#### Composition of Zipcode 28314

Category	Zip Code
2010 Population	54,740
2010 Households	21,733
2010 Group Quarters	41

#### Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHlds
Home Personal Computer-HH Own	14,938	69%
Watching Diet (Health/Weight)-Presently	11,765	54%
Controlling Diet		
McDonald's	11,661	54%
Reading Books	11,355	52%
Non-Presc-For Regular Headaches	10,538	48%
HH Uses Computer For Internet/E-mail	10,492	48%
Heartburn/Indigestion Aids/Anti-Nausea-Use	9,941	46%

# 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 patterns

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.

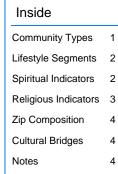
Location Composition: Listed are the total number of people and the total number of households in the county.

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 28314 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: 10,608 Percent: 48.81%



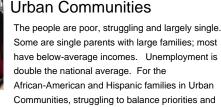
Households: 6,363 Percent: 29.28%



Households: 2,348 Percent: 10.8%







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

percent are renting singles; others live on military

bases or in college dorms. Members of Aspiring

unemployed. Of those who work, most live in or

Communities are four times more likely to be

conveniently close to metropolitan areas.

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.

#### **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.



(74% Unreached)

(67% Unreached)

### Top Lifestyle Segments in Zipcode 28314



#### Minority Metro Communities

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: 9,070 Percent: 41.73%



Households: 5,802 Percent: 26.7%

#### 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.

can and one in fourbig-city metros as Los Angeles, CA, Philadelphia, PA and Miami, FL. A quarterenged areaof the households are of Hispanic and Asian and are slightly less affluent thantional levels andothers dominated by Generation Y residents. More than half of households

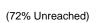
#### Moderate Conventionalists

With many key demographic measures close to the national average-including age, income and education- members of Moderate Conventionalists epitomize average Americans. Scattered throughout second-tier cities in the Midwest and West Coast, these singles and couples tend to live in modest homes, semi-detached houses and apartments. Most have completed high school or some college and hold well-paying blue-collar and white-collar jobs.

Stable Careers is a collection of young and ethnically diverse singles living in

have gone to college and most have landed white-collar jobs in retail, health





(67% Unreached)



Households: 771 Percent: 3.55%

Households: 772

Percent: 3.55%



#### Urban Commuter Families

#### (67% Unreached)

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 care and education services.

Households: 1,277 Percent: 5.88%

## eached) Aspiring Hispania

A cluster of urban gateway communities, Aspiring Hispania is the first stop for

services and professional offices.

many relatively young Hispanics striving for better lives in America. More than half the residents are Hispanic and split fairly evenly between married and single households. Many of these newcomers have large families and feel squeezed between high rents and lower-middle-class incomes. With their modest educations-more than one-quarter have not completed high school.



Households: 767 Percent: 3.53%

#### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	15,506	71.35%
Religious but NOT Evangelical	5,621	25.86%
Spiritual but NOT Evangelical	1,455	6.69%
Non-Evangelical but NOT Interested	8,449	38.88%

#### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	2,928	13.47%
Inactive Evangelical HHlds	3,299	15.18%

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