Composition of Zipcode 29073

Category Zip Code 2010 Population 37.051 2010 Households 14.231 2010 Group Quarters 8

Missionscape: Cultural Bridges		
Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	11,893	84%
HH Uses Computer For Internet/E-mail	9,720	68%
McDonald's	8,818	62%
Non-Presc-For Regular Headaches	7,952	56%
Watching Diet (Health/Weight)-Presently	7,793	55%
Controlling Diet		
Heartburn/Indigestion Aids/Anti-Nausea-Use	7,283	51%
Reading Books	7,265	51%

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)

NOTES:

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.

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Reaching Lexington, SC

MISSIONAL ZIPCODE DIGEST

Zipcode 29073 Community Types

Inside Community Types Lifestyle Segments Spiritual Indicators Religious Indicators 3

Zip Composition

Cultural Bridges

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

for God persons from

language and people

In partnership with:

Intercultural Institute

www.iicm.net

tribe

and

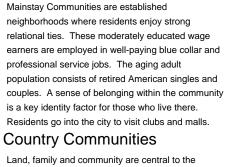
because vou

every

and nation."

Notes

Households: 7,709 Percent: 54.17%



day-to-day lives of the people in these farming and mining communities. They work hard to provide a

With low levels of education, these primarily white

family households earn wages in the lower middle

homes, mobile homes or trailers in rural tracts and

income bracket. Residents live in single-family

steady, peaceful family life through farming, agriculture, education, mining and service industries.

Mainstay Communities

The backbone of small towns and second cities.



Households: 2,736 Percent: 19.23%



Households: 1,307

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.

Percent: 9.18%

South Carolina

Rantist Convention

Top Lifestyle Segments in Zipcode 29073



Households: 6,074

Households: 2,707

Percent: 19.02%

Percent: 42.68%

Prime Middle America

(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.

Steadfast Conservatives

(69% Unreached)

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 are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in manufacturing, retail and health.



Households: 1,272 Percent: 8.94%



Rural Southern Living

(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.

Urban Commuter Families

(67% Unreached)

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: 751 Percent: 5.28%



Family Convenience

(64% Unreached)

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.

Family Convenience is a collection of sprawling families living in remote towns

Households: 1,402 Percent: 9.85%

Urban Diversity

(72% Unreached)

With nearly half of households containing minorities, Urban Diversity is known as a transient world of young, multi-ethnic singles and single-parent families. In these inter-city neighborhoods, residents struggle against challenging economics in a mix of rowhouses and high-rise apartment buildings. Most adults have completed high school or some college, with many working at entry-level jobs in retail, health care and food services.



Households: 600 Percent: 4.22%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	9,244	64.96%
Religious but NOT Evangelical	1,902	13.37%
Spiritual but NOT Evangelical	1,841	12.94%
Non-Evangelical but NOT Interested	5,502	38.66%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,876	13.18%
Inactive Evangelical HHlds	3,111	21.86%