### Composition of Zipcode 28345

Category	Zip Code
2010 Population	12,302
2010 Households	4,801
2010 Group Quarters	241

#### Missionscape: Cultural Bridges

NOTES

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	3,251	68%
McDonald's	2,733	57%
Watching Diet (Health/Weight)-Presently	2,519	52%
Controlling Diet		
Reading Books	2,305	48%
Heartburn/Indigestion Aids/Anti-Nausea-Use	2,300	48%
Non-Presc-For Regular Headaches	2,271	47%
HH Uses Computer For Internet/E-mail	2,120	44%

# 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).

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 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 Hamlet, NC

## MISSIONAL ZIPCODE DIGEST

### Zipcode 28345 Community Types



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

tribe

were

because you

every

and nation."



Households: 2,289 Percent: 47.68%



Households: 1,240 Percent: 25.83%



Households: 791 Percent: 16.48%



### 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.

#### 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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### Top Lifestyle Segments in Zipcode 28345



Households: 2,155 Percent: 44.89%

Households: 791

Percent: 16.48%

### Struggling City Centers

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.



#### Minority Metro Communities

### (74% Unreached)

(68% 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.

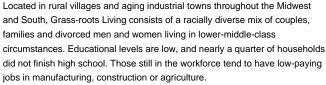
Working Rural Communities

#### There's a grittiness to life in Working Rural Communities. In these older, industrial towns, aging residents hold skilled blue-collar jobs in manufacturing and construction. Most households are filled with empty-nesting couples, middle-aged families and single seniors. They reside in 40-year-old homes valued at below-average prices. Their inexpensive housing allows their middle-class incomes to go far in these predominantly Midwestern towns.

### Grass-roots Living

(70% Unreached)

(60% Unreached)





Households: 239 Percent: 4.98%



Households: 227 Percent: 4.73%



#### 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: 713 Percent: 14.85%

#### **Hinterland Families**

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: 122 Percent: 2.54%

#### Evangelscape: Spiritual Indicators

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SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	3,243	67.55%
Religious but NOT Evangelical	1,119	23.31%
Spiritual but NOT Evangelical	253	5.26%
Non-Evangelical but NOT Interested	1,992	41.49%

#### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	781	16.28%
Inactive Evangelical HHlds	777	16.17%

(41% Unreached)

