

Composition of Zipcode 28307

Category	Zip Code
2010 Population	15,649
2010 Households	4,015
2010 Group Quarters	2,519

Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Reading Books	3,879	97%
Home Personal Computer-HH Own	3,844	96%
Card Games	3,626	90%
Board Games	3,591	89%
HH Uses Computer For Computer Games	3,374	84%
McDonald's	3,151	78%
HH Uses Computer For Digital Camera Photo	2,691	67%
Editing		

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 Fort Bragg, NC

MISSIONAL ZIPCODE DIGEST

Zipcode 28307 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 language and people and nation."

In partnership with:



Aspiring Communities

Households: 4,015 Percent: 100%

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.

Top Lifestyle Segments in Zipcode 28307



Military Family Life is the lifestyle of young American families who live on and around military bases. In this cluster, nearly eight in ten adults are serving in the U.S. armed forces, and 40 percent live in barracks housing. Most of these households are found in the small towns that grew up around military bases. Ethnically mixed and overwhelmingly young, these communities are filled with both couples and families.

Military Family Life

Households: 4,015

Percent: 100%

Unreached: 58%

Evangeliscope: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	2,346	58.42%
Religious but NOT Evangelical	317	7.89%
Spiritual but NOT Evangelical	0	0%
Non-Evangelical but NOT Interested	2,418	60.22%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	785	19.55%
Inactive Evangelical HHlds	884	22.03%