

Composition of Zipcode 28031

Category	Zip Code
2010 Population	24,071
2010 Households	10,421
2010 Group Quarters	0

Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	9,213	88%
HH Uses Computer For Internet/E-mail	8,165	78%
Reading Books	6,470	62%
Watching Diet (Health/Weight)-Presently	6,214	60%
Controlling Diet		
HH Uses Computer For Word Processing	6,129	59%
McDonald's	5,947	57%
Non-Presc-For Regular Headaches	5,634	54%

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 Cornelius, NC

MISSIONAL ZIPCODE DIGEST

Zipcode 28031 Community Types

Inside

Community Types	1
Lifestyle Segments	2
Spiritual Indicators	2
Religious Indicators	3
Zip Composition	4
Cultural Bridges	4
Notes	4

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 people and language and people and nation."

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Households: 7,563
Percent: 72.57%

Upscale Communities

As the wealthiest households in the nation, upscale communities boast high household incomes, significant home values and top educational achievements. Households in these exclusive suburban neighborhoods are headed by predominantly white, college educated, Baby Boom parents. Most adults work as executives and white collar professionals. They are active members of the community in business clubs, environmental groups and the arts.



Households: 2,344
Percent: 22.49%

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.



Households: 324
Percent: 3.11%

Working Communities

Most residents of Working Communities are high school educated. Some have even been to college. Their education affords them lower middle incomes through blue collar jobs in manufacturing, construction, health services, retail, wholesale and food service. These jobs provide a stable household economy supporting personal and family pursuits in everyday life. This ethnically diverse mix of single and married homeowners dwells in densely populated areas and small-town suburbs.

Top Lifestyle Segments in Zipcode 28031



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: 2,854
 Percent: 27.39%



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: 1,852
 Percent: 17.77%



Young Cosmopolitans (78% Unreached)
 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: 1,820
 Percent: 17.46%

Evangeliscope: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	7,463	71.62%
Religious but NOT Evangelical	1,629	15.64%
Spiritual but NOT Evangelical	1,485	14.25%
Non-Evangelical but NOT Interested	4,349	41.73%

Status-conscious Consumer (70% Unreached)
 A haven for big spenders, Status-conscious Consumers is a cluster of new suburban neighborhoods within a manageable commute to well-paying city jobs. Predominantly white and Asian, these middle-aged Baby Boomer households have turned their college educations into lucrative executive positions in information, finance and other managerial professions. Most of the adults live as couples or in households with few children.



Households: 1,601
 Percent: 15.36%

Urban Commuter Families (67% Unreached)
 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.



Households: 361
 Percent: 3.46%

Minority Metro Communities (74% 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.



Households: 349
 Percent: 3.35%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,298	12.46%
Inactive Evangelical HHlds	1,660	15.93%