Composition of Zipcode 29203

Category	Zip Code
2010 Population	42,242
2010 Households	15,166
2010 Group Quarters	4,182

Missionscape: Cultural Bridges

NOTES:

patterns

Cultural Bridge	#HHIds	%HHlds
Home Personal Computer-HH Own	8,789	58%
McDonald's	7,857	52%
Reading Books	7,371	49%
Watching Diet (Health/Weight)-Presently	7,364	49%
Controlling Diet		
Urban Contemporary	7,174	47%
Non-Presc-For Regular Headaches	6,920	46%
Heartburn/Indigestion Aids/Anti-Nausea-Use	6,389	42%

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 Columbia, SC

MISSIONAL ZIPCODE DIGEST

Zipcode 29203 Community Types

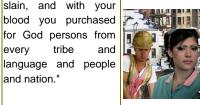




Households: 10,906 Percent: 71.91%

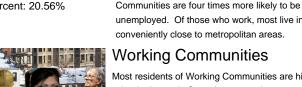


Households: 3,118 Percent: 20.56%



Households: 850 Percent: 5.6%

In partnership with: Intercultural Institute lor Contextual Ministry www.iicm.net



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.

unemployed. Of those who work, most live in or conveniently close to metropolitan areas.

bases or in college dorms. Members of Aspiring

Working Communities

Urban Communities

double the national average. For the

in apartments.

The people are poor, struggling and largely single. Some are single parents with large families; most

African-American and Hispanic families in Urban

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

South Carolina

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4 4

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."

Getting By

Top Lifestyle Segments in Zipcode 29203



African-American Neighborhoods (70% Unreached)

Young, working-class city dwellers make up African-American Neighborhoods. About three-quarters 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: 7,212 Percent: 47.55%

Households: 2,926

Percent: 19.29%

Minority Metro Communities

(74% Unreached)

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.

Steadfast Conservatives

(76% Unreached)

(69% Unreached)

(67% 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.

Getting By stands at the bottom rung of the socioeconomic ladder, a financially

African-American households where the median income is lowest in the

apartments worth less than half the national average. Located in dense

neighborhoods, these single and single-parent minority households struggle

nation. Much of the housing consists of older rowhouses and low-rise

challenged cluster of young high school-educated and mainly

with high unemployment and low paying jobs.



Households: 1,773 Percent: 11.69%



Households: 573 Percent: 3.78%



Struggling City Centers

(68% 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

Households: 1,808 Percent: 11.92%

Suburban Advantage When retirement looms, many Americans downsize their housing, seeking out

resort-like communities within short distances to major medical facilities. In Suburban Advantage, empty-nesting couples and retirees have moved to middle-class homes and condo developments in dense retirement communities along the Atlantic and Pacific coasts. Most households have college degrees, and, if they're still in the workforce, hold white collar and managerial jobs.



Households: 196 Percent: 1.29%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	10,787	71.13%
Religious but NOT Evangelical	4,627	30.51%
Spiritual but NOT Evangelical	586	3.86%
Non-Evangelical but NOT Interested	5,676	37.42%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	2,334	15.39%
Inactive Evangelical HHlds	2,045	13.48%