Composition of Zipcode 29803

Category	Zip Code
2010 Population	37,337
2010 Households	14,706
2010 Group Quarters	261

Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	12,245	83%
HH Uses Computer For Internet/E-mail	10,106	69%
Watching Diet (Health/Weight)-Presently	8,794	60%
Controlling Diet		
Reading Books	8,759	60%
McDonald's	8,208	56%
Non-Presc-For Regular Headaches	7,828	53%
Voted in fed/state/local election	7,741	53%

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

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

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 Aiken, South Carolina

MISSIONAL ZIPCODE DIGEST

Zipcode 29803 Community Types

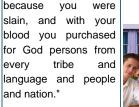




Households: 7,092 Percent: 48.23%



Households: 3,646 Percent: 24.79%



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

Households: 2.293 Percent: 15.59%





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

significant home values and top educational

achievements. Households in these exclusive

As the wealthiest households in the nation, upscale communities boast high household incomes,

Upscale Communities

Mainstay Communities

and the arts.

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.

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.

South Carolina Baptist Convention

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(67% Unreached)

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: 1,973 Percent: 13.42%

Households: 1,776

Households: 1,490

Percent: 10.13%

Percent: 12.08%



Minority Metro Communities

(74% Unreached)

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.

Minority Metro Communities reflects the nation's growing African-American 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.

Small-town Success

Professional Urbanites

Dream Weavers

couples

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: 1,414 Percent: 9.62%



Households: 1,007 Percent: 6.85%



Prime Middle America

(65% Unreached)

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.

Households: 970 Percent: 6.6%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	10,295	70.01%
Religious but NOT Evangelical	2,585	17.58%
Spiritual but NOT Evangelical	1,702	11.57%
Non-Evangelical but NOT Interested	6,018	40.92%

Churchscape: Religious Indicators

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

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	2,489	16.92%
Inactive Evangelical HHlds	1,922	13.07%

(72% Unreached)

(69% Unreached)