Composition of Zipcode 27278

Category	Zip Code
2010 Population	23,469
2010 Households	9,017
2010 Group Quarters	513

Missionscape: Cultural Bridges

NOTES:

patterns

lifestyle segments.

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	7,227	80%
HH Uses Computer For Internet/E-mail	5,761	64%
McDonald's	5,177	57%
Watching Diet (Health/Weight)-Presently	5,118	57%
Controlling Diet		
Reading Books	4,942	55%
Non-Presc-For Regular Headaches	4,773	53%
Voted in fed/state/local election	4,513	50%

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.

MISSIONAL ZIPCODE DIGEST

Zipcode 27278 Community Types



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: 3,034 Percent: 33.65%

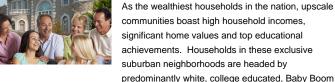


Households: 1,943 Percent: 21.55%



Households: 1,884 Percent: 20.89%





evolving voice of American society. In Aspiring Communities, truth is centered around "me" and everything is interconnected. The majority of people in this group are between the ages of 18 - 34. Sixty percent are renting singles; others live on military bases or in college dorms. Members of Aspiring

and the arts.

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.

Communities are four times more likely to be

conveniently close to metropolitan areas.

unemployed. Of those who work, most live in or

Upscale Communities

parents. Most adults work as executives and white

collar professionals. They are active members of the

community in business clubs, environmental groups



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Top Lifestyle Segments in Zipcode 27278



Urban Commuter Families

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: 1,826 Percent: 20.25%

Households: 1,581

Households: 1,165

Percent: 12.92%

Percent: 17.53%



Minority Metro Communities

(74% Unreached)

(67% Unreached)

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.

Minority Metro Communities reflects the nation's growing African-American Small-town Success is typically home to the families of the most prominent citizens in their exurban communities. White-collar, college educated and upscale, they live in recently developed subdivisions outside the nation's beltways in the Midwest and West. Most of these households contain white, middle-aged working couples who have positions as executives and professionals in health care, retail and education.

Steadfast Conservatives

Small-town Success

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.



Households: 1,160 Percent: 12.86%

(69% Unreached)

(72% Unreached)



Households: 502 Percent: 5.57%



Prime Middle America

(65% Unreached)

Prime Middle America features a mix of couples and families living in both small towns and mid-sized cities in the South and Northwest. Younger than average and upper-middle-class in status, these predominantly white dual-income households have well-paying blue-collar and white-collar jobs in transportation, manufacturing and public administration. Most of the households own their own homes and are nearly twice as likely to live in mobile homes.

Stable Careers

Stable Careers is a collection of young and ethnically diverse singles living in big-city metros as Los Angeles, CA, Philadelphia, PA and Miami, FL. A guarter of the households are of Hispanic and Asian and are slightly less affluent than others dominated by Generation Y residents. More than half of households have gone to college and most have landed white-collar jobs in retail, health services and professional offices.



Households: 350 Percent: 3.88%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	6,211	68.89%
Religious but NOT Evangelical	1,616	17.92%
Spiritual but NOT Evangelical	948	10.52%
Non-Evangelical but NOT Interested	3,663	40.63%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	528	5.85%
Inactive Evangelical HHlds	2,278	25.26%