

Location Composition

Category	0-1.5 MI	1.5-3 MI	3-7 MI
2010 Population	14,285	39,259	205,314
2010 Households	5,785	16,483	82,053
2010 Group Quarters	12	256	3,854

Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	4,335	75%
HH Uses Computer For Internet/E-mail	3,396	59%
Watching Diet (Health/Weight)-Presently	3,198	55%
Controlling Diet		
McDonald's	3,091	53%
Reading Books	3,081	53%
Non-Presc-For Regular Headaches	2,875	50%
Heartburn/Indigestion Aids/Anti-Nausea-Use	2,794	48%

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

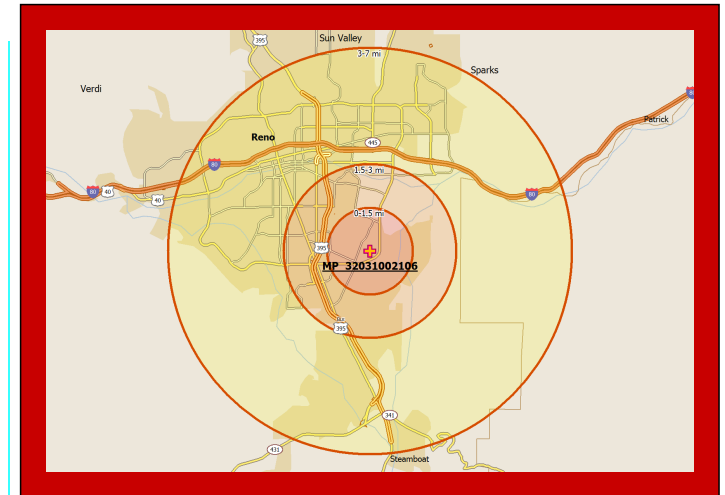
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Acts 10:9-10

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.

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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	4090 Rio Poco Rd
Zip Code	89502
State Region	Western
GIS Latitude	39.481710
GIS Longitude	-119.754750
Sitescape Category	Suburbscape
Sitescape Group	Medium Suburbs

Top Community Types



Households: 1,995
Percent: 34.47%

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: 1,225
Percent: 21.17%

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: 1,168
Percent: 20.18%

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.

Evangeliscope: Spiritual Indicators

SPIRITUALITY INDICATOR	BAND HHLDS	BAND %
Unreached	4,026	69.6%
Religious but NOT Evangelical	871	15.06%
Spiritual but NOT Evangelical	648	11.2%
Non-Evangelical but NOT Interested	2,507	43.34%

Top Lifestyle Segments

Urban Commuter Families (67% Unreached)

Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families, Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services.



Households: 1,388
Percent: 23.98%

Stable Careers (72% Unreached)

Stable Careers is a collection of young and ethnically diverse singles living in big-city metros as Los Angeles, CA, Philadelphia, PA and Miami, FL. A quarter of the households are of Hispanic and Asian and are slightly less affluent than others dominated by Generation Y residents. More than half of households have gone to college and most have landed white-collar jobs in retail, health services and professional offices.



Households: 1,124
Percent: 19.42%

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: 617
Percent: 10.66%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	MI RING	RING %
Active Evangelical HHlds	221	3.82%
Inactive Evangelical HHlds	1,540	26.62%
# New Ministries/Churches Needed	3	