Composition of Zipcode 28376

Category	Zip Code
2010 Population	36,069
2010 Households	11,156
2010 Group Quarters	853

Missionscape: Cultural Bridges

NOTES:

patterns

Cultural Bridge	#HHIds	%HHlds	
Home Personal Computer-HH Own	8,214	74%	
McDonald's	6,498	58%	
Watching Diet (Health/Weight)-Presently	5,934	53%	
Controlling Diet			
HH Uses Computer For Internet/E-mail	5,821	52%	
Non-Presc-For Regular Headaches	5,631	50%	
Reading Books	5,561	50%	
Heartburn/Indigestion Aids/Anti-Nausea-Use	5,340	48%	

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 Raeford, NC

MISSIONAL ZIPCODE DIGEST

Zipcode 28376 Community Types

Urban Communities

double the national average. For the

in apartments.

The people are poor, struggling and largely single. Some are single parents with large families; most

have below-average incomes. Unemployment is

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



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

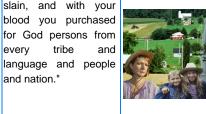
and nation."



Households: 3,077 Percent: 27.58%



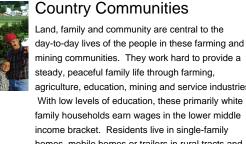
Households: 3,077 Percent: 27.58%



Households: 1,772 Percent: 15.88%







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

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.

income bracket. Residents live in single-family homes, mobile homes or trailers in rural tracts and neighborhoods.



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(74% Unreached)

Top Lifestyle Segments in Zipcode 28376



Households: 3,025 Percent: 27.12%



Rural Southern Living

Minority Metro Communities

(59% Unreached)

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.

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

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

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

high educational achievement and professional employment among

Households: 1,716 Percent: 15.38%



Struggling City Centers

Struggling City Centers consists of very low-income households living in city neighborhoods. Home to the highest concentration of African-Americans in the nation-nearly 90 percent of all households-the cluster faces hard economic challenges. One-third of households haven't finished high school, with a similar percentage containing single-parent families. One in five adults are under 35 years old and the median household income is only half the national average.

Households: 1,620 Percent: 14.52%

(68% Unreached)

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.

Prime Middle America

Urban Grit

(65% 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.

Life can be hard in Urban Grit, a cluster of blue-collar neighborhoods in

second-tier cities scattered around the country. In this working-class lifestyle,

African American-and predominantly young. Nearly a third of the populace is

under 35 years old, and most households contain singles or single-parent

families with less than one in five containing married couples with children.

the population is ethnically mixed-more than half the residents are Hispanic or

(74% Unreached)



Households: 654 Percent: 5.86%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
		211 /0
Unreached	7,600	68.12%
Religious but NOT Evangelical	2,456	22.01%
Spiritual but NOT Evangelical	815	7.31%
Non-Evangelical but NOT Interested	4,419	39.62%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,115	9.99%
Inactive Evangelical HHlds	2,441	21.88%



Households: 1,104 Percent: 9.9%

Households: 1,042

Percent: 9.34%

