### Composition of Zipcode 27551

Category	Zip Code
2010 Population	2,246
2010 Households	1,028
2010 Group Quarters	58

#### Missionscape: Cultural Bridges

NOTES:

patterns

lifestyle segments.

#HHIds	%HHIds
739	72%
603	59%
596	58%
586	57%
561	55%
504	49%
472	46%
	739 603 596 586 561 504

# 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.

## **MISSIONAL ZIPCODE DIGEST**

#### Zipcode 27551 Community Types



4

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

tribe

because you

every

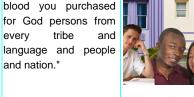
and nation."



Households: 526 Percent: 51.17%



Households: 190 Percent: 18.48%



Households: 162 Percent: 15.76%

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were



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.

#### 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.



(61% Unreached)

### Top Lifestyle Segments in Zipcode 27551



#### Hardy Rural Families

Far beyond the nation's beltways in tiny towns and isolated villages, the households of Hardy Rural Families are thriving. Predominantly white and middle-class, these older Americans have crafted rustic lifestyles in older single-family houses and mobile homes. Most of the households comprise married couples with a single wage earner who are high school educated and have blue-collar jobs in agriculture, construction and transportation. I

Households: 305 Percent: 29.67%

Households: 141

Percent: 13.72%



#### Minority Metro Communities

# (74% Unreached)

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.

Minority Metro Communities reflects the nation's growing African-American

#### Professional Urbanites

#### Professional Urbanites is a haven for aging singles and couples, an upper-middle-class retirement oasis in the metropolitan sprawl. With most residents over the age of 65, these households have already empty-nested, with their children having gone off to college and work. The adults in this cluster boast college degrees with above-average incomes as white-collar professionals and managers in retail, education and health care.

Coal and Crops comes by its name honestly. The households of this rural

populated areas throughout the Midwest and South, this cluster is

racially mixed hamlets. More than one-quarter of the residents never

cluster work primarily in the mining and farming industries. Found in sparsely

characterized by low-income families and single households living in small,

completed high school, the median household incomes are nearly 40 percent



Households: 128 Percent: 12.45%



Households: 75 Percent: 7.3%



#### Native Americana

#### (49% Unreached)

More than half the households in Native Americana are Native American, and primarily consist of young low-income families living in small towns in the Western states. In these isolated communities, most residents live in low-income housing with one in five owning a mobile home. Their median household income is nearly 40 percent below the U.S. average, with the unemployment rate running high. Few residents have completed college.

Households: 136 Percent: 13.23%

## Rugged Rural Style

below the U.S. average.

Coal and Crops

Rugged Rural Style consists of some of the most isolated communities in America. In these rural working-class households across the Southwest and Western states, predominantly older married couples and retirees live in aging houses and mobile homes. Those still working have blue-collar jobs in construction, manufacturing and agriculture-the cluster has more than four times as many farmers as the general population.

### (58% Unreached)

(72% Unreached)

(61% Unreached)



Households: 56 Percent: 5.45%

#### Evangelscape: Spiritual Indicators

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SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	654	63.58%
Religious but NOT Evangelical	150	14.61%
Spiritual but NOT Evangelical	132	12.85%
Non-Evangelical but NOT Interested	373	36.26%

#### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	176	17.13%
Inactive Evangelical HHIds	198	19.30%