Composition of Zipcode 29845

Category	Zip Code
2010 Population	1,318
2010 Households	585
2010 Group Quarters	0

Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	365	62%
McDonald's	338	58%
Urban Contemporary	319	55%
Watching Diet (Health/Weight)-Presently	316	54%
Controlling Diet		
Heartburn/Indigestion Aids/Anti-Nausea-Use	278	47%
Reading Books	268	46%
Kentucky Fried Chicken (KFC)	267	46%

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)

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

The Communities Summary identifies the top three types of communities in the zip code, the

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 Plum Branch, SC

MISSIONAL ZIPCODE DIGEST

Zipcode 29845 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: 442 Percent: 75.56%



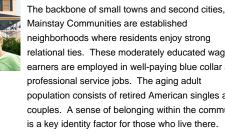
Households: 137 Percent: 23.42%



Households: 6 Percent: 1.03%







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

Mainstay Communities

conveniently close to metropolitan areas.

Urban Communities

double the national average. For the

in apartments.

The people are poor, struggling and largely single. Some are single parents with large families; most

have below-average incomes. Unemployment is

African-American and Hispanic families in Urban

Communities, struggling to balance priorities and

budgets in a climate of institutional prejudice creates

a lack of stability and control. Residing within major

metropolitan cities and towns, most households live

relational ties. These moderately educated wage earners are employed in well-paying blue collar and 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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Percent: 75.56%

Top Lifestyle Segments in Zipcode 29845

Households: 442

Unreached: 68%



Struggling City Centers consists of very low-income households living in city

nation-nearly 90 percent of all households-the cluster faces hard economic

neighborhoods. Home to the highest concentration of African-Americans in the

challenges. One-third of households haven't finished high school, with a similar

percentage containing single-parent families. One in five adults are under 35

years old and the median household income is only half the national average.

Households: 137 Percent: 23.42%

Urban Blues

(64% Unreached)

While many residents in this cluster may be singing the Urban Blues, the tune probably has a Latin beat. More than three-quarters of all households in this segment are Hispanic-roughly six times the U.S. average. They tend to be mostly young singles, families and single parents living in urban areas primarily in the Southwest. Their schooling is modest and their unemployment rate is more than twice the national average.

Households: 6 Percent: 1.03%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	405	69.23%
Religious but NOT Evangelical	168	28.72%
Spiritual but NOT Evangelical	10	1.7%
Non-Evangelical but NOT Interested	252	43.04%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	85	14.47%
Inactive Evangelical HHIds	95	16.30%

Minority Metro Communities reflects the nation's growing African-American middle class. With nearly three-quarters of the residents African-American and African-Americans. Concentrated in inner-ring suburbs, these households earn

(74% Unreached)

half the households earning more than \$50,000, this cluster is a testament to high educational achievement and professional employment among above-average incomes from a mix of service industry and white-collar jobs.

Minority Metro Communities

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