Composition of Zipcode 27557

| Category | Zip Code |
|---------------------|----------|
| 2010 Population | 8,049 |
| 2010 Households | 3,043 |
| 2010 Group Quarters | 33 |

Missionscape: Cultural Bridges

NOTES

| Cultural Bridge | #HHIds | %HHIds |
|--|--------|--------|
| Home Personal Computer-HH Own | 2,252 | 74% |
| McDonald's | 1,782 | 59% |
| HH Uses Computer For Internet/E-mail | 1,604 | 53% |
| Non-Presc-For Regular Headaches | 1,568 | 52% |
| Watching Diet (Health/Weight)-Presently | 1,521 | 50% |
| Controlling Diet | | |
| Heartburn/Indigestion Aids/Anti-Nausea-Use | 1,486 | 49% |
| Reading Books | 1,470 | 48% |
| | | |

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.

Reaching Middlesex, NC

MISSIONAL ZIPCODE DIGEST

Zipcode 27557 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

In partnership with:

A Intercultural Institute

lor Contextual Ministry

www.iicm.net

were

because vou

every

and nation."



Households: 1,166 Percent: 38.32%

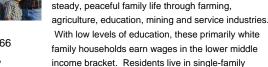


Households: 575 Percent: 18.9%



Households: 521

Percent: 17.12%



neiahborhoods.

Urban Communities

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

homes, mobile homes or trailers in rural tracts and

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.

Working 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.



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(59% Unreached)

(74% Unreached)

average.

Struggling City Centers

Hinterland Families

Struggling City Centers consists of very low-income households living in city

nation-nearly 90 percent of all households-the cluster faces hard economic

similar percentage containing single-parent families. One in five adults are

Hinterland Families is a collection of families and couples who've settled in

households are overwhelmingly white, less educated (one-fifth never

most live in inexpensive houses, one-third reside in mobile homes.

isolated towns and villages throughout the South. These mostly middle-aged

completed high school) and working-class. They work in a variety of blue-collar

jobs in manufacturing, construction, transportation and agriculture. Though

under 35 years old and the median household income is only half the national

challenges. One-third of households haven't finished high school, with a

neighborhoods. Home to the highest concentration of African-Americans in the

Page 3

Top Lifestyle Segments in Zipcode 27557



Rural Southern Living

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: 634 Percent: 20.83%

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.

Households: 431 Percent: 14.16%



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: 421 Percent: 13.84%

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: 403 Percent: 13.24%

(68% Unreached)

(41% Unreached)

(64% Unreached)



Households: 315 Percent: 10.35%



Households: 245 Percent: 8.05%

Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR | ZIP HHLDS | ZIP % |
|------------------------------------|-----------|--------|
| Unreached | 1,924 | 63.22% |
| Religious but NOT Evangelical | 524 | 17.21% |
| Spiritual but NOT Evangelical | 251 | 8.23% |
| Non-Evangelical but NOT Interested | 1,172 | 38.52% |

Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR | ZIP | ZIP % |
|----------------------------|-----|--------|
| Active Evangelical HHlds | 456 | 14.99% |
| Inactive Evangelical HHIds | 663 | 21.79% |