

Composition of Zipcode 27229

Category	Zip Code
2010 Population	4,040
2010 Households	1,256
2010 Group Quarters	46

Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	922	73%
McDonald's	720	57%
HH Uses Computer For Internet/E-mail	656	52%
Non-Presc-For Regular Headaches	640	51%
Heartburn/Indigestion Aids/Anti-Nausea-Use	615	49%
Watching Diet (Health/Weight)-Presently	614	49%
Controlling Diet		
Reading Books	586	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).

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 Candor, NC

MISSIONAL ZIPCODE DIGEST

Zipcode 27229 Community Types

Inside

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



Households: 397
Percent: 31.61%



Households: 379
Percent: 30.18%



Households: 246
Percent: 19.59%

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 people and language and people and nation."

In partnership with:



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.

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.

Urban Communities

The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the 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 in apartments.

Top Lifestyle Segments in Zipcode 27229



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: 355
 Percent: 28.26%



Rural Southern Living (59% Unreached)
 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.

Households: 171
 Percent: 13.61%



Latino Nuevo (68% Unreached)
 In Latino Nuevo, the American Dream lives in young, recent immigrants looking for better lives. Concentrated in the barrios of border states as Texas and California, the populace is more than 90 percent Hispanic and more than three-quarters of adults are under the age of 45. These households are filled with child-rearing families-no cluster contains more large families-and they tend to live in old apartments and low valued homes.

Households: 148
 Percent: 11.78%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	803	63.91%
Religious but NOT Evangelical	211	16.82%
Spiritual but NOT Evangelical	105	8.39%
Non-Evangelical but NOT Interested	491	39.13%

Hinterland Families (41% 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.



Households: 143
 Percent: 11.39%

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.



Households: 127
 Percent: 10.11%

Struggling City Centers (68% Unreached)
 Struggling City Centers consists of very low-income households living in city 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.



Households: 94
 Percent: 7.48%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	242	19.23%
Inactive Evangelical HHlds	212	16.86%