

Composition of Zipcode 29401

Category	Zip Code
2010 Population	9,977
2010 Households	4,877
2010 Group Quarters	1,235

Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	4,258	87%
HH Uses Computer For Internet/E-mail	3,539	73%
Reading Books	3,386	69%
Watching Diet (Health/Weight)-Presently	3,105	64%
Controlling Diet		
Voted in fed/state/local election	2,617	54%
Non-Presc-For Regular Headaches	2,506	51%
HH Uses Computer For Word Processing	2,488	51%

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 Carl Martin (carlmartin31@gmail.com)

NOTES:

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.

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Reaching Charleston, SC

MISSIONAL ZIPCODE DIGEST

Zipcode 29401 Community Types

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Rev. 5:9

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



Households: 3,271
Percent: 67.07%



Households: 730
Percent: 14.97%



Households: 425
Percent: 8.71%

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.

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.

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Top Lifestyle Segments in Zipcode 29401



America's Wealthiest (80% Unreached)

America's Wealthiest consists of the nation's most affluent households found in well established suburban communities. With incomes well above the national average, residents represent both old and new wealth, enjoying very comfortable lifestyles and the finer things in life. These households are more than six times likely to be earning \$250,000 or more. Most of the adults are married, middle aged, college educated and predominantly white.

Households: 1,765
Percent: 36.19%



Affluent Urban Professionals (81% Unreached)

The yuppies of the last decade may have grown up, but their lifestyle lives on. In Affluent Urban Professionals, wealthy singles and couples live in the chic high-rise neighborhoods of many big cities such as New York, Boston and Chicago, owning swank condos and apartments valued at twice the national average. Most residents are in their twenties and thirties, hold college degrees and have jobs as executives and white-collar professionals.

Households: 1,046
Percent: 21.45%



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: 439
Percent: 9%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	3,811	78.14%
Religious but NOT Evangelical	1,114	22.84%
Spiritual but NOT Evangelical	608	12.48%
Non-Evangelical but NOT Interested	2,088	42.82%

Upscale Suburbanites (83% Unreached)

Upscale Suburbanites is a portrait of pleasant living, a cluster of middle-aged and empty nesting couples and singles. In these established suburbs, mostly white and Asian households live in older homes and luxury condominiums only a short commute from in-town jobs. More than half the residents are college graduates and, if they're still in the workforce, earn high incomes from white-collar jobs in health, education, and public administration.



Households: 373
Percent: 7.65%

Professional Urbanites (72% Unreached)

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



Households: 265
Percent: 5.43%

Unattached Multi-cultures (69% Unreached)

Unattached Multi-cultures is filled with multi-ethnic singles, single parents and unmarried couples living in downtown neighborhoods in cities. Nearly two-thirds of the adults are under 35 years old and more than a third of the residents are minorities. Living in low-income urban areas, these less educated households possess median incomes barely above the poverty line with home values only half the national average.



Households: 238
Percent: 4.88%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	434	8.91%
Inactive Evangelical HHlds	632	12.95%