Composition of Zipcode 28312

Category	Zip Code
2010 Population	17,762
2010 Households	7,518
2010 Group Quarters	252

Missionscape: Cultural Bridges

NOTES:

patterns

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).

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

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.

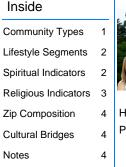
Location Composition: Listed are the total number of people and the total number of households in the county.

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 Fayetteville, NC

MISSIONAL ZIPCODE DIGEST

Zipcode 28312 Community Types



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

tribe

were

because vou

every

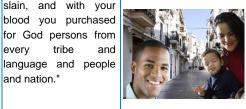
and nation."



Households: 2.257 Percent: 30.02%



Households: 1,423 Percent: 18.93%



Households: 1,218 Percent: 16.2%





Land, family and community are central to the day-to-day lives of the people in these farming and mining communities. They work hard to provide a

steady, peaceful family life through farming, agriculture, education, mining and service industries. With low levels of education, these primarily white family households earn wages in the lower middle income bracket. Residents live in single-family homes, mobile homes or trailers in rural tracts and neighborhoods.

Mainstay Communities

The backbone of small towns and second cities, Mainstay Communities are established

relational ties. These moderately educated wage earners are employed in well-paying blue collar and

population consists of retired American singles and

is a key identity factor for those who live there.

Residents go into the city to visit clubs and malls.

couples. A sense of belonging within the community

neighborhoods where residents enjoy strong

professional service jobs. The aging adult

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 28312



Households: 1,301 Percent: 17.31%

Prime Middle America

(65% Unreached)

(74% Unreached)

Prime Middle America features a mix of couples and families living in both small towns and mid-sized cities in the South and Northwest. Younger than average and upper-middle-class in status, these predominantly white dual-income households have well-paying blue-collar and white-collar jobs in transportation, manufacturing and public administration. Most of the households own their own homes and are nearly twice as likely to live in mobile homes.

Minority Metro Communities reflects the nation's growing African-American

middle class. With nearly three-quarters of the residents African-American and

African-Americans. Concentrated in inner-ring suburbs, these households earn

half the households earning more than \$50,000, this cluster is a testament to

high educational achievement and professional employment among

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.



Family Convenience

earn upper-middle incomes.

(64% Unreached)



Households: 623 Percent: 8.29%



Households: 1,110 Percent: 14.76%



Households: 820 Percent: 10.91%

above-average incomes from a mix of service industry and white-collar jobs.

Minority Metro Communities

Scattered in sparsely settled communities across the South, the households in Rural Southern Living consist of young, predominantly white couples and families with lower-middle-class lifestyles. No segment has more residents living in mobile homes with more than half the households living in manufactured housing. The adults are high school educated and work at blue-collar jobs in manufacturing, construction and transportation.

(59% Unreached)

African-American Neighborhoods (70% Unreached)

Family Convenience is a collection of sprawling families living in remote towns

working at skilled blue-collar jobs in manufacturing and construction as well as

general population. Despite moderate educations, the adults in this segment

and military bases. Most of the households contain dual-income couples

in the military. Service families are six times as likely to live here than the

Young, working-class city dwellers make up African-American Neighborhoods. About three-guarters 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: 619 Percent: 8.23%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	5,043	67.08%
Religious but NOT Evangelical	1,395	18.56%
Spiritual but NOT Evangelical	760	10.1%
Non-Evangelical but NOT Interested	2,921	38.86%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,164	15.48%
Inactive Evangelical HHIds	1,311	17.44%



Households: 675 Percent: 8.98%

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