#### Composition of Zipcode 29638

Category	Zip Code
2010 Population	2,913
2010 Households	1,144
2010 Group Quarters	0

#### Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	841	74%
McDonald's	642	56%
Watching Diet (Health/Weight)-Presently	594	52%
Controlling Diet		
HH Uses Computer For Internet/E-mail	593	52%
Non-Presc-For Regular Headaches	586	51%
Reading Books	567	50%
Heartburn/Indigestion Aids/Anti-Nausea-Use	538	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 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 Communities Summary identifies the top three types of communities in the zip code, the

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 Donalds, SC

## **MISSIONAL ZIPCODE DIGEST**

### Zipcode 29638 Community Types



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

tribe

were

because vou

every

and nation."



Households: 415 Percent: 36.28%

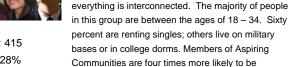


Households: 323 Percent: 28.23%



Households: 315 Percent: 27.53%

In partnership with: Intercultural Institute lor Contextual Ministry www.iicm.net



#### conveniently close to metropolitan areas. Working Communities

Aspiring Communities

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

Communities, truth is centered around "me" and

unemployed. Of those who work, most live in or

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.

#### **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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## Top Lifestyle Segments in Zipcode 29638



**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: 415 Percent: 36.28%

#### Steadfast Conservatives

#### (69% Unreached)

(74% 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.

**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.

Coal and Crops comes by its name honestly. The households of this rural

populated areas throughout the Midwest and South, this cluster is

racially mixed hamlets. More than one-guarter of the residents never

cluster work primarily in the mining and farming industries. Found in sparsely

characterized by low-income families and single households living in small,

completed high school, the median household incomes are nearly 40 percent

## Coal and Crops

below the U.S. average.

(61% Unreached)

(64% Unreached)



Households: 27 Percent: 2.36%

Households: 39

Percent: 3.41%



### **Hinterland Families**

#### (41% Unreached)

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.

Households: 271 Percent: 23.69%

Households: 289

Percent: 25.26%

# Working Rural Communities

There's a grittiness to life in Working Rural Communities. In these older, industrial towns, aging residents hold skilled blue-collar jobs in manufacturing and construction. Most households are filled with empty-nesting couples, middle-aged families and single seniors. They reside in 40-year-old homes valued at below-average prices. Their inexpensive housing allows their middle-class incomes to go far in these predominantly Midwestern towns.

#### (60% Unreached)



Households: 27 Percent: 2.36%

### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	724	63.25%
Religious but NOT Evangelical	212	18.57%
Spiritual but NOT Evangelical	82	7.18%
Non-Evangelical but NOT Interested	430	37.61%

#### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	277	24.20%
Inactive Evangelical HHlds	144	12.56%