Composition of Zipcode 28423

Category	Zip Code
2010 Population	2,373
2010 Households	866
2010 Group Quarters	0

Missionscape: Cultural Bridges

NOTES:

patterns

lifestyle segments.

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	601	69%
McDonald's	497	57%
Watching Diet (Health/Weight)-Presently	447	52%
Controlling Diet		
HH Uses Computer For Internet/E-mail	431	50%
Non-Presc-For Regular Headaches	429	50%
Reading Books	414	48%
Heartburn/Indigestion Aids/Anti-Nausea-Use	400	46%

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.

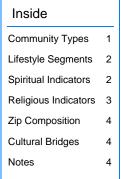
Location Composition: Listed are the total number of people and the total number of households in the county.

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 Bolton, North Carolina

MISSIONAL ZIPCODE DIGEST

Zipcode 28423 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 vou

every

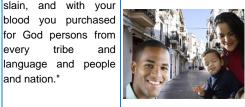
and nation."



Households: 335 Percent: 38.68%



Households: 243 Percent: 28.06%



Households: 166 Percent: 19.17%





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.

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.

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 28423

Minority Metro Communities



Households: 243 Percent: 28.06%



Households: 152 Percent: 17.55%

Coal and Crops

(61% Unreached)

(74% Unreached)

Coal and Crops comes by its name honestly. The households of this rural cluster work primarily in the mining and farming industries. Found in sparsely populated areas throughout the Midwest and South, this cluster is characterized by low-income families and single households living in small, racially mixed hamlets. More than one-quarter of the residents never completed high school, the median household incomes are nearly 40 percent below the U.S. average.

Minority Metro Communities reflects the nation's growing African-American

middle class. With nearly three-quarters of the residents African-American and

African-Americans. Concentrated in inner-ring suburbs, these households earn

above-average incomes from a mix of service industry and white-collar jobs.

half the households earning more than \$50,000, this cluster is a testament to

high educational achievement and professional employment among

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.

Hinterland Families

(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.



Percent: 12.59%

Households: 109



Households: 106 Percent: 12.24%



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: 117 Percent: 13.51%

African-American Neighborhoods (70% Unreached)

Young, working-class city dwellers make up African-American Neighborhoods. About three-guarters 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: 51 Percent: 5.89%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	557	64.3%
Religious but NOT Evangelical	174	20.12%
Spiritual but NOT Evangelical	58	6.72%
Non-Evangelical but NOT Interested	331	38.17%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	204	23.50%
Inactive Evangelical HHIds	106	12.20%