## Composition of Zipcode 28675

Category	Zip Code
2010 Population	6,092
2010 Households	2,977
2010 Group Quarters	177

## Missionscape: Cultural Bridges

NOTES

patterns

lifestyle segments.

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	2,214	74%
HH Uses Computer For Internet/E-mail	1,696	57%
Watching Diet (Health/Weight)-Presently	1,695	57%
Controlling Diet		
McDonald's	1,643	55%
Reading Books	1,634	55%
Non-Presc-For Regular Headaches	1,470	49%
Heartburn/Indigestion Aids/Anti-Nausea-Use	1,447	49%

# 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 Sparta, North Carolina

# **MISSIONAL ZIPCODE DIGEST**

#### Zipcode 28675 Community Types



Notes

Rev. 5:9

song, saying: "You are

worthy to take the scroll

and to open its seals,

because you

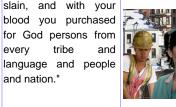
every



Households: 836 Percent: 28.08%



Households: 778 Percent: 26.13%



were

Households: 739 Percent: 24.82%





professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community

> 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.

Mainstay Communities

The backbone of small towns and second cities. Mainstay Communities are established

relational ties. These moderately educated wage earners are employed in well-paying blue collar and

neighborhoods where residents enjoy strong

is a key identity factor for those who live there.

Residents go into the city to visit clubs and malls.

#### 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.



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(69% Unreached)

(72% Unreached)

## Top Lifestyle Segments in Zipcode 28675



Households: 645 Percent: 21.67%



#### Households: 482 Percent: 16.19%

# **Professional Urbanites**

Steadfast Conservatives

#### 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.

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

seniority of many residents does have benefits in the workplace. They earn

middle class incomes from skilled jobs in manufacturing, retail and health.

are already filled with couples and singles aged 65 years or older. The

## Rugged Rural Style

#### Rugged Rural Style consists of some of the most isolated communities in America. In these rural working-class households across the Southwest and Western states, predominantly older married couples and retirees live in aging houses and mobile homes. Those still working have blue-collar jobs in construction, manufacturing and agriculture-the cluster has more than four times as many farmers as the general population.



Percent: 9.34%

#### America's Farmlands With more than nine times the national average for farmers, America's Farmlands has the highest percentage of farmers in the nation. In these remote communities scattered across the nation, residents are likely to have high school diplomas and middle-class incomes. Many live in older, single-family homes on large plots of land. The population density in this

(57% Unreached)

(58% Unreached)



Households: 189 Percent: 6.35%



## Hardy Rural Families

#### (61% Unreached)

Far beyond the nation's beltways in tiny towns and isolated villages, the households of Hardy Rural Families are thriving. Predominantly white and

Households: 279 Percent: 9.37%

middle-class, these older Americans have crafted rustic lifestyles in older single-family houses and mobile homes. Most of the households comprise married couples with a single wage earner who are high school educated and have blue-collar jobs in agriculture, construction and transportation. I

# **Hinterland Families**

Hinterland Families is a collection of families and couples who've settled in

segment is less than one-tenth the national average.

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.

#### (41% Unreached)



Households: 125 Percent: 4.2%

# Evangelscape: Spiritual Indicators

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SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	1,954	65.63%
Religious but NOT Evangelical	398	13.37%
Spiritual but NOT Evangelical	374	12.55%
Non-Evangelical but NOT Interested	1,182	39.71%

#### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	417	14.01%
Inactive Evangelical HHlds	606	20.36%



Households: 278