Composition of Zipcode 28227

Category Zip Code 2010 Population 46.744 2010 Households 18,561 2010 Group Quarters 162

| Missionscape: Cultural Bridges | | |
|---|--------|--------|
| Cultural Bridge | #HHIds | %HHlds |
| Home Personal Computer-HH Own | 14,751 | 79% |
| HH Uses Computer For Internet/E-mail | 11,709 | 63% |
| Watching Diet (Health/Weight)-Presently | 10,488 | 57% |
| Controlling Diet | | |
| McDonald's | 10,329 | 56% |
| Reading Books | 10,216 | 55% |
| Non-Presc-For Regular Headaches | 9,691 | 52% |
| Voted in fed/state/local election | 9,348 | 50% |

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 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 Charlotte, NC

MISSIONAL ZIPCODE DIGEST

Zipcode 28227 Community Types

Inside

Community Types Lifestyle Segments Spiritual Indicators Religious Indicators 3 Zip Composition **Cultural Bridges** Notes

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

for God persons from

language and people

tribe

and

because you

every

and nation."



Households: 8,537 Percent: 45.99%

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: 3,820 Percent: 20.58%



Households: 3,395 Percent: 18.29%

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

Working Communities

conveniently close to metropolitan areas.

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 28227

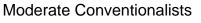


Urban Commuter Families

(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: 4,620 Percent: 24.89%



(67% Unreached)

With many key demographic measures close to the national average-including age, income and education- members of Moderate Conventionalists epitomize average Americans. Scattered throughout second-tier cities in the Midwest and West Coast, these singles and couples tend to live in modest homes, semi-detached houses and apartments. Most have completed high school or some college and hold well-paying blue-collar and white-collar jobs.



Page 3

Households: 1,391 Percent: 7.49%



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: 3,151 Percent: 16.98%

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: 1,252 Percent: 6.75%



Steadfast Conservatives

(69% Unreached)

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 are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in manufacturing, retail and health.

Households: 1,868 Percent: 10.06%

Small-town Success

(69% Unreached)

Small-town Success is typically home to the families of the most prominent citizens in their exurban communities. White-collar, college educated and upscale, they live in recently developed subdivisions outside the nation's beltways in the Midwest and West. Most of these households contain white, middle-aged working couples who have positions as executives and professionals in health care, retail and education.



Households: 936 Percent: 5.04%

Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR | ZIP HHLDS | ZIP % |
|------------------------------------|-----------|--------|
| Unreached | 12,875 | 69.36% |
| Religious but NOT Evangelical | 3,589 | 19.34% |
| Spiritual but NOT Evangelical | 1,754 | 9.45% |
| Non-Evangelical but NOT Interested | 7,531 | 40.57% |

Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR | ZIP | ZIP % |
|----------------------------|-------|--------|
| Active Evangelical HHlds | 2,852 | 15.37% |
| Inactive Evangelical HHlds | 2,834 | 15.27% |