Composition of Zipcode 29058

Category	Zip Code
2010 Population	4,743
2010 Households	1,630
2010 Group Quarters	48

Missionscape: Cultural Bridges

NOTES:

patterns

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	1,182	73%
McDonald's	927	57%
Watching Diet (Health/Weight)-Presently	839	51%
Controlling Diet		
HH Uses Computer For Internet/E-mail	828	51%
Non-Presc-For Regular Headaches	819	50%
Reading Books	806	49%
Heartburn/Indigestion Aids/Anti-Nausea-Use	770	47%

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 SCBC Missional Resources web page.

Getting Involved

To learn more about this location, please contact Daryl Price (darylprice@scbaptist.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 Heath Springs, SC

MISSIONAL ZIPCODE DIGEST

Zipcode 29058 Community Types



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll



Households: 506 Percent: 31.04%



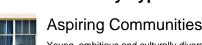
Households: 405 Percent: 24.85%

and to open its seals, because vou were slain, and with your blood you purchased for God persons from every tribe and language and people and nation."

> Households: 376 Percent: 23.07%







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.

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.

Working Communities

Most residents of Working Communities are high school educated. Some have even been to college. Their education affords them lower middle incomes through blue collar jobs in manufacturing, construction, health services, retail, wholesale and food service. These jobs provide a stable household economy supporting personal and family pursuits in everyday life. This ethnically diverse mix of single and married homeowners dwells in densely populated areas and small-town suburbs.

South Carolina

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Top Lifestyle Segments in Zipcode 29058



Households: 483 Percent: 29.63%

Households: 307

Percent: 18.83%

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.

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

seniority of many residents does have benefits in the workplace. They earn

middle class incomes from skilled jobs in manufacturing, retail and health.

are already filled with couples and singles aged 65 years or older. The

Steadfast Conservatives

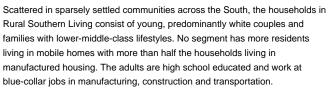
Struggling City Centers (74% Unreached)

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.

Rural Southern Living

(59% Unreached)

(68% Unreached)



Households: 102 Percent: 6.26%

Households: 184

Percent: 11.29%



Hinterland Families

(41% Unreached)

(69% Unreached)

Hinterland Families is a collection of families and couples who've settled in isolated towns and villages throughout the South. These mostly middle-aged households are overwhelmingly white, less educated (one-fifth never completed high school) and working-class. They work in a variety of blue-collar jobs in manufacturing, construction, transportation and agriculture. Though

Households: 240 Percent: 14.72%

most live in inexpensive houses, one-third reside in mobile homes.

Working Rural Communities

There's a grittiness to life in Working Rural Communities. In these older, industrial towns, aging residents hold skilled blue-collar jobs in manufacturing and construction. Most households are filled with empty-nesting couples, middle-aged families and single seniors. They reside in 40-year-old homes valued at below-average prices. Their inexpensive housing allows their middle-class incomes to go far in these predominantly Midwestern towns.

(60% Unreached)





Households: 49 Percent: 3.01%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	1,057	64.87%
Religious but NOT Evangelical	327	20.05%
Spiritual but NOT Evangelical	114	7%
Non-Evangelical but NOT Interested	627	38.46%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHIds	431	26.43%
Inactive Evangelical HHlds	142	8.70%