

Composition of Zipcode 27972

Category	Zip Code
2010 Population	461
2010 Households	238
2010 Group Quarters	0

Missionscape: Cultural Bridges

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	181	76%
Non-Presc-For Regular Headaches	161	68%
McDonald's	139	58%
Reading Books	136	57%
Heartburn/Indigestion Aids/Anti-Nausea-Use	127	54%
HH Uses Computer For Internet/E-mail	124	52%
Watching Diet (Health/Weight)-Presently	122	51%
Controlling Diet		

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).

NOTES:

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.

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Reaching Salvo, North Carolina

MISSIONAL ZIPCODE DIGEST

Zipcode 27972 Community Types

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Rev. 5:9

And they sang a new song, saying: "You are worthy to take the scroll and to open its seals, because you were slain, and with your blood you purchased for God persons from every tribe and language and people and nation."

In partnership with:



Mainstay Communities

Households: 238 Percent: 100%

The backbone of small towns and second cities, Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community is a key identity factor for those who live there. Residents go into the city to visit clubs and malls.

Top Lifestyle Segments in Zipcode 27972



Mid-market Enterprise

Households: 204 Percent: 85.71%
Unreached: 69%

Characterized by middle-aged and middle-income households, Mid-market Enterprise is noteworthy only in its ordinariness. Its mix of singles and couples are about evenly divided between those with high school degrees and others with some college education. There are few minorities. Most Mid-market Enterprise households are located in small towns throughout New England, where residents work in a wide range of blue-collar and white-collar jobs.



Professional Urbanites

Households: 34 Percent: 14.29%
Unreached: 72%

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.

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	165	69.52%
Religious but NOT Evangelical	31	12.97%
Spiritual but NOT Evangelical	31	13.2%
Non-Evangelical but NOT Interested	103	43.35%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	16	6.69%
Inactive Evangelical HHlds	57	23.79%