Composition of Zipcode 29527

Category	Zip Code
2010 Population	21,220
2010 Households	8,208
2010 Group Quarters	489

Missionscape: Cultural Bridges

NOTES:

patterns

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	5,944	72%
McDonald's	4,750	58%
HH Uses Computer For Internet/E-mail	4,139	50%
Reading Books	4,102	50%
Watching Diet (Health/Weight)-Presently	4,098	50%
Controlling Diet		
Non-Presc-For Regular Headaches	4,057	49%
Heartburn/Indigestion Aids/Anti-Nausea-Use	3,853	47%

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) 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

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

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 Conway, SC

MISSIONAL ZIPCODE DIGEST

Zipcode 29527 Community Types





Households: 2,436 Percent: 29.68%



Households: 2,163 Percent: 26.35%



Households: 2.068 Percent: 25.19%





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

in apartments.



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

Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring

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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And they sang a new song, saying: "You are

and to open its seals,

slain, and with your

tribe

because vou

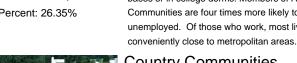
every

and nation."

Rev. 5:9

worthy to take the scroll

were



Top Lifestyle Segments in Zipcode 29527



Percent: 26.35%



(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: 2,163



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.

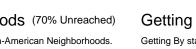
Households: 2,007 Percent: 24,45%



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: 930 Percent: 11.33%



Struggling City Centers

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.

Steadfast Conservatives

(69% Unreached)

(76% Unreached)

(68% 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: 852 Percent: 10.38%

Households: 889

Percent: 10.83%

Getting By

Getting By stands at the bottom rung of the socioeconomic ladder, a financially challenged cluster of young high school-educated and mainly African-American households where the median income is lowest in the nation. Much of the housing consists of older rowhouses and low-rise apartments worth less than half the national average. Located in dense neighborhoods, these single and single-parent minority households struggle with high unemployment and low paying jobs.



Households: 386 Percent: 4.7%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	5,550	67.62%
Religious but NOT Evangelical	1,880	22.9%
Spiritual but NOT Evangelical	635	7.74%
Non-Evangelical but NOT Interested	3,085	37.59%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,083	13.20%
Inactive Evangelical HHlds	1,575	19.18%