Composition of Zipcode 28902

| Category | Zip Code |
|---------------------|----------|
| 2010 Population | 995 |
| 2010 Households | 469 |
| 2010 Group Quarters | 0 |

Missionscape: Cultural Bridges

NOTES:

patterns

lifestyle segments.

| Cultural Bridge | #HHIds | %HHIds |
|--|--------|--------|
| Home Personal Computer-HH Own | 347 | 74% |
| McDonald's | 270 | 57% |
| HH Uses Computer For Internet/E-mail | 262 | 56% |
| Watching Diet (Health/Weight)-Presently | 255 | 54% |
| Controlling Diet | | |
| Non-Presc-For Regular Headaches | 245 | 52% |
| Reading Books | 242 | 52% |
| Heartburn/Indigestion Aids/Anti-Nausea-Use | 227 | 48% |
| | | |

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

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 Brasstown, NC

MISSIONAL ZIPCODE DIGEST

Zipcode 28902 Community Types

| Inside | | |
|----------------------|---|-----|
| Community Types | 1 | 1 |
| Lifestyle Segments | 2 | |
| Spiritual Indicators | 2 | 1 |
| Religious Indicators | 3 | |
| Zip Composition | 4 | Ηοι |
| Cultural Bridges | 4 | Per |
| 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

blood you purchased

tribe

were

because vou

every

and nation."



useholds: 191 rcent: 40.72%



Households: 176 Percent: 37.53%



Households: 71 Percent: 15.14%

In partnership with: A Intercultural Institute lor Contextual Ministry www.iicm.net

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.

Most residents of Working Communities are high school educated. Some have even been to college.

Country Communities

Working 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 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.



Top Lifestyle Segments in Zipcode 28902



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: 191 Percent: 40.72%

Households: 112

Percent: 23.88%



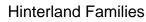
Far beyond the nation's beltways in tiny towns and isolated villages, the

Hardy Rural Families

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

Industrious Country Living

Found in remote towns and villages across the country, Industrious Country Living consists of hard-working couples and families who earn their living from manufacturing, construction, retail and wholesale trades and home businesses. They're predominantly white, high school educated and owners of relatively new homes. They earn respectable incomes with one in three households earning more than \$75,000 per year.



(41% Unreached)

(68% Unreached)

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: 26 Percent: 5.54%

Households: 38

Percent: 8.1%



Rugged Rural Style

(58% Unreached)

(61% Unreached)

Rugged Rural Style consists of some of the most isolated communities in America. In these rural working-class households across the Southwest and Western states, predominantly older married couples and retirees live in aging houses and mobile homes. Those still working have blue-collar jobs in construction, manufacturing and agriculture-the cluster has more than four times as many farmers as the general population.

Households: 71 Percent: 15.14%

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: 10 Percent: 2.13%

Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR | ZIP HHLDS | ZIP % |
|------------------------------------|-----------|--------|
| Unreached | 297 | 63.39% |
| Religious but NOT Evangelical | 62 | 13.16% |
| Spiritual but NOT Evangelical | 64 | 13.55% |
| Non-Evangelical but NOT Interested | 172 | 36.68% |

Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR | ZIP | ZIP % |
|----------------------------|-----|--------|
| Active Evangelical HHlds | 97 | 20.66% |
| Inactive Evangelical HHIds | 75 | 15.95% |