

## Composition of Zipcode 28339

| Category            | Zip Code |
|---------------------|----------|
| 2010 Population     | 7,457    |
| 2010 Households     | 2,882    |
| 2010 Group Quarters | 21       |

## Missionscape: Cultural Bridges

| Cultural Bridge                            | #HHIds | %HHIds |
|--|--------|--------|
| Home Personal Computer-HH Own              | 2,156  | 75%    |
| McDonald's                                 | 1,645  | 57%    |
| HH Uses Computer For Internet/E-mail       | 1,488  | 52%    |
| Reading Books                              | 1,486  | 52%    |
| Watching Diet (Health/Weight)-Presently    | 1,471  | 51%    |
| Controlling Diet                           |        |        |
| Non-Presc-For Regular Headaches            | 1,445  | 50%    |
| Heartburn/Indigestion Aids/Anti-Nausea-Use | 1,405  | 49%    |

## 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.

© Copyright 2013 by IICM and its data suppliers.

## Reaching Erwin, North Carolina

# MISSIONAL ZIPCODE DIGEST

## Zipcode 28339 Community Types

### Inside

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



Households: 1,510  
Percent: 52.39%



Households: 750  
Percent: 26.02%



Households: 308  
Percent: 10.69%

## 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."

In partnership with:



[www.iicm.net](http://www.iicm.net)

## 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.

## 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.

## 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.

## Top Lifestyle Segments in Zipcode 28339



### 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: 1,145  
Percent: 39.73%



### Minority Metro Communities (74% Unreached)

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.

Households: 725  
Percent: 25.16%



### 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: 242  
Percent: 8.4%

## Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR             | ZIP HHLDS | ZIP %  |
|------------------------------------|-----------|--------|
| Unreached                          | 1,977     | 68.59% |
| Religious but NOT Evangelical      | 576       | 19.98% |
| Spiritual but NOT Evangelical      | 268       | 9.3%   |
| Non-Evangelical but NOT Interested | 1,139     | 39.51% |

### Rural Southern Living (59% 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.



Households: 233  
Percent: 8.08%

### Struggling City Centers (68% 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.



Households: 100  
Percent: 3.47%

### African-American Neighborhoods (70% Unreached)

Young, working-class city dwellers make up African-American Neighborhoods. About three-quarters of the households are African-American and one in four adults is under 35 years old. This is an economically challenged area characterized by relatively high unemployment, low educational levels and single-parent families. A majority of residents have completed high school or some college, and most are earning their paychecks through jobs in health, education and food service.



Households: 75  
Percent: 2.6%

## Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR     | ZIP | ZIP %  |
|----------------------------|-----|--------|
| Active Evangelical HHlds   | 341 | 11.82% |
| Inactive Evangelical HHlds | 565 | 19.59% |