#### Composition of Zipcode 29658

Category	Zip Code
2010 Population	265
2010 Households	126
2010 Group Quarters	0

#### Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHlds
Home Personal Computer-HH Own	87	69%
Non-Presc-For Regular Headaches	70	55%
McDonald's	66	52%
Watching Diet (Health/Weight)-Presently	60	47%
Controlling Diet		
HH Uses Computer For Internet/E-mail	59	47%
Heartburn/Indigestion Aids/Anti-Nausea-Use	59	47%
Reading Books	56	45%

# 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).

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 Long Creek, SC

## **MISSIONAL ZIPCODE DIGEST**

### Zipcode 29658 Community Types

**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

The people are poor, struggling and largely single.

a lack of stability and control. Residing within major

metropolitan cities and towns, most households live

Most residents of Working Communities are high

school educated. Some have even been to college.

Their education affords them lower middle incomes

construction, health services, retail, wholesale and

Working Communities

through blue collar jobs in manufacturing,

income bracket. Residents live in single-family homes, mobile homes or trailers in rural tracts and

neiahborhoods.

in apartments.

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Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

every



Households: 98 Percent: 77.78%



Households: 15 Percent: 11.9%

because vou were slain, and with your blood you purchased for God persons from tribe and language and people and nation."

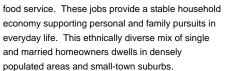
> Households: 10 Percent: 7.94%





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





South Carolina

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Hardy Rural Families

### Top Lifestyle Segments in Zipcode 29658



**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: 94 Percent: 74.6%



#### Households: 15 Percent: 11.9%

Households: 10 Percent: 7.94%

## Rugged Rural Style

#### (58% Unreached)

Rugged Rural Style consists of some of the most isolated communities in America. In these rural working-class households across the Southwest and Western states, predominantly older married couples and retirees live in aging houses and mobile homes. Those still working have blue-collar jobs in construction, manufacturing and agriculture-the cluster has more than four times as many farmers as the general population.

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

### **Family Convenience**

(64% Unreached)

(61% Unreached)

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.



Households: 4 Percent: 3.17%



Households: 3 Percent: 2.38%



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.

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	59	46.49%
Religious but NOT Evangelical	8	6.72%
Spiritual but NOT Evangelical	6	5.12%
Non-Evangelical but NOT Interested	44	34.65%

### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	40	31.87%
Inactive Evangelical HHlds	27	21.64%