Composition of Zipcode 27028

Category	Zip Code
2010 Population	27,269
2010 Households	10,249
2010 Group Quarters	194

Missionscape: Cultural Bridges

NOTES

patterns

lifestyle segments.

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	7,906	77%
McDonald's	5,921	58%
HH Uses Computer For Internet/E-mail	5,905	58%
Non-Presc-For Regular Headaches	5,501	54%
Watching Diet (Health/Weight)-Presently	5,280	52%
Controlling Diet		
Reading Books	5,147	50%
Heartburn/Indigestion Aids/Anti-Nausea-Use	5,022	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 Mocksville, NC

MISSIONAL ZIPCODE DIGEST

Zipcode 27028 Community Types

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through blue collar jobs in manufacturing, construction, health services, retail, wholesale and food service. These jobs provide a stable household Households: 3.840 economy supporting personal and family pursuits in Percent: 37.47% everyday life. This ethnically diverse mix of single and married homeowners dwells in densely

Country Communities

populated areas and small-town suburbs.

Working Communities

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

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 neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and 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.



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 tribe every and language and people and nation."



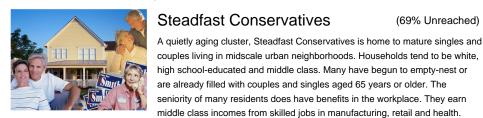
Households: 2,004 Percent: 19.55%

In partnership with: Intercultural Institute lor Contextual Ministry www.iicm.net



Households: 3,065 Percent: 29.91%

Top Lifestyle Segments in Zipcode 27028



Households: 3,077 Percent: 30.02%

Households: 1,669 Percent: 16.28%

Hinterland Families

(41% Unreached)

(69% 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.

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.

Grass-roots Living

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 quarter of households did not finish high school. Those still in the workforce tend to have low-paying



Households: 826 Percent: 8.06%

(59% Unreached)

(70% Unreached)

(67% Unreached)



Households: 542 Percent: 5.29%



Households: 1,490

Percent: 14.54%

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.

Urban Commuter Families

jobs in manufacturing, construction or agriculture.

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: 481 Percent: 4.69%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	6,383	62.28%
Religious but NOT Evangelical	1,373	13.4%
Spiritual but NOT Evangelical	1,040	10.15%
Non-Evangelical but NOT Interested	3,981	38.85%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,697	16.56%
Inactive Evangelical HHIds	2,169	21.17%

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