## Composition of Zipcode 28262

Category	Zip Code
2010 Population	37,812
2010 Households	14,028
2010 Group Quarters	4,078

## Missionscape: Cultural Bridges

NOTES

patterns

lifestyle segments.

#HHIds	%HHIds
11,608	83%
9,501	68%
8,456	60%
7,841	56%
7,674	55%
7,214	51%
6,555	47%
	11,608 9,501 8,456 7,841 7,674 7,214

# 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

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 28262 Community Types



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

because vou

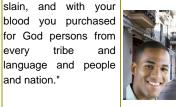
every



Households: 6,791 Percent: 48.41%



Households: 5,351 Percent: 38.15%



were

Households: 1,351 Percent: 9.63%





#### percent are renting singles; others live on military bases or in college dorms. Members of Aspiring Communities are four times more likely to be



Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring

everything is interconnected. The majority of people in this group are between the ages of 18 - 34. Sixty

Communities, truth is centered around "me" and

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.

## **Urban Communities**

The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the 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.



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## Top Lifestyle Segments in Zipcode 28262

average.



Households: 3,523 Percent: 25.11%

Households: 2,574

Percent: 18.35%

## New Suburbia Families

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.

## Young Cosmopolitans

### (78% Unreached)

(68% 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.

## Minority Metro Communities

**Urban Commuter Families** 

#### 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.

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

(74% Unreached)

(67% Unreached)

(61% Unreached)

Households: 1,611 Percent: 11.48%



Households: 896 Percent: 6.39%



### Stable Careers

#### (72% Unreached)

Stable Careers is a collection of young and ethnically diverse singles living in big-city metros as Los Angeles, CA, Philadelphia, PA and Miami, FL. A guarter of the households are of Hispanic and Asian and are slightly less affluent than others dominated by Generation Y residents. More than half of households have gone to college and most have landed white-collar jobs in retail, health services and professional offices.

Households: 1,956 Percent: 13.94%

## Academic Influences

care and education services.

Students help to set the tone of Academic Influences, a cluster of multi-ethnic campus communities where one in five residents lives in a dormitory. Young families also dominate the demographics of this cluster, thanks to recent college graduates who are now married with children. As a group, these well-educated households have above average incomes from white-collar jobs in education and health care.



Households: 677 Percent: 4.83%

### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	10,129	72.2%
Religious but NOT Evangelical	2,233	15.92%
Spiritual but NOT Evangelical	1,972	14.06%
Non-Evangelical but NOT Interested	5,925	42.24%

### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,711	12.20%
Inactive Evangelical HHIds	2,188	15.60%