Composition of Zipcode 28468

Category	Zip Code
2010 Population	4,434
2010 Households	2,240
2010 Group Quarters	0

Missionscape: Cultural Bridges

NOTES:

patterns

Cultural Bridge	#HHIds	%HHIds	
Home Personal Computer-HH Own	1,713	76%	
Watching Diet (Health/Weight)-Presently	1,429	64%	
Controlling Diet			
Reading Books	1,366	61%	
HH Uses Computer For Internet/E-mail	1,349	60%	
McDonald's	1,184	53%	
Voted in fed/state/local election	1,172	52%	
Heartburn/Indigestion Aids/Anti-Nausea-Use	1,106	49%	

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 Sunset Beach, NC

MISSIONAL ZIPCODE DIGEST

Zipcode 28468 Community Types



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

slain, and with your

blood you purchased

tribe

were

because vou

every

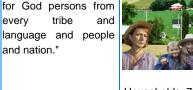
and nation."



Households: 1.548 Percent: 69.11%



Households: 598 Percent: 26.7%



Households: 72 Percent: 3.21%





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.

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

Country Communities

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.



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(72% Unreached)

(74% Unreached)

homes.

Urban Blues

Comfy Country Living

In Comfy Country Living, empty-nesting couples and retirees reside in guiet

exurban communities. These households, predominantly white, married and

college educated, are above-average in age with roughly one in four being 65

Many residents are pursuing the good life in relatively new houses and mobile

While many residents in this cluster may be singing the Urban Blues, the tune

primarily in the Southwest. Their schooling is modest and their unemployment

probably has a Latin beat. More than three-quarters of all households in this

segment are Hispanic-roughly six times the U.S. average. They tend to be

mostly young singles, families and single parents living in urban areas

white-collar and blue-collar jobs in manufacturing, retail and food services.

years or older. They're solidly middle-class from a mix of well-paying

Top Lifestyle Segments in Zipcode 28468



Households: 1,231

Professional Urbanites

Professional Urbanites is a haven for aging singles and couples, an upper-middle-class retirement oasis in the metropolitan sprawl. With most residents over the age of 65, these households have already empty-nested, with their children having gone off to college and work. The adults in this cluster boast college degrees with above-average incomes as white-collar professionals and managers in retail, education and health care.

Percent: 54.96%

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: 598 Percent: 26.7%



American Great Outdoors

(64% Unreached)

A rugged blend of rural couples and retirees makes up American Great Outdoors. Scattered in remote communities around the country, this segment is characterized by aging households-about half are over 65- who like an outdoor lifestyle. These singles and couples live in modest homes, small apartment buildings and mobile homes. There's little emphasis on educational achievement, and one in five did not complete high school.

Households: 161 Percent: 7.19%

Second City Homebodies

rate is more than twice the national average.

Most likely to be found in a variety of small, satellite cities along both coasts such as Virginia Beach, VA, Ft. Lauderdale, FL, and Portland, OR. Second City Homebodies inhabit a prosperous world where middle-aged couples and families lead flourishing lifestyles. Most of the households are well educated, with an almost an even split between college graduates and those who have completed only some college.

Households: 71 Percent: 3.17%

(61% Unreached)

(64% Unreached)

(71% Unreached)



Households: 62 Percent: 2.77%



Households: 41 Percent: 1.83%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	1,602	71.54%
Religious but NOT Evangelical	455	20.3%
Spiritual but NOT Evangelical	267	11.93%
Non-Evangelical but NOT Interested	880	39.3%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	200	8.92%
Inactive Evangelical HHIds	438	19.54%

