

## Composition of Zipcode 28308

Category	Zip Code
2010 Population	8,011
2010 Households	604
2010 Group Quarters	6,168

## Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Reading Books	531	88%
Home Personal Computer-HH Own	528	87%
Card Games	480	79%
Board Games	464	77%
McDonald's	440	73%
HH Uses Computer For Computer Games	436	72%
Heartburn/Indigestion	355	59%
Aids/Anti-Nausea-Use		

## Getting Informed

More zip information may be found on the [MissionalCorps.org](http://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](mailto: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 Pope AFB, NC

## MISSIONAL ZIPCODE DIGEST

### Zipcode 28308 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."



Households: 498  
Percent: 82.45%

### 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: 106  
Percent: 17.55%

### 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.

In partnership with:



## Top Lifestyle Segments in Zipcode 28308



### Military Family Life

Households: 498

Percent: 82.45%

Unreached: 58%

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.

### Evangelscope: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	365	60.44%
Religious but NOT Evangelical	74	12.25%
Spiritual but NOT Evangelical	1	0.21%
Non-Evangelical but NOT Interested	338	55.97%



### African-American Neighborhoods

Households: 106

Percent: 17.55%

Unreached: 70%

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.

### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	112	18.60%
Inactive Evangelical HHlds	127	20.96%