Composition of Zipcode 28207

Category	Zip Code
2010 Population	8,837
2010 Households	4,065
2010 Group Quarters	675

Missionscape: Cultural Bridges

NOTES

lifestyle segments.

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	3,724	92%
HH Uses Computer For Internet/E-mail	3,125	77%
Reading Books	2,951	73%
Watching Diet (Health/Weight)-Presently	2,697	66%
Controlling Diet		
Voted in fed/state/local election	2,361	58%
HH Uses Computer For Word Processing	2,306	57%
HH Uses Computer For Home Shopping	2,253	55%

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).

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 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 Charlotte, NC

MISSIONAL ZIPCODE DIGEST

Zipcode 28207 Community Types



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

tribe

were

because vou

every

and nation."



Households: 3,238 Percent: 79.66%

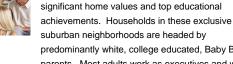


Households: 602 Percent: 14.81%



Households: 174 Percent: 4.28%

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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.

As the wealthiest households in the nation, upscale communities boast high household incomes,

Aspiring Communities

Upscale 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.

Mainstay Communities

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.



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Top Lifestyle Segments in Zipcode 28207



America's Wealthiest

America's Wealthiest consists of the nation's most affluent households found in well established suburban communities. With incomes well above the national average, residents represent both old and new wealth, enjoying very comfortable lifestyles and the finer things in life. These households are more than six times likely to be earning \$250,000 or more. Most of the adults are married, middle aged, college educated and predominantly white.

Households: 2,675 Percent: 65.81%

Households: 523 Percent: 12.87%

Young Cosmopolitans

(80% 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.

(78% Unreached)

Professional Urbanites

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.

Upscale Suburbanites

Dream Weavers

couples

(83% Unreached)

(72% Unreached)

(72% Unreached)

Upscale Suburbanites is a portrait of pleasant living, a cluster of middle-aged and empty nesting couples and singles. In these established suburbs, mostly white and Asian households live in older homes and luxury condominiums only a short commute from in-town jobs. More than half the residents are college graduates and, if they're still in the workforce, earn high incomes from white-collar jobs in health, education, and public administration.

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



Households: 174 Percent: 4.28%



Households: 164 Percent: 4.03%



Affluent Urban Professionals

(81% Unreached)

The yuppies of the last decade may have grown up, but their lifestyle lives on. In Affluent Urban Professionals, wealthy singles and couples live in the chic high-rise neighborhoods of many big cities such as New York, Boston and Chicago, owning swank condos and apartments valued at twice the national average. Most residents are in their twenties and thirties, hold college degrees and have jobs as executives and white-collar professionals.

Households: 194 Percent: 4.77%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	3,219	79.19%
Religious but NOT Evangelical	1,066	26.22%
Spiritual but NOT Evangelical	394	9.7%
Non-Evangelical but NOT Interested	1,759	43.27%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	371	9.13%
Inactive Evangelical HHlds	475	11.68%



Households: 113 Percent: 2.78%