Composition of Zipcode 27817

Category	Zip Code
2010 Population	6,394
2010 Households	2,662
2010 Group Quarters	5

Missionscape: Cultural Bridges

NOTES

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	1,916	72%
McDonald's	1,521	57%
Watching Diet (Health/Weight)-Presently	1,435	54%
Controlling Diet		
HH Uses Computer For Internet/E-mail	1,377	52%
Reading Books	1,348	51%
Non-Presc-For Regular Headaches	1,301	49%
Heartburn/Indigestion Aids/Anti-Nausea-Use	1,253	47%

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).

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

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

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

Churchscape indicators reveal a snapshot of the extent of evangelical presence in the focus community.

eternal transformation that only comes by way of the gospel and the working of the Holy Spirit.

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 Chocowinity, NC

MISSIONAL ZIPCODE DIGEST

Zipcode 27817 Community Types



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

tribe

were

because vou

every

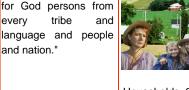
and nation."



Households: 741 Percent: 27.84%



Households: 662 Percent: 24.87%



Households: 610 Percent: 22.92%





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.

Urban Communities

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.

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 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.



Family Convenience

earn upper-middle incomes.

Top Lifestyle Segments in Zipcode 27817



Households: 741 Percent: 27.84%

Households: 477

Percent: 17.92%

Households: 235

Percent: 8.83%

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.

Struggling City Centers

(68% Unreached)

(74% Unreached)

Struggling City Centers consists of very low-income households living in city neighborhoods. Home to the highest concentration of African-Americans in the nation-nearly 90 percent of all households-the cluster faces hard economic challenges. One-third of households haven't finished high school, with a similar percentage containing single-parent families. One in five adults are under 35 years old and the median household income is only half the national average.

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.

Professional Urbanites

(72% Unreached)

(64% Unreached)



Households: 137 Percent: 5.15%

Households: 173

Percent: 6.5%



Coal and Crops

(61% Unreached)

Coal and Crops comes by its name honestly. The households of this rural cluster work primarily in the mining and farming industries. Found in sparsely populated areas throughout the Midwest and South, this cluster is characterized by low-income families and single households living in small, racially mixed hamlets. More than one-guarter of the residents never completed high school, the median household incomes are nearly 40 percent below the U.S. average.

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.

Family Convenience is a collection of sprawling families living in remote towns

working at skilled blue-collar jobs in manufacturing and construction as well as

general population. Despite moderate educations, the adults in this segment

and military bases. Most of the households contain dual-income couples

in the military. Service families are six times as likely to live here than the



Households: 131 Percent: 4.92%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	1,798	67.55%
Religious but NOT Evangelical	572	21.5%
Spiritual but NOT Evangelical	203	7.63%
Non-Evangelical but NOT Interested	1,049	39.42%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	731	27.47%
Inactive Evangelical HHIds	133	4.98%