#### Composition of Zipcode 29545

Category	Zip Code
2010 Population	1,568
2010 Households	641
2010 Group Quarters	0

#### Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	478	75%
McDonald's	370	58%
HH Uses Computer For Internet/E-mail	337	53%
Watching Diet (Health/Weight)-Presently	325	51%
Controlling Diet		
Non-Presc-For Regular Headaches	324	51%
Heartburn/Indigestion Aids/Anti-Nausea-Use	315	49%
Reading Books	313	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 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 Green Sea, SC

## **MISSIONAL ZIPCODE DIGEST**

#### Zipcode 29545 Community Types



4

were

Notes

Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

tribe

because vou

every

and nation."



Percent: 39.63%



Households: 139 Percent: 21.68%

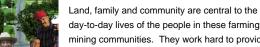


Households: 123 Percent: 19.19%

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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 neiahborhoods.

#### Urban Communities

**Country Communities** 

The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the 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 in apartments.

#### Working Communities

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.

South Carolina

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Rugged Rural Style

times as many farmers as the general population.

## Top Lifestyle Segments in Zipcode 29545



**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: 140 Percent: 21.84%

Households: 121

Percent: 18.88%



#### 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.

Hinterland Families

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

Rugged Rural Style consists of some of the most isolated communities in

houses and mobile homes. Those still working have blue-collar jobs in

construction, manufacturing and agriculture-the cluster has more than four

America. In these rural working-class households across the Southwest and

Western states, predominantly older married couples and retirees live in aging

Households: 80 Percent: 12.48%



#### 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: 98 Percent: 15.29%

### Struggling City Centers

(68% Unreached)

(58% Unreached)

(41% 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.



Households: 54 Percent: 8.42%

#### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	397	61.94%
Religious but NOT Evangelical	105	16.37%
Spiritual but NOT Evangelical	58	9%
Non-Evangelical but NOT Interested	238	37.05%

#### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	99	15.51%
Inactive Evangelical HHlds	145	22.55%

Households: 85 Percent: 13.26%