Composition of Zipcode 28613

| Category | Zip Code |
|---------------------|----------|
| 2010 Population | 21,299 |
| 2010 Households | 7,830 |
| 2010 Group Quarters | 94 |

Missionscape: Cultural Bridges

NOTES

lifestyle segments.

| Cultural Bridge | #HHIds | %HHIds |
|--|--------|--------|
| Home Personal Computer-HH Own | 6,327 | 81% |
| HH Uses Computer For Internet/E-mail | 4,984 | 64% |
| McDonald's | 4,604 | 59% |
| Watching Diet (Health/Weight)-Presently | 4,291 | 55% |
| Controlling Diet | | |
| Non-Presc-For Regular Headaches | 4,176 | 53% |
| Reading Books | 4,145 | 53% |
| Heartburn/Indigestion Aids/Anti-Nausea-Use | 3,922 | 50% |
| | | |

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 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 Conover, NC

MISSIONAL ZIPCODE DIGEST

Zipcode 28613 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,

slain, and with your

tribe

were

because vou

every

and nation."



Households: 2.722 Percent: 34.76%

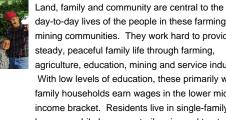


Households: 2,509 Percent: 32.04%



Households: 1.002 Percent: 12.8%





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.

Mainstay Communities

Working Communities

The backbone of small towns and second cities. Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community is a key identity factor for those who live there. Residents go into the city to visit clubs and malls.

Country Communities

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.



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Top Lifestyle Segments in Zipcode 28613



Steadfast Conservatives

A guietly 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: 2,386 Percent: 30.47%



Households: 1,318

Percent: 16.83%

Households: 783

Percent: 10%

Family Convenience

Rural Southern Living

(64% Unreached)

(59% Unreached)

(69% Unreached)

Family Convenience is a collection of sprawling families living in remote towns and military bases. Most of the households contain dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment earn upper-middle incomes.

Scattered in sparsely settled communities across the South, the households in

Rural Southern Living consist of young, predominantly white couples and

manufactured housing. The adults are high school educated and work at

living in mobile homes with more than half the households living in

blue-collar jobs in manufacturing, construction and transportation.

families with lower-middle-class lifestyles. No segment has more residents

Urban Commuter Families

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: 669 Percent: 8.54%

Prime Middle America

(65% Unreached)

(67% Unreached)

Prime Middle America features a mix of couples and families living in both small towns and mid-sized cities in the South and Northwest. Younger than average and upper-middle-class in status, these predominantly white dual-income households have well-paying blue-collar and white-collar jobs in transportation, manufacturing and public administration. Most of the households own their own homes and are nearly twice as likely to live in mobile homes.

Households: 610

Professional Urbanites

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.

(72% Unreached)



Households: 409 Percent: 5.22%

Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR | ZIP HHLDS | ZIP % |
|------------------------------------|-----------|--------|
| Unreached | 5,211 | 66.55% |
| Religious but NOT Evangelical | 1,133 | 14.48% |
| Spiritual but NOT Evangelical | 940 | 12.01% |
| Non-Evangelical but NOT Interested | 3,140 | 40.1% |

Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR | ZIP | ZIP % |
|----------------------------|-------|--------|
| Active Evangelical HHlds | 1,150 | 14.68% |
| Inactive Evangelical HHlds | 1,470 | 18.77% |