#### Composition of Zipcode 29069

Category	Zip Code
2010 Population	5,192
2010 Households	1,919
2010 Group Quarters	0

#### Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	1,267	66%
McDonald's	1,101	57%
Watching Diet (Health/Weight)-Presently	1,043	54%
Controlling Diet		
Urban Contemporary	989	52%
Reading Books	930	48%
Heartburn/Indigestion Aids/Anti-Nausea-Use	897	47%
Non-Presc-For Regular Headaches	873	45%

# 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) 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 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 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 Lamar, SC

# **MISSIONAL ZIPCODE DIGEST**

#### Zipcode 29069 Community Types



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

because vou

every

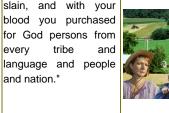
and nation."



Households: 958 Percent: 49.92%



Households: 868 Percent: 45.23%



were

Households: 75 Percent: 3.91%









The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the African-American and Hispanic families in Urban

Urban Communities

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 in apartments.

#### Aspiring Communities

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.

South Carolina Baptist Convention

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Coal and Crops

below the U.S. average.

**Rugged Rural Style** 

# Top Lifestyle Segments in Zipcode 29069



Households: 882 Percent: 45.96%

## Struggling City Centers

(68% Unreached)

(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.



#### 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: 868 Percent: 45.23%



#### African-American Neighborhoods (70% Unreached)

Young, working-class city dwellers make up African-American Neighborhoods. About three-guarters 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.

Households: 57 Percent: 2.97%

# Industrious Country Living

times as many farmers as the general population.

### (68% Unreached)

(61% Unreached)

(58% Unreached)

Found in remote towns and villages across the country, Industrious Country Living consists of hard-working couples and families who earn their living from manufacturing, construction, retail and wholesale trades and home businesses. They're predominantly white, high school educated and owners of relatively new homes. They earn respectable incomes with one in three households earning more than \$75,000 per year.

Coal and Crops comes by its name honestly. The households of this rural

populated areas throughout the Midwest and South, this cluster is

racially mixed hamlets. More than one-quarter of the residents never

cluster work primarily in the mining and farming industries. Found in sparsely

characterized by low-income families and single households living in small,

completed high school, the median household incomes are nearly 40 percent

Rugged Rural Style consists of some of the most isolated communities in

houses and mobile homes. Those still working have blue-collar jobs in

construction, manufacturing and agriculture-the cluster has more than four

America. In these rural working-class households across the Southwest and

Western states, predominantly older married couples and retirees live in aging



Households: 46 Percent: 2.4%



Households: 19 Percent: 0.99%



#### Households: 15 Percent: 0.78%

#### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	1,349	70.3%
Religious but NOT Evangelical	538	28.02%
Spiritual but NOT Evangelical	76	3.98%
Non-Evangelical but NOT Interested	784	40.87%

#### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	357	18.62%
Inactive Evangelical HHlds	213	11.08%