

Composition of Zipcode 29672

Category	Zip Code
2010 Population	10,935
2010 Households	4,730
2010 Group Quarters	173

Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	3,781	80%
HH Uses Computer For Internet/E-mail	3,136	66%
Watching Diet (Health/Weight)-Presently	2,832	60%
Controlling Diet		
Reading Books	2,781	59%
McDonald's	2,597	55%
Voted in fed/state/local election	2,516	53%
Non-Presc-For Regular Headaches	2,448	52%

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.org).

NOTES:

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.

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Reaching Seneca, SC

MISSIONAL ZIPCODE DIGEST

Zipcode 29672 Community Types

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

In partnership with:



Households: 1,818
Percent: 38.44%

Mainstay Communities

The backbone of small towns and second cities, Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community is a key identity factor for those who live there. Residents go into the city to visit clubs and malls.



Households: 1,358
Percent: 28.71%

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.



Households: 687
Percent: 14.52%

Working Communities

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.

Top Lifestyle Segments in Zipcode 29672



Professional Urbanites (72% Unreached)

Professional Urbanites is a haven for aging singles and couples, an upper-middle-class retirement oasis in the metropolitan sprawl. With most residents over the age of 65, these households have already empty-nested, with their children having gone off to college and work. The adults in this cluster boast college degrees with above-average incomes as white-collar professionals and managers in retail, education and health care.

Households: 1,062
Percent: 22.45%



Urban Commuter Families (67% 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.

Households: 988
Percent: 20.89%



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: 684
Percent: 14.46%

Second City Homebodies (71% Unreached)

Most likely to be found in a variety of small, satellite cities along both coasts such as Virginia Beach, VA, Ft. Lauderdale, FL, and Portland, OR. Second City Homebodies inhabit a prosperous world where middle-aged couples and families lead flourishing lifestyles. Most of the households are well educated, with an almost an even split between college graduates and those who have completed only some college.



Households: 313
Percent: 6.62%

Small-town Success (69% Unreached)

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 professionals in health care, retail and education.



Households: 249
Percent: 5.26%

Hardy Rural Families (61% 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: 237
Percent: 5.01%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	3,227	68.23%
Religious but NOT Evangelical	745	15.76%
Spiritual but NOT Evangelical	600	12.69%
Non-Evangelical but NOT Interested	1,882	39.78%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	895	18.92%
Inactive Evangelical HHlds	608	12.85%