

## Location Composition

Category	0-3 MI	3-7 MI	7-10 MI
2010 Population	3,187	19,859	28,127
2010 Households	1,218	7,263	10,242
2010 Group Quarters	36	299	236

## Missionscape: Cultural Bridges

Cultural Bridge	#HHids	%HHids
Home Personal Computer-HH Own	971	80%
HH Uses Computer For Internet/E-mail	748	61%
McDonald's	720	59%
Non-Presc-For Regular Headaches	657	54%
Watching Diet (Health/Weight)-Presently	635	52%
Controlling Diet		
Reading Books	625	51%
Heartburn/Indigestion Aids/Anti-Nausea-Use	604	50%

## Getting Involved

This mission site is located in the Region

2: Central Coast 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 Middlesex, NC

# MISSION SITE DIGEST

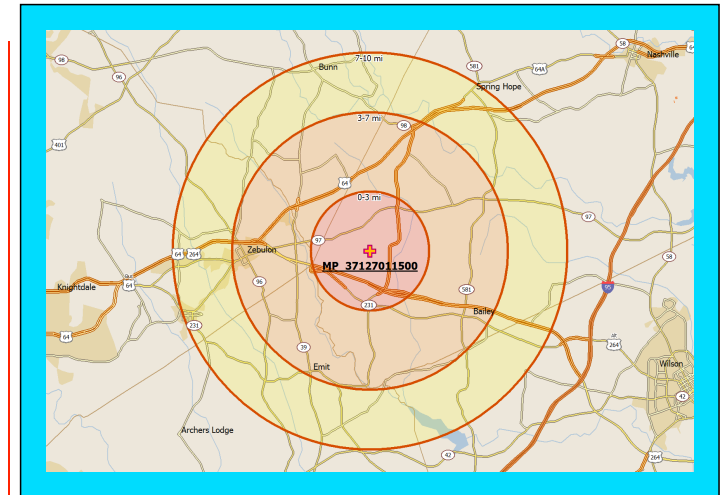
### Inside

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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.

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	12468 W Nc 97
Zip Code	27557
State Region	Region 2: Central Coast
GIS Latitude	35.843160
GIS Longitude	-78.220700
Sitescape Category	Townscape
Sitescape Group	Small Towns

## Top Community Types



### 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: 407  
Percent: 33.39%



### 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: 299  
Percent: 24.53%



### 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: 234  
Percent: 19.2%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	BAND HHLDS	BAND %
Unreached	768	63.06%
Religious but NOT Evangelical	181	14.83%
Spiritual but NOT Evangelical	124	10.2%
Non-Evangelical but NOT Interested	463	38.05%

## Top Lifestyle Segments

### 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: 299  
Percent: 24.53%

### Rural Southern Living

(59% Unreached)

Scattered in sparsely settled communities across the South, the households in Rural Southern Living consist of young, predominantly white couples and families with lower-middle-class lifestyles. No segment has more residents living in mobile homes with more than half the households living in manufactured housing. The adults are high school educated and work at blue-collar jobs in manufacturing, construction and transportation.



Households: 213  
Percent: 17.47%

### 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: 158  
Percent: 12.96%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	MI RING	RING %
Active Evangelical HHlds	212	17.41%
Inactive Evangelical HHlds	239	19.60%