Composition of Zipcode 28645

Category	Zip Code
2010 Population	47,888
2010 Households	18,499
2010 Group Quarters	1,006

Missionscape: Cultural Bridges

NOTES:

patterns

lifestyle segments.

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	13,646	74%
McDonald's	10,282	56%
HH Uses Computer For Internet/E-mail	9,859	53%
Non-Presc-For Regular Headaches	9,811	53%
Watching Diet (Health/Weight)-Presently	9,376	51%
Controlling Diet		
Reading Books	9,219	50%
Heartburn/Indigestion Aids/Anti-Nausea-Use	8,850	48%

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 Lenoir, North Carolina

MISSIONAL ZIPCODE DIGEST

Zipcode 28645 Community Types

Country Communities

Land, family and community are central to the day-to-day lives of the people in these farming and

steady, peaceful family life through farming, agriculture, education, mining and service industries.

mining communities. They work hard to provide a

With low levels of education, these primarily white

Most residents of Working Communities are high school educated. Some have even been to college. Their education affords them lower middle incomes

everyday life. This ethnically diverse mix of single

and married homeowners dwells in densely

populated areas and small-town suburbs.

Mainstay Communities



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: 6,732 Percent: 36.39%



Households: 5,623 Percent: 30.4%

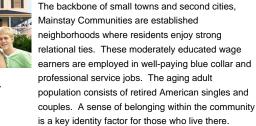


Households: 1,877 Percent: 10.15%





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





Residents go into the city to visit clubs and malls.

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Top Lifestyle Segments in Zipcode 28645



Hinterland Families

(41% 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.

Households: 5,147 Percent: 27.82%



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: 4,216 Percent: 22,79%



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: 1,276 Percent: 6.9%

Family Convenience

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.

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 guarter of households did not finish high school. Those still in the workforce tend to have low-paying jobs in manufacturing, construction or agriculture.

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



(74% Unreached)

(64% Unreached)



Households: 1,169 Percent: 6.32%



Households: 1,089 Percent: 5.89%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	11,169	60.38%
Religious but NOT Evangelical	2,494	13.48%
Spiritual but NOT Evangelical	1,597	8.63%
Non-Evangelical but NOT Interested	7,120	38.49%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	3,447	18.63%
Inactive Evangelical HHIds	3,883	20.99%



Households: 1,202 Percent: 6.5%