Composition of Zipcode 29223

| Category | Zip Code |
|---------------------|----------|
| 2010 Population | 49,240 |
| 2010 Households | 19,838 |
| 2010 Group Quarters | 1,398 |

Missionscape: Cultural Bridges

NOTES:

| Cultural Bridge | #HHIds | %HHlds |
|---|--------|--------|
| Home Personal Computer-HH Own | 14,031 | 71% |
| Watching Diet (Health/Weight)-Presently | 10,971 | 55% |
| Controlling Diet | | |
| Reading Books | 10,893 | 55% |
| McDonald's | 10,728 | 54% |
| HH Uses Computer For Internet/E-mail | 10,304 | 52% |
| Non-Presc-For Regular Headaches | 9,668 | 49% |
| Voted in fed/state/local election | 9,343 | 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

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

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 Columbia, SC

MISSIONAL ZIPCODE DIGEST

Zipcode 29223 Community Types

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



Households: 7,363 Percent: 37.12%

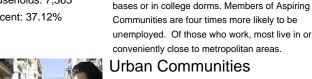


Households: 6,096 Percent: 30.73%



Households: 4.842 Percent: 24.41%





conveniently close to metropolitan areas. Urban Communities The people are poor, struggling and largely single.

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

percent are renting singles; others live on military

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.

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.

South Carolina

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(74% Unreached)

Top Lifestyle Segments in Zipcode 29223



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: 7,065 Percent: 35.61%

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: 5,221 Percent: 26.32%



Status-conscious Consumer

(70% Unreached)

A haven for big spenders, Status-conscious Consumers is a cluster of new suburban neighborhoods within a manageable commute to well-paying city jobs. Predominantly white and Asian, these middle-aged Baby Boomer households have turned their college educations into lucrative executive positions in information, finance and other managerial professions. Most of the adults live as couples or in households with few children.

Households: 1,356 Percent: 6.84%

Professional Urbanites

upper-middle-class retirement oasis in the metropolitan sprawl. With most residents over the age of 65, these households have already empty-nested, with their children having gone off to college and work. The adults in this cluster boast college degrees with above-average incomes as white-collar professionals and managers in retail, education and health care.

Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR | ZIP HHLDS | ZIP % |
|------------------------------------|-----------|--------|
| Unreached | 14,220 | 71.68% |
| Religious but NOT Evangelical | 5,161 | 26.02% |
| Spiritual but NOT Evangelical | 1,435 | 7.24% |
| Non-Evangelical but NOT Interested | 7,626 | 38.44% |

Dream Weavers

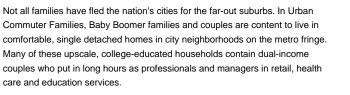
(72% Unreached)

Dream Weavers is home to well-off families living an affluent, suburban version of the American Dream. Ranked second in terms of wealth, they live in new-money subdivisions, possess high incomes, have college degrees and own large houses valued at more than twice the national average. Many households contain families with school-aged children-no segment has a higher rate of married residents-and more than half contain dual-income couples

Urban Commuter Families

(67% Unreached)

(72% Unreached)





Households: 1,040 Percent: 5.24%



Households: 928 Percent: 4.68%



Households: 853 Percent: 4.3%

Professional Urbanites is a haven for aging singles and couples, an

Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR | ZIP | ZIP % |
|----------------------------|-------|--------|
| Active Evangelical HHlds | 2,994 | 15.09% |
| Inactive Evangelical HHIds | 2,624 | 13.23% |