### Composition of Zipcode 29321

| Category            | Zip Code |
|---------------------|----------|
| 2010 Population     | 2,710    |
| 2010 Households     | 1,123    |
| 2010 Group Quarters | 0        |

## Missionscape: Cultural Bridges

NOTES:

| Cultural Bridge                            | #HHIds | %HHIds |  |
|--|--------|--------|--|
| Home Personal Computer-HH Own              | 870    | 78%    |  |
| HH Uses Computer For Internet/E-mail       | 663    | 59%    |  |
| McDonald's                                 | 658    | 59%    |  |
| Non-Presc-For Regular Headaches            | 595    | 53%    |  |
| Watching Diet (Health/Weight)-Presently    | 584    | 52%    |  |
| Controlling Diet                           |        |        |  |
| Heartburn/Indigestion Aids/Anti-Nausea-Use | 554    | 49%    |  |
| Reading Books                              | 554    | 49%    |  |
|  |        |        |  |

# 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 Scott Shields (scottshields@scbaptist.or g).

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 Buffalo, SC

# **MISSIONAL ZIPCODE DIGEST**

# Zipcode 29321 Community Types



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

slain, and with your

because vou

every

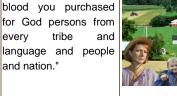
and nation."



Households: 381 Percent: 33.93%



Households: 356 Percent: 31.7%



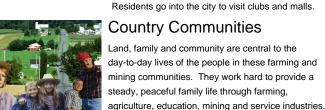
were

Households: 196 Percent: 17.45%





Mainstay Communities The backbone of small towns and second cities. Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and



Working Communities Most residents of Working Communities are high school educated. Some have even been to college.

Their education affords them lower middle incomes

food service. These jobs provide a stable household

economy supporting personal and family pursuits in

couples. A sense of belonging within the community

is a key identity factor for those who live there.

With low levels of education, these primarily white

family households earn wages in the lower middle

everyday life. This ethnically diverse mix of single

and married homeowners dwells in densely

populated areas and small-town suburbs.

through blue collar jobs in manufacturing, construction, health services, retail, wholesale and

income bracket. Residents live in single-family homes, mobile homes or trailers in rural tracts and neighborhoods.

Urban Blues

average

# Top Lifestyle Segments in Zipcode 29321



Steadfast Conservatives

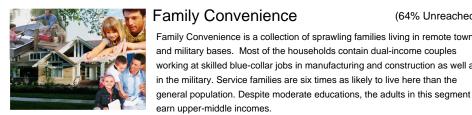
#### (69% Unreached)

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.

Family Convenience is a collection of sprawling families living in remote towns

working at skilled blue-collar jobs in manufacturing and construction as well as

Households: 368 Percent: 32.77%



#### Households: 251 Percent: 22.35%



Hinterland Families

# (41% Unreached)

(64% Unreached)

Hinterland Families is a collection of families and couples who've settled in isolated towns and villages throughout the South. These mostly middle-aged households are overwhelmingly white, less educated (one-fifth never completed high school) and working-class. They work in a variety of blue-collar jobs in manufacturing, construction, transportation and agriculture. Though most live in inexpensive houses, one-third reside in mobile homes.

Households: 163 Percent: 14.51%

## Minority Metro Communities

rate is more than twice the national average.

**Struggling City Centers** 

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.

While many residents in this cluster may be singing the Urban Blues, the tune

probably has a Latin beat. More than three-quarters of all households in this

primarily in the Southwest. Their schooling is modest and their unemployment

Struggling City Centers consists of very low-income households living in city

nation-nearly 90 percent of all households-the cluster faces hard economic

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

challenges. One-third of households haven't finished high school, with a

neighborhoods. Home to the highest concentration of African-Americans in the

segment are Hispanic-roughly six times the U.S. average. They tend to be

mostly young singles, families and single parents living in urban areas



Households: 81 Percent: 7.21%

(64% Unreached)

(68% Unreached)

(74% Unreached)



Households: 77 Percent: 6.86%



Households: 61 Percent: 5.43%

## Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR             | ZIP HHLDS | ZIP %  |
|------------------------------------|-----------|--------|
| Unreached                          | 708       | 63.07% |
| Religious but NOT Evangelical      | 159       | 14.11% |
| Spiritual but NOT Evangelical      | 102       | 9.04%  |
| Non-Evangelical but NOT Interested | 453       | 40.3%  |

### Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR     | ZIP | ZIP %  |
|----------------------------|-----|--------|
| Active Evangelical HHlds   | 273 | 24.31% |
| Inactive Evangelical HHlds | 142 | 12.62% |