Composition of Zipcode 27614

Category	Zip Code
2010 Population	28,808
2010 Households	9,720
2010 Group Quarters	0

Missionscape: Cultural Bridges

NOTES:

lifestyle segments.

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	8,711	90%
HH Uses Computer For Internet/E-mail	7,661	79%
HH Uses Computer For Word Processing	5,908	61%
Reading Books	5,853	60%
Watching Diet (Health/Weight)-Presently	5,845	60%
Controlling Diet		
McDonald's	5,537	57%
Non-Presc-For Regular Headaches	5,416	56%

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 patterns

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 27614 Community Types

and the arts.

Upscale Communities

As the wealthiest households in the nation, upscale communities boast high household incomes,

predominantly white, college educated, Baby Boom

collar professionals. They are active members of the

community in business clubs, environmental groups

bases or in college dorms. Members of Aspiring

unemployed. Of those who work, most live in or

Communities are four times more likely to be

conveniently close to metropolitan areas.

Mainstay Communities

significant home values and top educational

achievements. Households in these exclusive



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

tribe

were

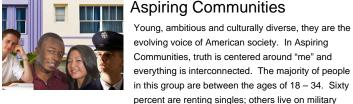
because you

every

and nation."



Households: 7,237 Percent: 74.45%

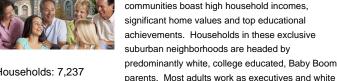


Households: 2,474

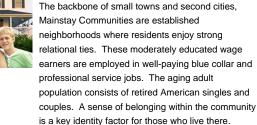


Households: 9 Percent: 0.09%





Percent: 25.45%





Residents go into the city to visit clubs and malls.

© Copyright 2013 by IICM and its data suppliers.

Aspiring Hispania

Top Lifestyle Segments in Zipcode 27614



Households: 2,837 Percent: 29.19%

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: 1,697 Percent: 17,46%

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: 1,475 Percent: 15.17%

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.

ached) White-Collar Suburbia

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 cluster of urban gateway communities, Aspiring Hispania is the first stop for

many relatively young Hispanics striving for better lives in America. More than

half the residents are Hispanic and split fairly evenly between married and

single households. Many of these newcomers have large families and feel

squeezed between high rents and lower-middle-class incomes. With their

modest educations-more than one-quarter have not completed high school.

(67% Unreached)

(81% Unreached)

(78% Unreached)

Households: 1,280 Percent: 13.17%



Households: 693 Percent: 7.13%

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.



Households: 483 Percent: 4.97%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	6,919	71.18%
Religious but NOT Evangelical	1,464	15.07%
Spiritual but NOT Evangelical	1,267	13.03%
Non-Evangelical but NOT Interested	4,188	43.08%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,054	10.84%
Inactive Evangelical HHlds	1,747	17.98%