### Composition of Zipcode 27409

Category	Zip Code
2010 Population	15,286
2010 Households	7,623
2010 Group Quarters	124

### Missionscape: Cultural Bridges

NOTES:

patterns

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	5,744	75%
HH Uses Computer For Internet/E-mail	4,559	60%
Reading Books	4,442	58%
Watching Diet (Health/Weight)-Presently	4,208	55%
Controlling Diet		
McDonald's	4,055	53%
Non-Presc-For Regular Headaches	3,987	52%
Voted in fed/state/local election	3,518	46%

# 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.

**Reaching Greensboro, NC** 

### **MISSIONAL ZIPCODE DIGEST**

### Zipcode 27409 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

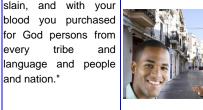
and nation."



Households: 3,774 Percent: 49.51%



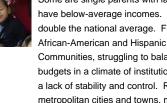
Households: 1,182 Percent: 15.51%



Households: 785 Percent: 10.3%

In partnership with: A Intercultural Institute for Contextual Ministry www.iicm.net





everything is interconnected. The majority of people 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.

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

Communities, truth is centered around "me" and

### Working Communities

Aspiring 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.

### 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 27409



Households: 1,729 Percent: 22.68%

Households: 1,216

Percent: 15.95%

### 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.

# Stable Careers

### (72% Unreached)

(78% Unreached)

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.

### Minority Metro Communities

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.

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

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,

adults is under 35 years old. This is an economically challenged area



Households: 823 Percent: 10.8%

(74% Unreached)

(61% Unreached)

Households: 783 Percent: 10.27%



### 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: 824 Percent: 10.81%

### Comfy Country Living

education and food service.

In Comfy Country Living, empty-nesting couples and retirees reside in quiet exurban communities. These households, predominantly white, married and college educated, are above-average in age with roughly one in four being 65 years or older. They're solidly middle-class from a mix of well-paying white-collar and blue-collar jobs in manufacturing, retail and food services. Many residents are pursuing the good life in relatively new houses and mobile homes.

### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	956	12.54%
Inactive Evangelical HHIds	1,222	16.03%



Households: 631 Percent: 8.28%

### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	5,445	71.42%
Religious but NOT Evangelical	1,375	18.04%
Spiritual but NOT Evangelical	870	11.41%
Non-Evangelical but NOT Interested	3,200	41.98%