### Composition of Zipcode 29518

Category Zip Code 2010 Population 1.340 2010 Households 452 2010 Group Quarters 0

Missionscape: Cultural Bridges		
Cultural Bridge	#HHIds	%HHlds
Home Personal Computer-HH Own	307	68%
McDonald's	254	56%
Watching Diet (Health/Weight)-Presently	246	54%
Controlling Diet		
Reading Books	232	51%
Urban Contemporary	232	51%
Non-Presc-For Regular Headaches	210	46%
Heartburn/Indigestion Aids/Anti-Nausea-Use	206	46%

# 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.

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### Reaching Cades, SC

Zip Composition

**Cultural Bridges** 

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

for God persons from

language and people

In partnership with:

Intercultural Institute

www.iicm.net

tribe

and

because vou

every

and nation."

Notes

### MISSIONAL ZIPCODE DIGEST

### **Zipcode 29518 Community Types**

# Inside Community Types Lifestyle Segments Spiritual Indicators Religious Indicators 3

Households: 295 Percent: 65.27%

# **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.

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



Households: 144 Percent: 31.86%

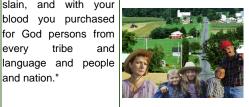


**Country Communities** 

in apartments.

Urban Communities

double the national average. For the



Percent: 2.65%

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.

Households: 12

South Carolina
Baptist Convention

## Top Lifestyle Segments in Zipcode 29518



#### 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: 295 Percent: 65.27%



Households: 77

### Struggling City Centers

(68% 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.

# Percent: 17.04%

### 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: 61 Percent: 13.5%

# Rural Southern Living

(59% Unreached)

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: 12 Percent: 2.65%

#### **New Generation Activists**

(67% 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: 5 Percent: 1.11%

### Steadfast Conservatives

(69% 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.



Households: 1 Percent: 0.22%

#### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	325	71.91%
Religious but NOT Evangelical	130	28.75%
Spiritual but NOT Evangelical	24	5.35%
Non-Evangelical but NOT Interested	175	38.76%

### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	84	18.50%
Inactive Evangelical HHlds	43	9.60%