Composition of Zipcode 29510

Category	Zip Code
2010 Population	11,347
2010 Households	3,793
2010 Group Quarters	141

Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	2,451	65%
McDonald's	2,175	57%
Watching Diet (Health/Weight)-Presently	2,041	54%
Controlling Diet		
Urban Contemporary	1,971	52%
Reading Books	1,809	48%
Heartburn/Indigestion Aids/Anti-Nausea-Use	1,778	47%
Non-Presc-For Regular Headaches	1,706	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) 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 Andrews, SC

MISSIONAL ZIPCODE DIGEST

Zipcode 29510 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

blood you purchased

tribe

were

because vou

every

and nation."



Households: 2,206 Percent: 58.16%



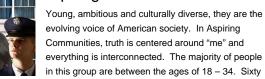
Households: 1,409 Percent: 37.15%



Households: 62 Percent: 1.63%







in apartments.

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.

Country Communities

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

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.

South Carolina Baptist Convention

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Top Lifestyle Segments in Zipcode 29510



Households: 2,053 Percent: 54.13%

Households: 1,409

Percent: 37.15%

Struggling City Centers

(68% Unreached)

(74% Unreached)

Struggling City Centers consists of very low-income households living in city neighborhoods. Home to the highest concentration of African-Americans in the nation-nearly 90 percent of all households-the cluster faces hard economic challenges. One-third of households haven't finished high school, with a 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 average.



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: 86 Percent: 2.27%

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.

Urban Blues

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 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 primarily in the Southwest. Their schooling is modest and their unemployment rate is more than twice the national average.

New Generation Activists

(67% Unreached)

(64% Unreached)

Concentrated in the nation's inner cities, New Generation Activists is often the first home-on-their-own cluster for young singles and single-parent families. More than a third of the households are under 35 years old and nearly nine out of 10 are single. This segment reflects a majority minority populace with high numbers of Hispanics and African Americans. With their modest educations and high unemployment rate, households earn about half the national average.



Households: 50 Percent: 1.32%

Households: 55

Percent: 1.45%

Hinterland Families (41% 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

Households: 36 Percent: 0.95%



Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	2,649	69.85%
Religious but NOT Evangelical	1,058	27.9%
Spiritual but NOT Evangelical	124	3.28%
Non-Evangelical but NOT Interested	1,582	41.7%

Churchscape: Religious Indicators

most live in inexpensive houses, one-third reside in mobile homes.

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	753	19.85%
Inactive Evangelical HHlds	391	10.30%