Composition of Zipcode 29680

Category	Zip Code
2010 Population	27,228
2010 Households	9,510
2010 Group Quarters	131

Missionscape: Cultural Bridges

NOTES:

patterns

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	7,808	82%
HH Uses Computer For Internet/E-mail	6,340	67%
McDonald's	5,583	59%
Watching Diet (Health/Weight)-Presently	5,438	57%
Controlling Diet		
Reading Books	5,267	55%
Non-Presc-For Regular Headaches	5,034	53%
Voted in fed/state/local election	4,781	50%

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).

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 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 Simpsonville, SC

MISSIONAL ZIPCODE DIGEST

Zipcode 29680 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: 3,845 Percent: 40.43%



Households: 2,583 Percent: 27.16%



Households: 1.583 Percent: 16.65%





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.

Aspiring Communities

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.

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.

South Carolina

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Top Lifestyle Segments in Zipcode 29680



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: 2,377

Households: 1,352

Percent: 14.22%



Prime Middle America

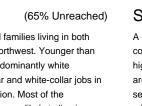
Prime Middle America features a mix of couples and families living in both small towns and mid-sized cities in the South and Northwest. Younger than average and upper-middle-class in status, these predominantly white dual-income households have well-paying blue-collar and white-collar jobs in transportation, manufacturing and public administration. Most of the households own their own homes and are nearly twice as likely to live in mobile homes.

Urban Commuter Families

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: 901 Percent: 9.47%



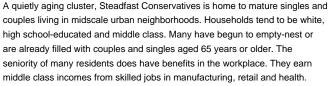
(74% Unreached)

Steadfast Conservatives

(69% Unreached)

(72% Unreached)

(67% Unreached)



Households: 846 Percent: 8.9%



New Suburbia Families

(68% Unreached)

Young couples with pre-school children have turned New Suburbia Families into a booming lifestyle. Concentrated in fast-growing, metro fringe communities mainly in the West and Southwest, the segment's population has more than tripled since 1990. With many households under 35 years old, these young families are making the most of their new subdivisions. More than half the housing has a median value worth nearly 50 percent above the U.S. average.

Households: 1,134 Percent: 11.92%

Dream Weavers

Dream Weavers is home to well-off families living an affluent, suburban version of the American Dream. Ranked second in terms of wealth, they live in new-money subdivisions, possess high incomes, have college degrees and own large houses valued at more than twice the national average. Many households contain families with school-aged children-no segment has a higher rate of married residents-and more than half contain dual-income couples

Households: 581 Percent: 6.11%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	6,642	69.84%
Religious but NOT Evangelical	1,761	18.52%
Spiritual but NOT Evangelical	1,040	10.94%
Non-Evangelical but NOT Interested	3,846	40.44%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,439	15.13%
Inactive Evangelical HHlds	1,430	15.03%

