## Composition of Zipcode 28681

Category	Zip Code
2010 Population	26,319
2010 Households	9,107
2010 Group Quarters	1,164

## Missionscape: Cultural Bridges

NOTES

patterns

Cultural Bridge	#HHIds	%HHIds	
Home Personal Computer-HH Own	6,909	76%	
McDonald's	5,206	57%	
HH Uses Computer For Internet/E-mail	5,130	56%	
Non-Presc-For Regular Headaches	5,006	55%	
Watching Diet (Health/Weight)-Presently	4,579	50%	
Controlling Diet			
Reading Books	4,457	49%	
Heartburn/Indigestion Aids/Anti-Nausea-Use	4,405	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).

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

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 Taylorsville, NC

## **MISSIONAL ZIPCODE DIGEST**

## Zipcode 28681 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

family households earn wages in the lower middle

homes, mobile homes or trailers in rural tracts and

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

income bracket. Residents live in single-family

neighborhoods.



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: 4,155 Percent: 45.62%



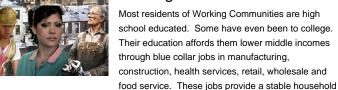
Households: 2,373 Percent: 26.06%

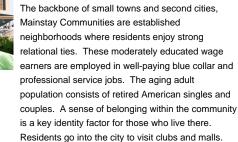


Households: 1,419 Percent: 15.58%











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## Top Lifestyle Segments in Zipcode 28681



## **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: 2,548 Percent: 27.98%

Households: 2,026

Percent: 22.25%



### Steadfast Conservatives

#### (69% Unreached)

(41% 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.

## **Rural Southern Living**

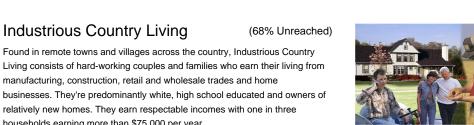
Scattered in sparsely settled communities across the South, the households in Rural Southern Living consist of young, predominantly white couples and families with lower-middle-class lifestyles. No segment has more residents living in mobile homes with more than half the households living in manufactured housing. The adults are high school educated and work at blue-collar jobs in manufacturing, construction and transportation.

manufacturing, construction, retail and wholesale trades and home

relatively new homes. They earn respectable incomes with one in three



Households: 811 Percent: 8.91%



Households: 603 Percent: 6.62%



### Family Convenience

#### (64% 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.

Households: 1,031 Percent: 11.32%

## Minority Metro Communities

households earning more than \$75,000 per year.

Industrious Country Living

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.

#### (74% Unreached)

(59% Unreached)



Households: 362 Percent: 3.97%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	5,383	59.1%
Religious but NOT Evangelical	1,070	11.75%
Spiritual but NOT Evangelical	849	9.32%
Non-Evangelical but NOT Interested	3,467	38.07%

#### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,751	19.23%
Inactive Evangelical HHlds	1,973	21.67%