

Composition of Zipcode 28269

| Category | Zip Code |
|---------------------|----------|
| 2010 Population | 69,763 |
| 2010 Households | 28,225 |
| 2010 Group Quarters | 881 |

Missionscape: Cultural Bridges

| Cultural Bridge | #HHlds | %HHlds |
|---|--------|--------|
| Home Personal Computer-HH Own | 23,174 | 82% |
| HH Uses Computer For Internet/E-mail | 19,138 | 68% |
| McDonald's | 15,882 | 56% |
| Reading Books | 15,872 | 56% |
| Watching Diet (Health/Weight)-Presently | 15,627 | 55% |
| Controlling Diet | | |
| Non-Presc-For Regular Headaches | 15,091 | 53% |
| HH Uses Computer For Word Processing | 13,891 | 49% |

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 Charlotte, NC

MISSIONAL ZIPCODE DIGEST

Zipcode 28269 Community Types

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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: 13,600
Percent: 48.18%

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: 8,551
Percent: 30.3%

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: 3,289
Percent: 11.65%

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.

Top Lifestyle Segments in Zipcode 28269



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: 9,376
 Percent: 33.22%



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: 4,233
 Percent: 15%



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: 2,975
 Percent: 10.54%

Evangeliscope: Spiritual Indicators

| SPIRITUALITY INDICATOR | ZIP HHLDS | ZIP % |
|------------------------------------|-----------|--------|
| Unreached | 19,859 | 70.36% |
| Religious but NOT Evangelical | 5,042 | 17.86% |
| Spiritual but NOT Evangelical | 3,426 | 12.14% |
| Non-Evangelical but NOT Interested | 11,391 | 40.36% |

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: 1,850
 Percent: 6.55%

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: 1,660
 Percent: 5.88%

Mid-market Enterprise (69% Unreached)
 Characterized by middle-aged and middle-income households, Mid-market Enterprise is noteworthy only in its ordinariness. Its mix of singles and couples are about evenly divided between those with high school degrees and others with some college education. There are few minorities. Most Mid-market Enterprise households are located in small towns throughout New England, where residents work in a wide range of blue-collar and white-collar jobs.



Households: 1,575
 Percent: 5.58%

Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR | ZIP | ZIP % |
|----------------------------|-------|--------|
| Active Evangelical HHlds | 3,672 | 13.01% |
| Inactive Evangelical HHlds | 4,694 | 16.63% |