

Location Composition

Category	0-0.5 MI	0.5-1.5 MI	1.5-3 MI
2010 Population	5,197	30,402	86,543
2010 Households	2,272	13,043	35,387
2010 Group Quarters	219	1,167	1,713

Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	1,434	63%
McDonald's	1,177	52%
Reading Books	1,132	50%
Watching Diet (Health/Weight)-Presently	1,109	49%
Controlling Diet		
Heartburn/Indigestion Aids/Anti-Nausea-Use	1,069	47%
HH Uses Computer For Internet/E-mail	1,029	45%
Non-Presc-For Regular Headaches	1,026	45%

Getting Involved

This mission site is located in the Western of the Nevada Baptist Convention. For more information about this need, contact the regional Church Planting Strategist: Ryan Jones (rjones@nbcbsbc.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.

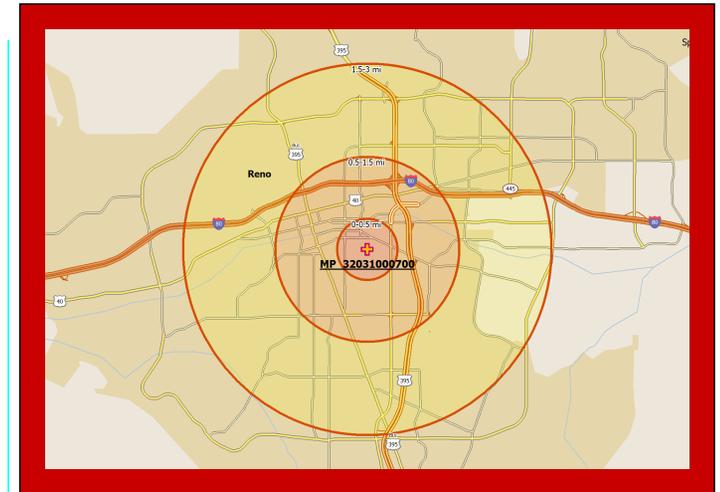
Cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions represented among the consumer behavior characteristics of the lifestyle group offer ways for believers to build relationships with people in the lifestyle group and through that relationship impact them for Christ.

Reaching Reno, Nevada

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.

This location has been identified as one of the areas in Nevada 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	900-998 Mill St
Zip Code	89502
State Region	Western
GIS Latitude	39.524800
GIS Longitude	-119.797270
Sitescape Category	Cityscape
Sitescape Group	Small Cities

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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: 1,202
Percent: 52.93%



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.

Households: 851
Percent: 37.47%



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: 145
Percent: 6.38%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	BAND HHLDS	BAND %
Unreached	1,575	69.32%
Religious but NOT Evangelical	328	14.45%
Spiritual but NOT Evangelical	237	10.44%
Non-Evangelical but NOT Interested	1,010	44.43%

Top Lifestyle Segments

Urban Diversity

(72% Unreached)

With nearly half of households containing minorities, Urban Diversity is known as a transient world of young, multi-ethnic singles and single-parent families. In these inter-city neighborhoods, residents struggle against challenging economics in a mix of rowhouses and high-rise apartment buildings. Most adults have completed high school or some college, with many working at entry-level jobs in retail, health care and food services.



Households: 488
Percent: 21.49%

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: 305
Percent: 13.43%

Small-city Endeavors

(67% Unreached)

Small-city Endeavors has a split personality, reflecting the cluster's mix of young and old, singles, families and single parent households. In these diverse working-class communities concentrated primarily in the Midwest, newcomers share blocks with longtime residents, drawn to the affordable housing and short commutes to work. Many of the adults never went beyond high school, and the employment base largely consists of low-wage blue-collar jobs.



Households: 244
Percent: 10.74%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	MI RING	RING %
Active Evangelical HHlds	87	3.84%
Inactive Evangelical HHlds	609	26.79%
# New Ministries/Churches Needed	1	