

## Location Composition

Category	0-3 MI	3-7 MI	7-10 MI
2010 Population	8,518	12,537	7,534
2010 Households	2,839	5,762	3,437
2010 Group Quarters	2,652	208	0

## Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	2,016	71%
Reading Books	1,856	65%
HH Uses Computer For Internet/E-mail	1,731	61%
Watching Diet (Health/Weight)-Presently	1,519	54%
Controlling Diet		
McDonald's	1,493	53%
Heartburn/Indigestion Aids/Anti-Nausea-Use	1,451	51%
Non-Presc-For Regular Headaches	1,350	48%

## 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 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 Cullowee, NC

### Inside

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

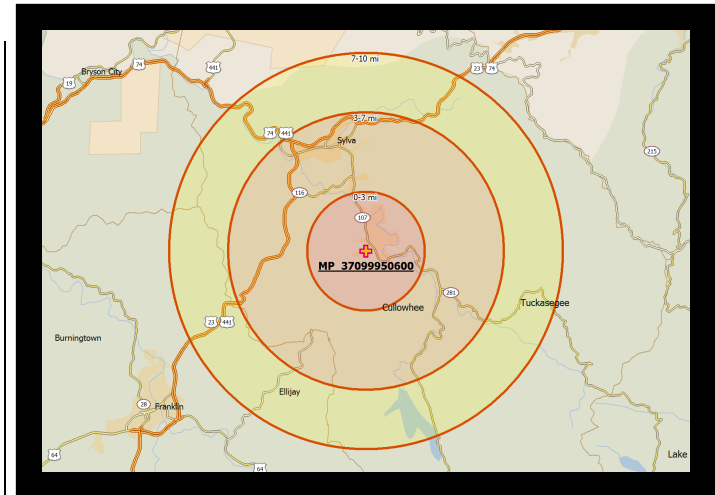
### Acts 10:9-10

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.

In partnership with:



www.iicm.net



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	544 Speedwell Rd
Zip Code	28723
State Region	Region 10: Southwest
GIS Latitude	35.297330
GIS Longitude	-83.178780
Sitescape Category	Townscape
Sitescape Group	Small Towns

## 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: 1,266  
Percent: 44.59%



### 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: 681  
Percent: 23.99%



### 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: 390  
Percent: 13.74%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	BAND HHLDS	BAND %
Unreached	2,083	73.37%
Religious but NOT Evangelical	322	11.35%
Spiritual but NOT Evangelical	543	19.11%
Non-Evangelical but NOT Interested	1,218	42.91%

## Top Lifestyle Segments

### College Town Communities (83% Unreached)

Students are the center of community life in College Town Communities. About one in nine residents lives in a dormitory. In this cluster of towns dominated by college campuses residents are primarily young, single and college educated. Because of their youth, many of these recent graduates still report entry-level jobs and low-end incomes which are less than the national average.



Households: 1,234  
Percent: 43.47%

### Small-town Connections (58% Unreached)

In Small-town Connections, relatively young couples, single and divorced households enjoy an old-fashioned, conservative way of life that's changed little in decades. Predominantly white and high-school educated residents live in older houses and mobile homes. Many work a mix of blue- and white-collar jobs in manufacturing, retail, education and health services. Their lower-middle-class incomes support even lower housing values.



Households: 532  
Percent: 18.74%

### Major University Towns (81% Unreached)

Major University Towns is forever young, thanks to the students who arrive each year to this collection of university-filled cities. More than three-quarters of the households consist of students living in dormitories-the highest rate in the nation. Unlike the College Town Communities cluster, which consists of smaller towns and campus communities, this segment is a collection of satellite cities that house sprawling universities.



Households: 204  
Percent: 7.19%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	MI RING	RING %
Active Evangelical HHlds	284	10.02%
Inactive Evangelical HHlds	472	16.61%