## Composition of Zipcode 28208

Category	Zip Code
2010 Population	36,017
2010 Households	13,877
2010 Group Quarters	586

## Missionscape: Cultural Bridges

NOTES

patterns

Cultural Bridge	#HHIds	%HHlds
Home Personal Computer-HH Own	8,198	59%
McDonald's	7,412	53%
Urban Contemporary	6,948	50%
Watching Diet (Health/Weight)-Presently	6,916	50%
Controlling Diet		
Reading Books	6,544	47%
Non-Presc-For Regular Headaches	6,242	45%
Heartburn/Indigestion Aids/Anti-Nausea-Use	6,055	44%

# 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 Charlotte, NC

## MISSIONAL ZIPCODE DIGEST

## Zipcode 28208 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: 10,322 Percent: 74.38%

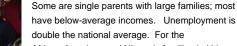


Households: 3,128 Percent: 22.54%



Households: 222 Percent: 1.6%

In partnership with: Intercultural Institute lor Contextual Ministry www.iicm.net



Urban Communities

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.

The people are poor, struggling and largely single.

## 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.

## 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.



Getting By

## Top Lifestyle Segments in Zipcode 28208



Households: 4,730 Percent: 34.09%

## 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.



Households: 4,135 Percent: 29.8%

## 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.

### Latino Nuevo (68% Unreached)

In Latino Nuevo, the American Dream lives in young, recent immigrants looking for better lives. Concentrated in the barrios of border states as Texas and California, the populace is more than 90 percent Hispanic and more than three-quarters of adults are under the age of 45. These households are filled with child-rearing families-no cluster contains more large families-and they tend to live in old apartments and low valued homes.

Getting By stands at the bottom rung of the socioeconomic ladder, a financially

African-American households where the median income is lowest in the

apartments worth less than half the national average. Located in dense

neighborhoods, these single and single-parent minority households struggle

nation. Much of the housing consists of older rowhouses and low-rise

challenged cluster of young high school-educated and mainly

with high unemployment and low paying jobs.



Households: 1,078 Percent: 7.77%



Households: 317 Percent: 2.28%



## **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: 3,123 Percent: 22.5%

## American Great Outdoors

A rugged blend of rural couples and retirees makes up American Great Outdoors. Scattered in remote communities around the country, this segment is characterized by aging households-about half are over 65- who like an outdoor lifestyle. These singles and couples live in modest homes, small apartment buildings and mobile homes. There's little emphasis on educational achievement, and one in five did not complete high school.

## (64% Unreached)

(76% Unreached)

(68% Unreached)



Households: 123 Percent: 0.89%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	9,787	70.53%
Religious but NOT Evangelical	4,172	30.06%
Spiritual but NOT Evangelical	423	3.04%
Non-Evangelical but NOT Interested	5,424	39.09%

#### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,795	12.94%
Inactive Evangelical HHlds	2,295	16.54%