### Composition of Zipcode 28442

Category	Zip Code
2010 Population	1,623
2010 Households	664
2010 Group Quarters	0

### Missionscape: Cultural Bridges

NOTES:

patterns

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	465	70%
McDonald's	382	58%
Watching Diet (Health/Weight)-Presently	365	55%
Controlling Diet		
Reading Books	340	51%
HH Uses Computer For Internet/E-mail	316	48%
Non-Presc-For Regular Headaches	313	47%
Heartburn/Indigestion Aids/Anti-Nausea-Use	311	47%

# Getting Informed

More zip information may be found on the MissionalCorps.org website and more specific data for each lifestyle segment may be accessed at the BCNC Missional Resources web page.

# Getting Involved

To learn more about this location, please contact Shirley Sells (ssells@ncbaptist.org).

lifestyle segments. The Lifestyle Summary identifies the top six lifestyle segments in the zip code, the number of households, percent of the zip code households, and the percent of households that are unreached. Lifestyle Segments are individual groups of people with similar living preferences and

The Communities Summary identifies the top three types of communities in the zip code, the

number of households, and the percent of the zip code. Communities are comprised of multiple

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 in the county.

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 Hallsboro, NC

# **MISSIONAL ZIPCODE DIGEST**

## Zipcode 28442 Community Types

#### Inside Community Types Lifestyle Segments Spiritual Indicators Religious Indicators 3 **Zip Composition** 4 **Cultural Bridges** 4 Notes 4

Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

slain, and with your

tribe

were

because vou

every

and nation."



Households: 399 Percent: 60.09%



Households: 137 Percent: 20.63%



Households: 67 Percent: 10.09%





Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring Communities, truth is centered around "me" and everything is interconnected. The majority of people in this group are between the ages of 18 - 34. Sixty percent are renting singles; others live on military bases or in college dorms. Members of Aspiring Communities are four times more likely to be unemployed. Of those who work, most live in or conveniently close to metropolitan areas.

## Urban Communities

The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the African-American and Hispanic 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.

### **Country Communities**

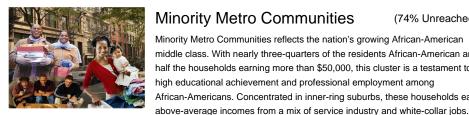
Land, family and community are central to the day-to-day lives of the people in these farming and mining communities. They work hard to provide a steady, peaceful family life through farming, agriculture, education, mining and service industries. With low levels of education, these primarily white family households earn wages in the lower middle income bracket. Residents live in single-family homes, mobile homes or trailers in rural tracts and neighborhoods.



Urban Blues

Lower-income Essentials

# Top Lifestyle Segments in Zipcode 28442



Households: 399



# Struggling City Centers

#### (68% Unreached)

(74% Unreached)

Struggling City Centers consists of very low-income households living in city neighborhoods. Home to the highest concentration of African-Americans in the nation-nearly 90 percent of all households-the cluster faces hard economic challenges. One-third of households haven't finished high school, with a similar percentage containing single-parent families. One in five adults are under 35 years old and the median household income is only half the national average.

high educational achievement and professional employment among

African-Americans. Concentrated in inner-ring suburbs, these households earn

middle class. With nearly three-quarters of the residents African-American and probably has a Latin beat. More than three-quarters of all households in this half the households earning more than \$50,000, this cluster is a testament to

segment are Hispanic-roughly six times the U.S. average. They tend to be mostly young singles, families and single parents living in urban areas primarily in the Southwest. Their schooling is modest and their unemployment rate is more than twice the national average.

Lower-income Essentials is dominated by aging seniors and empty-nesting

couples of modest means. Although small in absolute numbers, the Native

The educational levels are often low, with one in five residents never

completing high school-about 40 percent above the U.S. average.

American population here is three times the national average. Concentrated in

out-of-the-way towns in the Prairies, residents make do with humble lifestyles.

While many residents in this cluster may be singing the Urban Blues, the tune

Households: 27 Percent: 4.07%



Households: 17 Percent: 2.56%



#### Native Americana

#### (49% Unreached)

More than half the households in Native Americana are Native American, and primarily consist of young low-income families living in small towns in the Western states. In these isolated communities, most residents live in low-income housing with one in five owning a mobile home. Their median household income is nearly 40 percent below the U.S. average, with the unemployment rate running high. Few residents have completed college.

Households: 28 Percent: 4.22%

Households: 129

Percent: 19.43%

# Coal and Crops

Coal and Crops comes by its name honestly. The households of this rural cluster work primarily in the mining and farming industries. Found in sparsely populated areas throughout the Midwest and South, this cluster is characterized by low-income families and single households living in small, racially mixed hamlets. More than one-guarter of the residents never completed high school, the median household incomes are nearly 40 percent below the U.S. average.

# Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	130	19.63%
Inactive Evangelical HHIds	68	10.19%

(61% Unreached)

(64% Unreached)

(68% Unreached)



Households: 14 Percent: 2.11%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	466	70.18%
Religious but NOT Evangelical	169	25.48%
Spiritual but NOT Evangelical	42	6.33%
Non-Evangelical but NOT Interested	262	39.47%