#### Composition of Zipcode 29605

Category	Zip Code
2010 Population	35,000
2010 Households	14,436
2010 Group Quarters	29

#### Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds	
Home Personal Computer-HH Own	10,034	70%	
McDonald's	7,836	54%	
Reading Books	7,632	53%	
Watching Diet (Health/Weight)-Presently	7,629	53%	
Controlling Diet			
HH Uses Computer For Internet/E-mail	7,187	50%	
Non-Presc-For Regular Headaches	6,964	48%	
Heartburn/Indigestion Aids/Anti-Nausea-Use	6,582	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 Scott Shields (scottshields@scbaptist.or g).

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

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 Greenville, SC

# **MISSIONAL ZIPCODE DIGEST**

## Zipcode 29605 Community Types

Urban Communities

double the national average. For the

in apartments.

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

bases or in college dorms. Members of Aspiring

unemployed. Of those who work, most live in or

Communities are four times more likely to be

conveniently close to metropolitan areas.

**Upscale** Communities





Households: 5.413 Percent: 37.5%



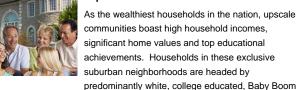
Households: 3,226 Percent: 22.35%



Households: 2,562 Percent: 17.75%







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.

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Rev. 5:9

worthy to take the scroll

and to open its seals,

tribe

because vou

every

and nation."

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

were

# Top Lifestyle Segments in Zipcode 29605



# **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: 2,864 Percent: 19.84%



Households: 2,676 Percent: 18.54%

## 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.

(74% Unreached)

#### Steadfast Conservatives

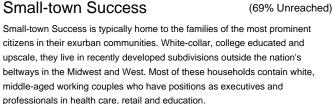
#### A guietly aging cluster, Steadfast Conservatives is home to mature singles and couples living in midscale urban neighborhoods. Households tend to be white, high school-educated and middle class. Many have begun to empty-nest or are already filled with couples and singles aged 65 years or older. 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: 902 Percent: 6.25%

(69% Unreached)

(76% Unreached)





Households: 861 Percent: 5.96%



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.

Households: 1,778 Percent: 12.32%

# 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.

### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	2,140	14.83%
Inactive Evangelical HHIds	2,127	14.73%



Households: 764 Percent: 5.29%

### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	10,169	70.44%
Religious but NOT Evangelical	3,487	24.16%
Spiritual but NOT Evangelical	1,092	7.56%
Non-Evangelical but NOT Interested	5,689	39.41%