#### Composition of Zipcode 27284

Category	Zip Code
2010 Population	50,427
2010 Households	19,785
2010 Group Quarters	383

#### Missionscape: Cultural Bridges

NOTES:

patterns

lifestyle segments.

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	16,218	82%
HH Uses Computer For Internet/E-mail	13,491	68%
McDonald's	11,282	57%
Watching Diet (Health/Weight)-Presently	11,235	57%
Controlling Diet		
Reading Books	11,040	56%
Non-Presc-For Regular Headaches	10,722	54%
Voted in fed/state/local election	9,994	51%

# 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 Kernersville, NC

### **MISSIONAL ZIPCODE DIGEST**

### Zipcode 27284 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 vou

every

and nation."



Households: 8.843 Percent: 44.7%

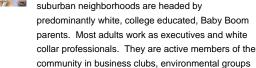


Households: 4,011 Percent: 20.27%



Households: 3,959 Percent: 20.01%





and the arts.

**Upscale** Communities

As the wealthiest households in the nation, upscale communities boast high household incomes,

significant home values and top educational

achievements. Households in these exclusive

### 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.

### 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.



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Steadfast Conservatives

Successful Suburbia

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

seniority of many residents does have benefits in the workplace. They earn

middle class incomes from skilled jobs in manufacturing, retail and health.

The households in Successful Suburbia are located primarily in East Coast

towns on the metro fringe. Predominantly white and college educated, these

middle-aged couples and families have settled in upscale homes built around

1985. These homeowners earn relatively high incomes from a combination of

management and professional jobs in health care, retail and manufacturing.

This cluster is a haven for married couples with children.

are already filled with couples and singles aged 65 years or older. The

### Top Lifestyle Segments in Zipcode 27284



**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: 4,070 Percent: 20.57%



Households: 2,924 Percent: 14.78%

#### Prime Middle America

#### (65% Unreached)

(67% 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.

## Small-town Success

#### (69% 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: 2,724 Percent: 13.77%

### 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 quarter 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.

#### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	13,543	68.45%
Religious but NOT Evangelical	3,093	15.63%
Spiritual but NOT Evangelical	2,245	11.35%
Non-Evangelical but NOT Interested	8,209	41.49%

#### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	2,740	13.85%
Inactive Evangelical HHIds	3,502	17.70%

Households: 2,495 Percent: 12.61%

(69% Unreached)

(75% Unreached)

(72% Unreached)



Households: 887 Percent: 4.48%



Households: 646 Percent: 3.27%