

Composition of Zipcode 28054

Category	Zip Code
2010 Population	37,378
2010 Households	14,776
2010 Group Quarters	911

Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	11,053	75%
HH Uses Computer For Internet/E-mail	8,294	56%
Watching Diet (Health/Weight)-Presently	8,148	55%
Controlling Diet		
Reading Books	8,138	55%
McDonald's	8,104	55%
Non-Presc-For Regular Headaches	7,386	50%
Heartburn/Indigestion Aids/Anti-Nausea-Use	7,294	49%

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).

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 Gastonia, NC

MISSIONAL ZIPCODE DIGEST

Zipcode 28054 Community Types

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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."



Households: 5,215
Percent: 35.29%



Households: 3,680
Percent: 24.91%



Households: 2,041
Percent: 13.81%

In partnership with:



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.

Upscale Communities

As the wealthiest households in the nation, upscale communities boast high household incomes, significant home values and top educational achievements. Households in these exclusive suburban neighborhoods are headed by predominantly white, college educated, Baby Boom parents. Most adults work as executives and white collar professionals. They are active members of the community in business clubs, environmental groups and the arts.

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 28054



Urban Commuter Families (67% Unreached)

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 care and education services.

Households: 2,939
Percent: 19.89%



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: 2,818
Percent: 19.07%



Stable Careers (72% Unreached)

Stable Careers is a collection of young and ethnically diverse singles living in big-city metros as Los Angeles, CA, Philadelphia, PA and Miami, FL. A quarter of the households are of Hispanic and Asian and are slightly less affluent than others dominated by Generation Y residents. More than half of households have gone to college and most have landed white-collar jobs in retail, health services and professional offices.

Households: 1,330
Percent: 9%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	10,224	69.19%
Religious but NOT Evangelical	2,516	17.03%
Spiritual but NOT Evangelical	1,588	10.75%
Non-Evangelical but NOT Interested	6,145	41.59%

Grass-roots Living (70% Unreached)

Located in rural villages and aging industrial towns throughout the Midwest and South, Grass-roots Living consists of a racially diverse mix of couples, families and divorced men and women living in lower-middle-class circumstances. Educational levels are low, and nearly a quarter of households did not finish high school. Those still in the workforce tend to have low-paying jobs in manufacturing, construction or agriculture.



Households: 944
Percent: 6.39%

Moderate Conventionalists (67% Unreached)

With many key demographic measures close to the national average-including age, income and education- members of Moderate Conventionalists epitomize average Americans. Scattered throughout second-tier cities in the Midwest and West Coast, these singles and couples tend to live in modest homes, semi-detached houses and apartments. Most have completed high school or some college and hold well-paying blue-collar and white-collar jobs.



Households: 816
Percent: 5.52%

Professional Urbanites (72% Unreached)

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: 546
Percent: 3.7%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	2,426	16.42%
Inactive Evangelical HHlds	2,126	14.39%