Composition of Zipcode 27701

Category	Zip Code
2010 Population	26,177
2010 Households	9,239
2010 Group Quarters	2,961

Missionscape: Cultural Bridges

NOTES:

patterns

lifestyle segments.

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	5,964	65%
McDonald's	4,999	54%
Reading Books	4,484	49%
Watching Diet (Health/Weight)-Presently	4,232	46%
Controlling Diet		
Non-Presc-For Regular Headaches	4,147	45%
HH Uses Computer For Internet/E-mail	3,996	43%
Movies-Genre-Action/Adventure	3,912	42%

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 Durham, NC

MISSIONAL ZIPCODE DIGEST

Zipcode 27701 Community Types



4

were

and

Notes

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

blood you purchased

for God persons from

language and people

tribe

because you

every

and nation."



Households: 6,164 Percent: 66.72%

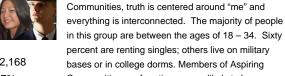


Households: 2,168 Percent: 23.47%









in apartments.



Households: 466 Percent: 5.04%

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

Communities are four times more likely to be unemployed. Of those who work, most live in or conveniently close to metropolitan areas.

Upscale Communities

Urban Communities

double the national average. For the

The people are poor, struggling and largely single. Some are single parents with large families; most

have below-average incomes. Unemployment is

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

As the wealthiest households in the nation, upscale communities boast high household incomes, significant home values and top educational achievements. Households in these exclusive suburban neighborhoods are headed by predominantly white, college educated, Baby Boom parents. Most adults work as executives and white collar professionals. They are active members of the community in business clubs, environmental groups and the arts.



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Top Lifestyle Segments in Zipcode 27701



Households: 2,470 Percent: 26.73%

Getting By

(76% Unreached)

(68% Unreached)

Getting By stands at the bottom rung of the socioeconomic ladder, a financially challenged cluster of young high school-educated and mainly African-American households where the median income is lowest in the nation. Much of the housing consists of older rowhouses and low-rise apartments worth less than half the national average. Located in dense neighborhoods, these single and single-parent minority households struggle with high unemployment and low paying jobs.



Households: 1,646 Percent: 17.82%

Struggling City Centers consists of very low-income households living in city

Struggling City Centers

neighborhoods. Home to the highest concentration of African-Americans in the nation-nearly 90 percent of all households-the cluster faces hard economic challenges. One-third of households haven't finished high school, with a similar percentage containing single-parent families. One in five adults are under 35 years old and the median household income is only half the national average.

African-American Neighborhoods (70% Unreached)

Young, working-class city dwellers make up African-American Neighborhoods. About three-quarters of the households are African-American and one in four adults is under 35 years old. This is an economically challenged area characterized by relatively high unemployment, low educational levels and single-parent families. A majority of residents have completed high school or some college, and most are earning their paychecks through jobs in health, education and food service.

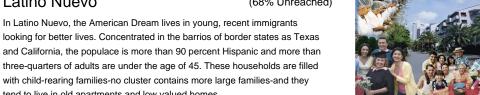
In Latino Nuevo, the American Dream lives in young, recent immigrants

with child-rearing families-no cluster contains more large families-and they

Latino Nuevo

(68% Unreached)

(78% Unreached)



Households: 610 Percent: 6.6%

Households: 1,426 Percent: 15.43%

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.

Young Cosmopolitans Young Cosmopolitans is a collection of households where many adults are

tend to live in old apartments and low valued homes.

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: 431 Percent: 4.67%

Evangelscape: Spiritual Indicators

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SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	6,650	71.98%
Religious but NOT Evangelical	2,547	27.56%
Spiritual but NOT Evangelical	588	6.36%
Non-Evangelical but NOT Interested	3,608	39.05%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,136	12.30%
Inactive Evangelical HHlds	1,453	15.72%



Households: 968 Percent: 10.48%

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