# Composition of Zipcode 29205

| Category            | Zip Code |
|---------------------|----------|
| 2010 Population     | 23,481   |
| 2010 Households     | 11,598   |
| 2010 Group Quarters | 1,628    |

#### Missionscape: Cultural Bridges

NOTES:

patterns

| Cultural Bridge                         | #HHIds | %HHIds |
|-----------------------------------------|--------|--------|
| Home Personal Computer-HH Own           | 8,900  | 77%    |
| HH Uses Computer For Internet/E-mail    | 7,105  | 61%    |
| Reading Books                           | 6,779  | 58%    |
| Watching Diet (Health/Weight)-Presently | 6,483  | 56%    |
| Controlling Diet                        |        |        |
| McDonald's                              | 6,270  | 54%    |
| Non-Presc-For Regular Headaches         | 5,841  | 50%    |
| Voted in fed/state/local election       | 5,432  | 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 Columbia, SC

# **MISSIONAL ZIPCODE DIGEST**

# Zipcode 29205 Community Types



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."



Households: 3,181 Percent: 27.43%



Households: 2,634 Percent: 22.71%



Households: 2.609 Percent: 22.5%

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

# **Upscale** Communities

As the wealthiest households in the nation, upscale communities boast high household incomes, significant home values and top educational achievements. Households in these exclusive suburban neighborhoods are headed by predominantly white, college educated, Baby Boom parents. Most adults work as executives and white collar professionals. They are active members of the community in business clubs, environmental groups and the arts.

## 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.

## Urban Communities

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 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.

South Carolina

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# Top Lifestyle Segments in Zipcode 29205



#### Steadfast Conservatives

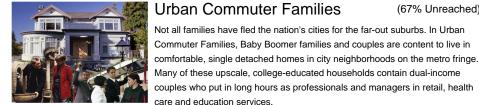
A guietly aging cluster. Steadfast Conservatives is home to mature singles and couples living in midscale urban neighborhoods. Households tend to be white, high school-educated and middle class. Many have begun to empty-nest or are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in manufacturing, retail and health.

Households: 1,647 Percent: 14.2%



# Households: 1,595

Percent: 13.75%



Households: 965 Percent: 8.32%

# Young Cosmopolitans

#### (78% Unreached)

(67% Unreached)

(69% Unreached)

Young Cosmopolitans is a collection of households where many adults are under 35 years old, single and earning above average incomes as white-collar professionals, managers and executives. In their fast-growing cities- including a number of college towns-these upscale young people live in luxury apartments and condos, commuting to work in sporty subcompacts. Nearly half hold college degrees, and they are almost twice the average for grad degrees.

## 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: 844 Percent: 7.28%

Households: 839

Percent: 7.23%

# **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.

# **College Town Communities**

Students are the center of community life in College Town Communities. About one in nine residents lives in a dormitory. In this cluster of towns dominated by college campuses residents are primarily young, single and college educated. Because of their youth, many of these recent graduates still report entry-level jobs and low-end incomes which are less than the national average.

(83% Unreached)



Households: 661 Percent: 5.7%

## Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR             | ZIP HHLDS | ZIP %  |
|------------------------------------|-----------|--------|
| Unreached                          | 8,420     | 72.6%  |
| Religious but NOT Evangelical      | 2,311     | 19.93% |
| Spiritual but NOT Evangelical      | 1,286     | 11.09% |
| Non-Evangelical but NOT Interested | 4,870     | 41.99% |

# Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR     | ZIP   | ZIP %  |
|----------------------------|-------|--------|
| Active Evangelical HHlds   | 1,694 | 14.60% |
| Inactive Evangelical HHIds | 1,484 | 12.80% |



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