

## Composition of Zipcode 27518

Category	Zip Code
2010 Population	22,877
2010 Households	7,518
2010 Group Quarters	213

## Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	6,968	93%
HH Uses Computer For Internet/E-mail	6,364	85%
HH Uses Computer For Word Processing	5,128	68%
Reading Books	4,935	66%
Watching Diet (Health/Weight)-Presently	4,786	64%
Controlling Diet		
HH Uses Computer For Home Shopping	4,352	58%
McDonald's	4,338	58%

## Getting Informed

More zip information may be found on the [MissionalCorps.org](http://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](mailto: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.

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Reaching Cary, North Carolina

# MISSIONAL ZIPCODE DIGEST

## Zipcode 27518 Community Types

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### 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 nation."



Households: 7,502  
Percent: 99.79%



Households: 13  
Percent: 0.17%



Households: 3  
Percent: 0.04%

## 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.

## 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.

## Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring Communities, truth is centered around "me" and 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.

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## Top Lifestyle Segments in Zipcode 27518



### Dream Weavers (72% Unreached)

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 couples.

Households: 3,700  
Percent: 49.22%



### White-Collar Suburbia (81% Unreached)

White-collar Suburbia is a haven for upscale Baby Boomers living in suburban comfort. But unlike the overwhelmingly white suburbs of a generation ago, this cluster has the highest concentration of Asians in the nation-about four times the U.S. average. Most of the adults are married couples with children, have attended college and are employed as white-collar professionals, managers and executives.

Households: 1,446  
Percent: 19.23%



### New Suburbia Families (68% Unreached)

Young couples with pre-school children have turned New Suburbia Families into a booming lifestyle. Concentrated in fast-growing, metro fringe communities mainly in the West and Southwest, the segment's population has more than tripled since 1990. With many households under 35 years old, these young families are making the most of their new subdivisions. More than half the housing has a median value worth nearly 50 percent above the U.S. average.

Households: 1,218  
Percent: 16.2%

## Evangeliscope: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	5,474	72.81%
Religious but NOT Evangelical	1,174	15.62%
Spiritual but NOT Evangelical	1,016	13.51%
Non-Evangelical but NOT Interested	3,284	43.68%

### 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: 637  
Percent: 8.47%

### Status-conscious Consumer (70% Unreached)

A haven for big spenders, Status-conscious Consumers is a cluster of new suburban neighborhoods within a manageable commute to well-paying city jobs. Predominantly white and Asian, these middle-aged Baby Boomer households have turned their college educations into lucrative executive positions in information, finance and other managerial professions. Most of the adults live as couples or in households with few children.



Households: 232  
Percent: 3.09%

### Affluent Urban Professionals (81% Unreached)

Theuppies of the last decade may have grown up, but their lifestyle lives on. In Affluent Urban Professionals, wealthy singles and couples live in the chic high-rise neighborhoods of many big cities such as New York, Boston and Chicago, owning swank condos and apartments valued at twice the national average. Most residents are in their twenties and thirties, hold college degrees and have jobs as executives and white-collar professionals.



Households: 198  
Percent: 2.63%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	769	10.23%
Inactive Evangelical HHlds	1,275	16.96%