### Composition of Zipcode 27357

Category	Zip Code
2010 Population	7,346
2010 Households	2,852
2010 Group Quarters	68

### Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	2,425	85%
HH Uses Computer For Internet/E-mail	2,021	71%
McDonald's	1,787	63%
Non-Presc-For Regular Headaches	1,640	58%
Watching Diet (Health/Weight)-Presently	1,583	56%
Controlling Diet		
Reading Books	1,501	53%
Heartburn/Indigestion Aids/Anti-Nausea-Use	1,428	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).

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

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

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.

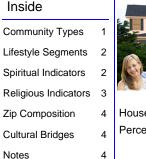
Location Composition: Listed are the total number of people and the total number of households in the county.

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.

Reaching Stokesdale, NC

## MISSIONAL ZIPCODE DIGEST

### Zipcode 27357 Community Types



Rev. 5:9

song, saying: "You are

worthy to take the scroll

and to open its seals,

slain, and with your

tribe

were

because vou

every

and nation."



Households: 1.693 Percent: 59.36%



Households: 621 Percent: 21.77%



Households: 340 Percent: 11.92%





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.

### 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.

### **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 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.



care and education services.

Dream Weavers

couples.

Urban Commuter Families

Not all families have fled the nation's cities for the far-out suburbs. In Urban

Many of these upscale, college-educated households contain dual-income

Dream Weavers is home to well-off families living an affluent, suburban

version of the American Dream. Ranked second in terms of wealth, they live in

new-money subdivisions, possess high incomes, have college degrees and

own large houses valued at more than twice the national average. Many

households contain families with school-aged children-no segment has a

higher rate of married residents-and more than half contain dual-income

Commuter Families, Baby Boomer families and couples are content to live in

comfortable, single detached homes in city neighborhoods on the metro fringe.

couples who put in long hours as professionals and managers in retail, health

(67% Unreached)

(72% Unreached)

(68% Unreached)

### Top Lifestyle Segments in Zipcode 27357



Family Convenience

Family Convenience is a collection of sprawling families living in remote towns and military bases. Most of the households contain dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment earn upper-middle incomes.

Households: 1,093 Percent: 38.32%

### Households: 566 Percent: 19.85%

### Prime Middle America

### (65% Unreached)

(64% 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.

## **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: 480 Percent: 16.83% Industrious Country Living Found in remote towns and villages across the country, Industrious Country

Living consists of hard-working couples and families who earn their living from manufacturing, construction, retail and wholesale trades and home businesses. They're predominantly white, high school educated and owners of relatively new homes. They earn respectable incomes with one in three households earning more than \$75,000 per year.



Households: 177 Percent: 6.21%



Households: 153 Percent: 5.36%



Households: 73 Percent: 2.56%

### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	1,822	63.88%
Religious but NOT Evangelical	305	10.69%
Spiritual but NOT Evangelical	387	13.56%
Non-Evangelical but NOT Interested	1,130	39.62%

### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	452	15.85%
Inactive Evangelical HHlds	578	20.27%