Composition of Zipcode 29607

Category	Zip Code
2010 Population	34,691
2010 Households	14,841
2010 Group Quarters	228

Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	11,220	76%
HH Uses Computer For Internet/E-mail	8,559	58%
Reading Books	8,303	56%
Watching Diet (Health/Weight)-Presently	8,152	55%
Controlling Diet		
McDonald's	8,119	55%
Non-Presc-For Regular Headaches	7,413	50%
Voted in fed/state/local election	6,922	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 Scott Shields (scottshields@scbaptist.or g).

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

The Communities Summary identifies the top three types of communities in the zip code, the

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 Greenville, SC

MISSIONAL ZIPCODE DIGEST

Zipcode 29607 Community Types

Inside Community Types Lifestyle Segments Spiritual Indicators Religious Indicators 3 **Zip Composition** 4 **Cultural Bridges** 4 Notes 4

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

tribe

were

because vou

every

and nation."



Households: 5,636 Percent: 37.98%



Households: 4,140 Percent: 27.9%



Households: 3,012 Percent: 20.3%

In partnership with: Intercultural Institute





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.

Upscale Communities

As the wealthiest households in the nation, upscale communities boast high household incomes, significant home values and top educational achievements. Households in these exclusive suburban neighborhoods are headed by predominantly white, college educated, Baby Boom 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.

Urban 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.

South Carolina Baptist Convention

© Copyright 2012 by IICM and its data suppliers.

degrees.

Young Cosmopolitans

Top Lifestyle Segments in Zipcode 29607



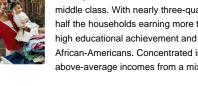
Minority Metro Communities

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

Households: 2,874 Percent: 19.37%

Households: 1,425

Percent: 9.6%



above-average incomes from a mix of service industry and white-collar jobs.



Urban Commuter Families

(67% Unreached)

(74% Unreached)

Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families. Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services.

Small-town Success is typically home to the families of the most prominent citizens in their exurban communities. White-collar, college educated and upscale, they live in recently developed subdivisions outside the nation's beltways in the Midwest and West. Most of these households contain white, middle-aged working couples who have positions as executives and

Young Cosmopolitans is a collection of households where many adults are

apartments and condos, commuting to work in sporty subcompacts. Nearly

half hold college degrees, and they are almost twice the average for grad

a number of college towns-these upscale young people live in luxury

under 35 years old, single and earning above average incomes as white-collar

professionals, managers and executives. In their fast-growing cities- including



Households: 1,233 Percent: 8.31%

(78% Unreached)

(69% Unreached)



Households: 1,170 Percent: 7.88%



Stable Careers

(72% Unreached)

Stable Careers is a collection of young and ethnically diverse singles living in big-city metros as Los Angeles, CA, Philadelphia, PA and Miami, FL. A guarter of the households are of Hispanic and Asian and are slightly less affluent than others dominated by Generation Y residents. More than half of households have gone to college and most have landed white-collar jobs in retail, health services and professional offices.

Households: 1,314 Percent: 8.85%

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: 1,166 Percent: 7.86%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	10,654	71.79%
Religious but NOT Evangelical	3,176	21.4%
Spiritual but NOT Evangelical	1,426	9.61%
Non-Evangelical but NOT Interested	6,099	41.1%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	2,100	14.15%
Inactive Evangelical HHlds	2,087	14.06%