# Composition of Zipcode 29620

Category	Zip Code
2010 Population	12,801
2010 Households	5,024
2010 Group Quarters	154

# Missionscape: Cultural Bridges

NOTES:

patterns

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	3,520	70%
McDonald's	2,870	57%
Watching Diet (Health/Weight)-Presently	2,698	54%
Controlling Diet		
Reading Books	2,518	50%
HH Uses Computer For Internet/E-mail	2,445	49%
Non-Presc-For Regular Headaches	2,432	48%
Heartburn/Indigestion Aids/Anti-Nausea-Use	2,398	48%

# 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

Churchscape indicators reveal a snapshot of the extent of evangelical presence in the focus community.

eternal transformation that only comes by way of the gospel and the working of the Holy Spirit.

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 Abbeville, SC

# **MISSIONAL ZIPCODE DIGEST**

# Zipcode 29620 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

blood you purchased

for God persons from

language and people

tribe

were

and

because vou

every

and nation."



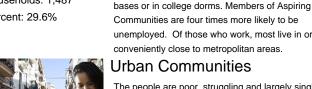
Households: 1,487 Percent: 29.6%



Households: 1,465 Percent: 29.16%

Households: 867 Percent: 17.26%





#### unemployed. Of those who work, most live in or conveniently close to metropolitan areas. Urban Communities

Aspiring Communities

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

everything is interconnected. The majority of people in this group are between the ages of 18 - 34. Sixty

Communities, truth is centered around "me" and

percent are renting singles; others live on military

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.

# **Country Communities**

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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Hinterland Families

# Top Lifestyle Segments in Zipcode 29620



Households: 1,487 Percent: 29.6%

Households: 1,345

Percent: 26.77%

# **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.

# Struggling City Centers

#### (68% Unreached)

(74% 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.

# **Family Convenience**

Family Convenience is a collection of sprawling families living in remote towns and military bases. Most of the households contain dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment earn upper-middle incomes.

Hinterland Families is a collection of families and couples who've settled in

households are overwhelmingly white, less educated (one-fifth never

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

isolated towns and villages throughout the South. These mostly middle-aged

completed high school) and working-class. They work in a variety of blue-collar

jobs in manufacturing, construction, transportation and agriculture. Though



Households: 365 Percent: 7.27%



Households: 228 Percent: 4.54%

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: 596 Percent: 11.86%

# Hardy Rural Families

(61% Unreached)

(41% Unreached)

(64% Unreached)

Far beyond the nation's beltways in tiny towns and isolated villages, the households of Hardy Rural Families are thriving. Predominantly white and middle-class, these older Americans have crafted rustic lifestyles in older single-family houses and mobile homes. Most of the households comprise married couples with a single wage earner who are high school educated and have blue-collar jobs in agriculture, construction and transportation. I



Households: 202 Percent: 4.02%

### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	3,361	66.89%
Religious but NOT Evangelical	1,089	21.67%
Spiritual but NOT Evangelical	343	6.84%
Non-Evangelical but NOT Interested	2,004	39.88%

### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHIds	782	15.57%
Inactive Evangelical HHlds	881	17.54%