## Composition of Zipcode 28782

Category	Zip Code
2010 Population	6,433
2010 Households	3,335
2010 Group Quarters	106

### Missionscape: Cultural Bridges

NOTES

#HHIds	%HHIds
2,291	69%
2,008	60%
1,988	60%
1,698	51%
1,689	51%
1,680	50%
1,680	50%
	2,291 2,008 1,988 1,698 1,689 1,680

# 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).

number of households, and the percent of the zip code. Communities are comprised of multiple lifestyle segments. The Lifestyle Summary identifies the top six lifestyle segments in the zip code, the number of

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

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 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 Tryon, North Carolina

# MISSIONAL ZIPCODE DIGEST

### Zipcode 28782 Community Types



4

Inside

Notes

Rev. 5:9

And they sang a new

song, saying: "You are

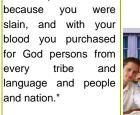
worthy to take the scroll

and to open its seals,

Households: 1.858 Percent: 55.71%

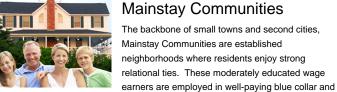


Households: 349 Percent: 10.46%



Households: 329 Percent: 9.87%







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.

The backbone of small towns and second cities.

relational ties. These moderately educated wage

population consists of retired American singles and

couples. A sense of belonging within the community

neighborhoods where residents enjoy strong

professional service jobs. The aging adult

### Aspiring Communities

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.



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(81% Unreached)

(72% Unreached)

## Top Lifestyle Segments in Zipcode 28782



#### Mature America

The oldest lifestyle type in the nation, Mature America is home to the Greatest Generation. More than half the residents are 75 years of age or older and a significant percentage are mostly likely to be widows or widowers. Found mostly in city neighborhoods, they typically live in high-rise apartments and assisted living facilities. Many of these households come from humble origins, and more than half never went beyond high school.

Households: 722 Percent: 21.65%



# **Professional Urbanites**

#### Professional Urbanites is a haven for aging singles and couples, an upper-middle-class retirement oasis in the metropolitan sprawl. With most residents over the age of 65, these households have already empty-nested, 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 professionals and managers in retail, education and health care.

#### Households: 525 Percent: 15.74%

### Suburban Advantage

#### (67% Unreached)

When retirement looms, many Americans downsize their housing, seeking out resort-like communities within short distances to major medical facilities. In Suburban Advantage, empty-nesting couples and retirees have moved to middle-class homes and condo developments in dense retirement communities along the Atlantic and Pacific coasts. Most households have college degrees, and, if they're still in the workforce, hold white collar and managerial jobs.

Households: 407 Percent: 12.2%

## Minority Metro Communities

**Urban Commuter Families** 

#### 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.

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

Households: 329 Percent: 9.87%



Households: 251 Percent: 7.53%

Households: 108 Percent: 3.24%

# Struggling City Centers

care and education services.

(68% Unreached)

(74% Unreached)

(67% 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.

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	2,345	70.31%
Religious but NOT Evangelical	525	15.76%
Spiritual but NOT Evangelical	456	13.68%
Non-Evangelical but NOT Interested	1,369	41.06%

### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	466	13.96%
Inactive Evangelical HHIds	525	15.73%

