

Location Composition

Category	0-1.5 MI	1.5-3 MI	3-7 MI
2010 Population	15,098	42,923	165,998
2010 Households	6,446	15,916	65,160
2010 Group Quarters	398	3,974	5,432

Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	5,058	78%
HH Uses Computer For Internet/E-mail	4,046	63%
Reading Books	3,864	60%
Watching Diet (Health/Weight)-Presently	3,723	58%
Controlling Diet		
McDonald's	3,395	53%
Voted in fed/state/local election	3,275	51%
Non-Presc-For Regular Headaches	3,244	50%

Getting Involved

This mission site is located in the Region 5: Piedmont Triad 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 Winston Salem, NC

MISSION SITE DIGEST

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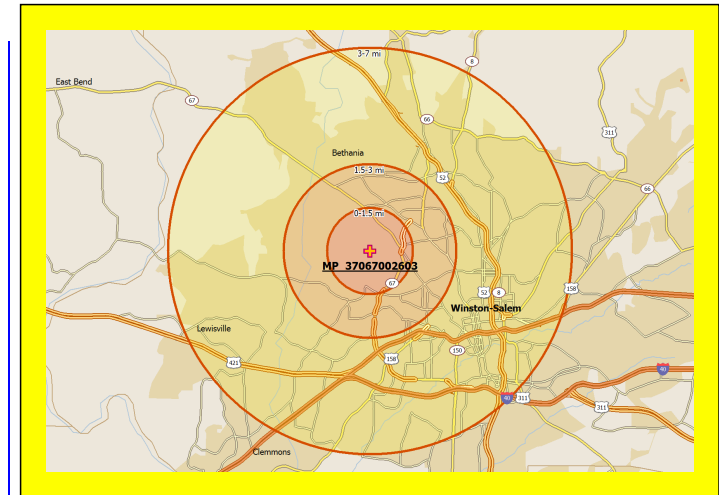
Acts 10:9-10

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 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	411-499 Stanton Ct
Zip Code	27106
State Region	Region 5: Piedmont Triad
GIS Latitude	36.133010
GIS Longitude	-80.309830
Sitescape Category	Suburbscape
Sitescape Group	Medium Suburbs

Top Community Types



Households: 2,615
Percent: 40.56%

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: 1,833
Percent: 28.43%

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: 907
Percent: 14.07%

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.

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	BAND HHLDS	BAND %
Unreached	4,628	71.8%
Religious but NOT Evangelical	1,090	16.9%
Spiritual but NOT Evangelical	772	11.98%
Non-Evangelical but NOT Interested	2,771	42.98%

Top Lifestyle Segments

Small-town Success

(69% Unreached)

Small-town Success is typically home to the families of the most prominent citizens in their exurban communities. White-collar, college educated and upscale, they live in recently developed subdivisions outside the nation's beltways in the Midwest and West. Most of these households contain white, middle-aged working couples who have positions as executives and professionals in health care, retail and education.



Households: 869
Percent: 13.48%

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: 763
Percent: 11.83%

Minority Metro Communities

(74% Unreached)

Minority Metro Communities reflects the nation's growing African-American middle class. With nearly three-quarters of the residents African-American and half the households earning more than \$50,000, this cluster is a testament to high educational achievement and professional employment among African-Americans. Concentrated in inner-ring suburbs, these households earn above-average incomes from a mix of service industry and white-collar jobs.



Households: 610
Percent: 9.46%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	MI RING	RING %
Active Evangelical HHlds	969	15.04%
Inactive Evangelical HHlds	849	13.18%