

## Composition of Zipcode 27053

Category	Zip Code
2010 Population	648
2010 Households	254
2010 Group Quarters	0

## Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	166	65%
Non-Presc-For Regular Headaches	125	49%
McDonald's	122	48%
Watching Diet (Health/Weight)-Presently	120	47%
Controlling Diet		
HH Uses Computer For Internet/E-mail	119	47%
Heartburn/Indigestion Aids/Anti-Nausea-Use	118	46%
Reading Books	114	45%

## Getting Informed

More zip information may be found on the [MissionalCorps.org](http://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](mailto:ssells@ncbaptist.org)).

### NOTES:

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 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 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.

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Reaching Westfield, NC

# MISSIONAL ZIPCODE DIGEST

## Zipcode 27053 Community Types

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Households: 137  
Percent: 53.94%



Households: 99  
Percent: 38.98%



Households: 18  
Percent: 7.09%

## 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 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.

## Working Communities

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.

## Rev. 5:9

And they sang a new song, saying: "You are worthy to take the scroll and to open its seals, because you were slain, and with your blood you purchased for God persons from every tribe and people and language and people and nation."

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# Top Lifestyle Segments in Zipcode 27053



## Hinterland Families

Households: 137      Percent: 53.94%  
Unreached: 41%

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.

### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	140	55.09%
Religious but NOT Evangelical	26	10.26%
Spiritual but NOT Evangelical	16	6.47%
Non-Evangelical but NOT Interested	97	38.36%



## Urban Diversity

(72% Unreached)

With nearly half of households containing minorities, Urban Diversity is known as a transient world of young, multi-ethnic singles and single-parent families. In these inter-city neighborhoods, residents struggle against challenging economics in a mix of rowhouses and high-rise apartment buildings. Most adults have completed high school or some college, with many working at entry-level jobs in retail, health care and food services.

Households: 99  
Percent: 38.98%



## 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: 18  
Percent: 7.09%

### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	61	23.94%
Inactive Evangelical HHlds	53	20.98%