Composition of Zipcode 29133

Category	Zip Code
2010 Population	1,195
2010 Households	468
2010 Group Quarters	4

Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	311	66%
McDonald's	266	57%
Watching Diet (Health/Weight)-Presently	255	54%
Controlling Diet		
Urban Contemporary	235	50%
Reading Books	230	49%
Heartburn/Indigestion Aids/Anti-Nausea-Use	218	47%
Non-Presc-For Regular Headaches	214	46%

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 Carl Martin (carlmartin31@gmail.com) 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 Rowesville, SC

MISSIONAL ZIPCODE DIGEST

Zipcode 29133 Community Types

Inside Community Types Lifestyle Segments Spiritual Indicators Religious Indicators 3 **Zip Composition** 4 **Cultural Bridges** 4 Notes 4

Rev. 5:9

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: 223 Percent: 47.65%



Households: 219 Percent: 46.79%

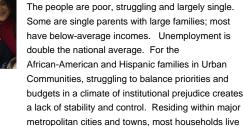


Households: 13 Percent: 2.78%





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.

Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring

everything is interconnected. The majority of people in this group are between the ages of 18 - 34. Sixty

Communities, truth is centered around "me" and

Country Communities

in apartments.

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

© Copyright 2012 by IICM and its data suppliers.

Top Lifestyle Segments in Zipcode 29133



Households: 223 Percent: 47.65%



Households: 177

Percent: 37.82%

Struggling City Centers

Minority Metro Communities

(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 reflects the nation's growing African-American

middle class. With nearly three-quarters of the residents African-American and

African-Americans. Concentrated in inner-ring suburbs, these households earn

above-average incomes from a mix of service industry and white-collar jobs.

half the households earning more than \$50,000, this cluster is a testament to

high educational achievement and professional employment among

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: 31 Percent: 6.62%

African-American Neighborhoods (70% Unreached) Coal and Crops

Steadfast Conservatives

Rugged Rural Style

A guietly 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.

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

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

times as many farmers as the general population.

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: 12 Percent: 2.56%

(69% Unreached)

(58% Unreached)

(61% Unreached)



Households: 11 Percent: 2.35%

Coal and Crops comes by its name honestly. The households of this rural cluster work primarily in the mining and farming industries. Found in sparsely populated areas throughout the Midwest and South, this cluster is characterized by low-income families and single households living in small, racially mixed hamlets. More than one-guarter of the residents never completed high school, the median household incomes are nearly 40 percent below the U.S. average.



Households: 10 Percent: 2.14%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	330	70.57%
Religious but NOT Evangelical	131	27.99%
Spiritual but NOT Evangelical	21	4.43%
Non-Evangelical but NOT Interested	188	40.27%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	86	18.45%
Inactive Evangelical HHIds	51	10.98%