Composition of Zipcode 28754

| Category | Zip Code |
|---------------------|----------|
| 2010 Population | 7,673 |
| 2010 Households | 2,908 |
| 2010 Group Quarters | 776 |

Missionscape: Cultural Bridges

NOTES

lifestyle segments.

| Cultural Bridge | #HHIds | %HHIds | |
|--|--------|--------|--|
| Home Personal Computer-HH Own | 2,172 | 75% | |
| HH Uses Computer For Internet/E-mail | 1,703 | 59% | |
| McDonald's | 1,646 | 57% | |
| Watching Diet (Health/Weight)-Presently | 1,585 | 54% | |
| Controlling Diet | | | |
| Reading Books | 1,557 | 54% | |
| Non-Presc-For Regular Headaches | 1,484 | 51% | |
| Heartburn/Indigestion Aids/Anti-Nausea-Use | 1,424 | 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 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 Mars Hill, NC

MISSIONAL ZIPCODE DIGEST

Zipcode 28754 Community Types





Households: 1.173 Percent: 40.34%



Households: 811 Percent: 27.89%

and to open its seals, because vou were slain, and with your blood you purchased for God persons from tribe every and language and people and nation."

Rev. 5:9

And they sang a new

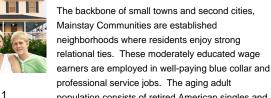
song, saying: "You are

worthy to take the scroll

Households: 458 Percent: 15.75%







neighborhoods.

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.

Urban Communities

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

income bracket. Residents live in single-family

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.



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Rugged Rural Style

times as many farmers as the general population.

Steadfast Conservatives

Rugged Rural Style consists of some of the most isolated communities in

houses and mobile homes. Those still working have blue-collar jobs in

construction, manufacturing and agriculture-the cluster has more than four

America. In these rural working-class households across the Southwest and

Western states, predominantly older married couples and retirees live in aging

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

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

Top Lifestyle Segments in Zipcode 28754



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.

Far beyond the nation's beltways in tiny towns and isolated villages, the

households of Hardy Rural Families are thriving. Predominantly white and

middle-class, these older Americans have crafted rustic lifestyles in older

have blue-collar jobs in agriculture, construction and transportation. I

single-family houses and mobile homes. Most of the households comprise

married couples with a single wage earner who are high school educated and

Households: 476 Percent: 16.37%



Households: 381 Percent: 13.1%

Family Convenience

(64% Unreached)

(61% 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: 361 Percent: 12.41%

American Great Outdoors

A rugged blend of rural couples and retirees makes up American Great

(58% Unreached)

(69% Unreached)

(64% Unreached)

Outdoors. Scattered in remote communities around the country, this segment is characterized by aging households-about half are over 65- who like an outdoor lifestyle. These singles and couples live in modest homes, small apartment buildings and mobile homes. There's little emphasis on educational achievement, and one in five did not complete high school.

Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR | ZIP HHLDS | ZIP % |
|------------------------------------|-----------|--------|
| Unreached | 1,747 | 60.07% |
| Religious but NOT Evangelical | 311 | 10.68% |
| Spiritual but NOT Evangelical | 356 | 12.24% |
| Non-Evangelical but NOT Interested | 1,080 | 37.15% |

Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR | ZIP | ZIP % |
|----------------------------|-----|--------|
| Active Evangelical HHlds | 655 | 22.53% |
| Inactive Evangelical HHIds | 506 | 17.40% |



Households: 274 Percent: 9.42%



Households: 242 Percent: 8.32%



Households: 212 Percent: 7.29%