#### Composition of Zipcode 28731

Category	Zip Code
2010 Population	7,951
2010 Households	3,449
2010 Group Quarters	113

## Missionscape: Cultural Bridges

NOTES

lifestyle segments.

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	2,719	79%
HH Uses Computer For Internet/E-mail	2,143	62%
McDonald's	1,968	57%
Watching Diet (Health/Weight)-Presently	1,963	57%
Controlling Diet		
Reading Books	1,908	55%
Non-Presc-For Regular Headaches	1,729	50%
Heartburn/Indigestion Aids/Anti-Nausea-Use	1,721	50%

# 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).

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 patterns

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.

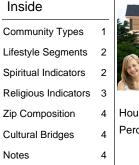
Location Composition: Listed are the total number of people and the total number of households in the county.

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 Flat Rock, NC

# MISSIONAL ZIPCODE DIGEST

## Zipcode 28731 Community Types



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

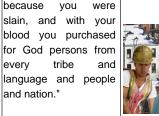
every



Households: 1.446 Percent: 41.93%



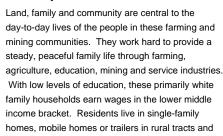
Households: 1,151 Percent: 33.37%



Households: 575 Percent: 16.67%







Mainstay Communities

The backbone of small towns and second cities. Mainstay Communities are established

relational ties. These moderately educated wage earners are employed in well-paying blue collar and

population consists of retired American singles and

is a key identity factor for those who live there.

Residents go into the city to visit clubs and malls.

couples. A sense of belonging within the community

neighborhoods where residents enjoy strong

professional service jobs. The aging adult

### Working Communities

neighborhoods.

Most residents of Working Communities 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. These jobs 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.



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# Top Lifestyle Segments in Zipcode 28731



Households: 1,008 Percent: 29.23%



## Rural Southern Living

**Professional Urbanites** 

#### (59% Unreached)

(72% 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.

Professional Urbanites is a haven for aging singles and couples, an

professionals and managers in retail, education and health care.

upper-middle-class retirement oasis in the metropolitan sprawl. With most

with their children having gone off to college and work. The adults in this

cluster boast college degrees with above-average incomes as white-collar

residents over the age of 65, these households have already empty-nested,

## Hardy Rural Families

#### (61% Unreached)

Far beyond the nation's beltways in tiny towns and isolated villages, the households of Hardy Rural Families are thriving. Predominantly white and middle-class, these older Americans have crafted rustic lifestyles in older single-family houses and mobile homes. Most of the households comprise married couples with a single wage earner who are high school educated and have blue-collar jobs in agriculture, construction and transportation. I

Family Convenience

#### (64% Unreached)

(41% 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: 248 Percent: 7.19%

Households: 291

Percent: 8.44%



#### 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: 519 Percent: 15.05%

Households: 699

Percent: 20.27%

### Hinterland Families

Hinterland Families is a collection of families and couples who've settled in isolated towns and villages throughout the South. These mostly middle-aged households are overwhelmingly white, less educated (one-fifth never completed high school) and working-class. They work in a variety of blue-collar jobs in manufacturing, construction, transportation and agriculture. Though most live in inexpensive houses, one-third reside in mobile homes.

Households: 92 Percent: 2.67%

#### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	2,261	65.55%
Religious but NOT Evangelical	506	14.67%
Spiritual but NOT Evangelical	455	13.19%
Non-Evangelical but NOT Interested	1,300	37.7%

#### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	671	19.44%
Inactive Evangelical HHlds	518	15.01%