Composition of Zipcode 27876

Category	Zip Code
2010 Population	1,300
2010 Households	537
2010 Group Quarters	0

Missionscape: Cultural Bridges

NOTES

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	353	66%
McDonald's	309	57%
Watching Diet (Health/Weight)-Presently	294	55%
Controlling Diet		
Urban Contemporary	291	54%
Reading Books	260	48%
Heartburn/Indigestion Aids/Anti-Nausea-Use	252	47%
Non-Presc-For Regular Headaches	242	45%

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).

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

The Communities Summary identifies the top three types of communities in the zip code, the

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 Seaboard, NC

MISSIONAL ZIPCODE DIGEST

Zipcode 27876 Community Types

Urban Communities

double the national average. For the

in apartments.

The people are poor, struggling and largely single. Some are single parents with large families; most

have below-average incomes. Unemployment is

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

bases or in college dorms. Members of Aspiring

unemployed. Of those who work, most live in or

Most residents of Working Communities are high

school educated. Some have even been to college.

Their education affords them lower middle incomes

construction, health services, retail, wholesale and

food service. These jobs provide a stable household

economy supporting personal and family pursuits in

Communities are four times more likely to be

conveniently close to metropolitan areas.

through blue collar jobs in manufacturing,

Working Communities



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

were

because you

every

and nation."



Households: 286 Percent: 53.26%



Households: 249 Percent: 46.37%

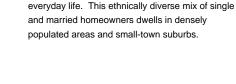


Households: 2 Percent: 0.37%











© Copyright 2013 by IICM and its data suppliers.

(68% Unreached)

(74% Unreached)

Top Lifestyle Segments in Zipcode 27876



Households: 281

Percent: 52.33%

Struggling City Centers

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.



Households: 5 Percent: 0.93%

African-American Neighborhoods (70% Unreached)

Young, working-class city dwellers make up African-American Neighborhoods. About three-quarters of the households are African-American and one in four adults is under 35 years old. This is an economically challenged area characterized by relatively high unemployment, low educational levels and single-parent families. A majority of residents have completed high school or some college, and most are earning their paychecks through jobs in health, education and food service.



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.



Grass-roots Living

(70% Unreached)

Located in rural villages and aging industrial towns throughout the Midwest and South, Grass-roots Living consists of a racially diverse mix of couples, families and divorced men and women living in lower-middle-class circumstances. Educational levels are low, and nearly a quarter of households did not finish high school. Those still in the workforce tend to have low-paying jobs in manufacturing, construction or agriculture.

Households: 2 Percent: 0.37%

Households: 249 Percent: 46.37%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	380	70.73%
Religious but NOT Evangelical	155	28.88%
Spiritual but NOT Evangelical	18	3.38%
Non-Evangelical but NOT Interested	222	41.4%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	79	14.68%
Inactive Evangelical HHIds	78	14.59%