### Composition of Zipcode 28673

Category	Zip Code
2010 Population	5,403
2010 Households	2,152
2010 Group Quarters	0

### Missionscape: Cultural Bridges

NOTES

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	1,838	85%
HH Uses Computer For Internet/E-mail	1,536	71%
Watching Diet (Health/Weight)-Presently	1,297	60%
Controlling Diet		
Reading Books	1,291	60%
McDonald's	1,200	56%
Non-Presc-For Regular Headaches	1,166	54%
Voted in fed/state/local election	1,159	54%

## 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

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

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.

**Reaching Sherrills Ford, NC** 

## MISSIONAL ZIPCODE DIGEST

### Zipcode 28673 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

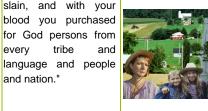
and nation."



Households: 840 Percent: 39.03%



Households: 783 Percent: 36.38%



Households: 250 Percent: 11.62%





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.

### Mainstay Communities

The backbone of small towns and second cities. Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community is a key identity factor for those who live there. Residents go into the city to visit clubs and malls.

### **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.



Dream Weavers

couples.

(64% Unreached)

(80% Unreached)

### Top Lifestyle Segments in Zipcode 28673



Family Convenience

Family Convenience is a collection of sprawling families living in remote towns and military bases. Most of the households contain dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment earn upper-middle incomes.

Households: 342 Percent: 15.89%



## America's Wealthiest

America's Wealthiest consists of the nation's most affluent households found in well established suburban communities. With incomes well above the national average, residents represent both old and new wealth, enjoying very comfortable lifestyles and the finer things in life. These households are more than six times likely to be earning \$250,000 or more. Most of the adults are married, middle aged, college educated and predominantly white.

Households: 338 Percent: 15.71%

Small-town Success

Small-town Success is typically home to the families of the most prominent citizens in their exurban communities. White-collar, college educated and upscale, they live in recently developed subdivisions outside the nation's beltways in the Midwest and West. Most of these households contain white, middle-aged working couples who have positions as executives and professionals in health care, retail and education.

Households: 174 Percent: 8.09%

# (69% Unreached)

### 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.

Dream Weavers is home to well-off families living an affluent, suburban

version of the American Dream. Ranked second in terms of wealth, they live in

new-money subdivisions, possess high incomes, have college degrees and

own large houses valued at more than twice the national average. Many

households contain families with school-aged children-no segment has a

higher rate of married residents-and more than half contain dual-income



Households: 168 Percent: 7.81%

(72% Unreached)

(72% Unreached)

(67% Unreached)

Households: 162 Percent: 7.53%

### **Urban Commuter Families**

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: 162 Percent: 7.53%

### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	1,482	68.86%
Religious but NOT Evangelical	365	16.94%
Spiritual but NOT Evangelical	249	11.58%
Non-Evangelical but NOT Interested	868	40.34%

### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	273	12.69%
Inactive Evangelical HHlds	397	18.45%