages throughout the South. These mostly middle-aged households are overwhelmingly white, less educated (one-fifth never completed high school) and working-class. They work in a variety of blue-collar jobs in manufacturing, construction, transportation and agriculture. Though most live in inexpensive houses, one-third reside in mobile homes.



Households: 320  
Percent: 13.53%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	MI RING	RING %
Active Evangelical HHlds	398	16.81%
Inactive Evangelical HHlds	508	21.49%