

Composition of Zipcode 37657

Category	Zip Code
2010 Population	931
2010 Households	420
2010 Group Quarters	0

Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	284	68%
Non-Presc-For Regular Headaches	240	57%
McDonald's	215	51%
Heartburn/Indigestion Aids/Anti-Nausea-Use	193	46%
HH Uses Computer For Internet/E-mail	191	45%
Country	189	45%
Watching Diet (Health/Weight)-Presently	188	45%
Controlling Diet		

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 ().

NOTES:

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 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 patterns.

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.

© Copyright 2013 by IICM and its data suppliers.

Reaching Flag Pond, TN

MISSIONAL ZIPCODE DIGEST

Zipcode 37657 Community Types

Inside

Community Types	1
Lifestyle Segments	2
Spiritual Indicators	2
Religious Indicators	3
Zip Composition	4
Cultural Bridges	4
Notes	4

Rev. 5:9

And they sang a new song, saying: "You are worthy to take the scroll and to open its seals, because you were slain, and with your blood you purchased for God persons from every tribe and language and people and nation."

In partnership with:



Households: 414
Percent: 98.57%

Country Communities

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.



Households: 6
Percent: 1.43%

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.

Top Lifestyle Segments in Zipcode 37657



Hinterland Families

Households: 414 Percent: 98.57%
Unreached: 41%

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.



Steadfast Conservatives

Households: 6 Percent: 1.43%
Unreached: 69%

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.

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	174	41.47%
Religious but NOT Evangelical	23	5.45%
Spiritual but NOT Evangelical	9	2.15%
Non-Evangelical but NOT Interested	142	33.87%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	154	36.70%
Inactive Evangelical HHlds	92	21.83%