### Composition of Zipcode 27518

Zip Code Category 2010 Population 22.877 2010 Households 7.518 2010 Group Quarters 213

| Missionscape: Cultural Bridges          |        |        |
|---|--------|--------|
| Cultural Bridge                         | #HHIds | %HHIds |
| 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 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 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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## MISSIONAL ZIPCODE DIGEST

## **Zipcode 27518 Community Types**

#### Inside

Community Types Lifestyle Segments Spiritual Indicators Religious Indicators 3 Zip Composition **Cultural Bridges** Notes

Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

slain, and with your

blood you purchased

for God persons from

language and people

In partnership with:

Intercultural Institute

www.iicm.net

tribe

and

because you

every

and nation."



Households: 7,502 Percent: 99.79%

# **Upscale Communities**

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

population consists of retired American singles and

couples. A sense of belonging within the community

professional service jobs. The aging adult

is a key identity factor for those who live there.

Residents go into the city to visit clubs and malls.

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.

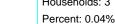


Households: 13 Percent: 0.17%

Households: 3

## 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.





# Top Lifestyle Segments in Zipcode 27518



Households: 3,700 Percent: 49.22%

#### 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.

#### Small-town Success

Status-conscious Consumer

(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%



#### 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.

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%



Households: 1,446

Households: 1,218

Percent: 16.2%

#### 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.

# Affluent Urban Professionals

(81% Unreached)

(70% Unreached)

The yuppies 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%

### **Evangelscape: 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% |

### Churchscape: Religious Indicators

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