Composition of Zipcode 29210

| Category | Zip Code |
|---------------------|----------|
| 2010 Population | 39,851 |
| 2010 Households | 17,347 |
| 2010 Group Quarters | 5,706 |

Missionscape: Cultural Bridges

NOTES:

patterns

| Cultural Bridge | #HHIds | %HHIds |
|--|--------|--------|
| Home Personal Computer-HH Own | 12,133 | 70% |
| McDonald's | 9,312 | 54% |
| Reading Books | 9,296 | 54% |
| Watching Diet (Health/Weight)-Presently | 9,235 | 53% |
| Controlling Diet | | |
| HH Uses Computer For Internet/E-mail | 8,922 | 51% |
| Non-Presc-For Regular Headaches | 8,476 | 49% |
| Heartburn/Indigestion Aids/Anti-Nausea-Use | 7,735 | 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) 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 29210 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: 6,010 Percent: 34.65%

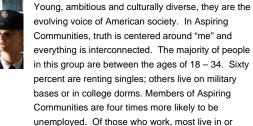


Households: 5,552 Percent: 32.01%



Households: 2,762 Percent: 15.92%





in apartments.

Urban Communities

double the national average. For the

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

have below-average incomes. Unemployment is

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

Upscale Communities

conveniently close to metropolitan areas.

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.

South Carolina

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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

seniority of many residents does have benefits in the workplace. They earn

middle class incomes from skilled jobs in manufacturing, retail and health.

Young Cosmopolitans is a collection of households where many adults are

a number of college towns-these upscale young people live in luxury

under 35 years old, single and earning above average incomes as white-collar

professionals, managers and executives. In their fast-growing cities- including

apartments and condos, commuting to work in sporty subcompacts. Nearly

half hold college degrees, and they are almost twice the average for grad

are already filled with couples and singles aged 65 years or older. The

Top Lifestyle Segments in Zipcode 29210



Households: 3,596 Percent: 20.73%

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.



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.

Households: 3,380 Percent: 19.48%



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: 2,501 Percent: 14.42%

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

degrees.

Young Cosmopolitans

challenged cluster of young high school-educated and mainly African-American households where the median income is lowest in the nation. Much of the housing consists of older rowhouses and low-rise apartments worth less than half the national average. Located in dense neighborhoods, these single and single-parent minority households struggle with high unemployment and low paying jobs.

Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR | ZIP | ZIP % |
|----------------------------|-------|--------|
| Active Evangelical HHlds | 2,609 | 15.04% |
| Inactive Evangelical HHIds | 2,287 | 13.18% |

Households: 1,927 Percent: 11.11%

(69% Unreached)

(78% Unreached)

(76% Unreached)



Households: 1,245 Percent: 7.18%



Households: 1,082 Percent: 6.24%

Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR | ZIP HHLDS | ZIP % |
|------------------------------------|-----------|--------|
| Unreached | 12,451 | 71.78% |
| Religious but NOT Evangelical | 4,094 | 23.6% |
| Spiritual but NOT Evangelical | 1,479 | 8.53% |
| Non-Evangelical but NOT Interested | 6,908 | 39.82% |