Composition of Zipcode 27603

Category	Zip Code
2010 Population	44,843
2010 Households	16,979
2010 Group Quarters	1,172

Missionscape: Cultural Bridges

NOTES:

patterns

Cultural Bridge	#HHIds	%HHIds	
Home Personal Computer-HH Own	13,083	77%	
HH Uses Computer For Internet/E-mail	10,355	61%	
McDonald's	9,658	57%	
Reading Books	9,257	55%	
Watching Diet (Health/Weight)-Presently	9,156	54%	
Controlling Diet			
Non-Presc-For Regular Headaches	8,830	52%	
Heartburn/Indigestion Aids/Anti-Nausea-Use	7,916	47%	

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.

MISSIONAL ZIPCODE DIGEST

Zipcode 27603 Community Types

Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring

everything is interconnected. The majority of people in this group are between the ages of 18 - 34. Sixty

Communities, truth is centered around "me" and

unemployed. Of those who work, most live in or

conveniently close to metropolitan areas.

professional service jobs. The aging adult

is a key identity factor for those who live there.

Residents go into the city to visit clubs and malls.

population consists of retired American singles and

couples. A sense of belonging within the community



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

slain, and with your

tribe

were

because you

every

and nation."



Households: 4,114 Percent: 24.23%



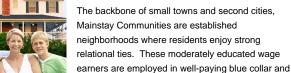
Households: 4,022 Percent: 23.69%

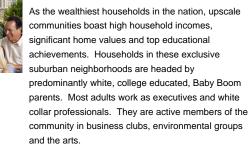


Households: 3,202 Percent: 18.86%



percent are renting singles; others live on military bases or in college dorms. Members of Aspiring Communities are four times more likely to be





Upscale Communities



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Top Lifestyle Segments in Zipcode 27603



Households: 3,146

Households: 2,491

Percent: 14.67%

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

Percent: 18.53%

Minority Metro Communities

(74% Unreached)

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.

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.

Small-town Success

(69% Unreached)

(78% Unreached)

(67% Unreached)

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.



Households: 1,330 Percent: 7.83%



Households: 1,075 Percent: 6.33%



Steadfast Conservatives

(69% 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.

Households: 1,444 Percent: 8.5%

Young Cosmopolitans

Young Cosmopolitans is a collection of households where many adults are under 35 years old, single and earning above average incomes as white-collar professionals, managers and executives. In their fast-growing cities- including a number of college towns-these upscale young people live in luxury apartments and condos, commuting to work in sporty subcompacts. Nearly half hold college degrees, and they are almost twice the average for grad degrees.



Households: 979 Percent: 5.77%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	11,980	70.56%
Religious but NOT Evangelical	3,173	18.69%
Spiritual but NOT Evangelical	1,896	11.16%
Non-Evangelical but NOT Interested	6,916	40.73%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,880	11.08%
Inactive Evangelical HHlds	3,118	18.37%