### Composition of Zipcode 27889

Category	Zip Code
2010 Population	26,219
2010 Households	11,047
2010 Group Quarters	411

### Missionscape: Cultural Bridges

NOTES

patterns

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	7,914	72%
McDonald's	6,328	57%
Watching Diet (Health/Weight)-Presently	5,946	54%
Controlling Diet		
HH Uses Computer For Internet/E-mail	5,675	51%
Reading Books	5,604	51%
Non-Presc-For Regular Headaches	5,394	49%
Heartburn/Indigestion Aids/Anti-Nausea-Use	5,274	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).

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

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 Washington, NC

## MISSIONAL ZIPCODE DIGEST

### Zipcode 27889 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

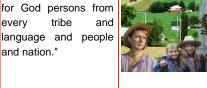
and nation."



Households: 3,241 Percent: 29.34%



Households: 2,380 Percent: 21.54%



Households: 2.115 Percent: 19.15%





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.

### 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.

### **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.



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Steadfast Conservatives

### Top Lifestyle Segments in Zipcode 27889



Households: 2,622 Percent: 23.73%

### 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.

# Minority Metro Communities

### (74% Unreached)

(68% Unreached)

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.

**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.

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

seniority of many residents does have benefits in the workplace. They earn

middle class incomes from skilled jobs in manufacturing, retail and health.

are already filled with couples and singles aged 65 years or older. The



Households: 627 Percent: 5.68%

Households: 584

Percent: 5.29%



### Households: 2,355 Percent: 21.32%



### **Rural Southern Living**

#### (59% Unreached)

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: 758 Percent: 6.86%

### Urban Commuter Families

Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families, Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services.

### (67% Unreached)

(69% Unreached)

(64% Unreached)



Households: 559 Percent: 5.06%

### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	7,429	67.25%
Religious but NOT Evangelical	2,313	20.94%
Spiritual but NOT Evangelical	864	7.82%
Non-Evangelical but NOT Interested	4,398	39.81%

### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,588	14.37%
Inactive Evangelical HHIds	2,030	18.38%