Composition of Zipcode 29385

Category	Zip Code
2010 Population	7,711
2010 Households	2,902
2010 Group Quarters	33

Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds	
Home Personal Computer-HH Own	2,248	77%	
McDonald's	1,702	59%	
HH Uses Computer For Internet/E-mail	1,636	56%	
Non-Presc-For Regular Headaches	1,509	52%	
Reading Books	1,487	51%	
Watching Diet (Health/Weight)-Presently	1,480	51%	
Controlling Diet			
Heartburn/Indigestion Aids/Anti-Nausea-Use	1,426	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 Wellford, SC

MISSIONAL ZIPCODE DIGEST

Zipcode 29385 Community Types

Inside		
Community Types	1	0 2
Lifestyle Segments	2	WAR-A
Spiritual Indicators	2	We PL
Religious Indicators	3	
Zip Composition	4	Households: 781
Cultural Bridges	4	Percent: 26.91%
Notes	4	



Households: 731

Percent: 25.19%

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.

Country Communities

Working Communities

Land, family and community are central to the day-to-day lives of the people in these farming and mining communities. They work hard to provide a steady, peaceful family life through farming, agriculture, education, mining and service industries. With low levels of education, these primarily white family households earn wages in the lower middle income bracket. Residents live in single-family homes, mobile homes or trailers in rural tracts and neighborhoods.

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 couples. A sense of belonging within the community is a key identity factor for those who live there. Residents go into the city to visit clubs and malls.

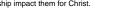
South Carolina Baptist Convention

Rev. 5:9 And they sang a new

song, saying: "You are worthy to take the scroll and to open its seals, because vou were slain, and with your blood you purchased for God persons from tribe every and language and people and nation."

> Households: 528 Percent: 18.19%





© Copyright 2012 by IICM and its data suppliers.

Top Lifestyle Segments in Zipcode 29385



Rural Southern Living

Scattered in sparsely settled communities across the South, the households in Rural Southern Living consist of young, predominantly white couples and families with lower-middle-class lifestyles. No segment has more residents living in mobile homes with more than half the households living in manufactured housing. The adults are high school educated and work at blue-collar jobs in manufacturing, construction and transportation.

Households: 663 Percent: 22.85%

Households: 585

Percent: 20.16%



Steadfast Conservatives

(69% Unreached)

(59% 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.

Family Convenience

Grass-roots Living

Family Convenience is a collection of sprawling families living in remote towns and military bases. Most of the households contain dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment earn upper-middle incomes.

Located in rural villages and aging industrial towns throughout the Midwest

and South, Grass-roots Living consists of a racially diverse mix of couples,

circumstances. Educational levels are low, and nearly a quarter of households

did not finish high school. Those still in the workforce tend to have low-paying

families and divorced men and women living in lower-middle-class

jobs in manufacturing, construction or agriculture.

Households: 264 Percent: 9.1%

(64% Unreached)

(70% Unreached)



Households: 167 Percent: 5.75%



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: 496 Percent: 17.09%

African-American Neighborhoods (70% Unreached)

Young, working-class city dwellers make up African-American Neighborhoods. About three-guarters 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: 167 Percent: 5.75%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	1,936	66.72%
Religious but NOT Evangelical	529	18.24%
Spiritual but NOT Evangelical	284	9.8%
Non-Evangelical but NOT Interested	1,128	38.86%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	757	26.09%
Inactive Evangelical HHlds	209	7.20%