#### Composition of Zipcode 29910

Category	Zip Code
2010 Population	29,863
2010 Households	11,772
2010 Group Quarters	0

#### Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	9,484	81%
HH Uses Computer For Internet/E-mail	7,795	66%
Watching Diet (Health/Weight)-Presently	7,225	61%
Controlling Diet		
Reading Books	6,921	59%
McDonald's	6,477	55%
Voted in fed/state/local election	6,069	52%
Non-Presc-For Regular Headaches	5,787	49%

# 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 Carl Martin (carlmartin31@gmail.com)

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 Bluffton, SC

### **MISSIONAL ZIPCODE DIGEST**

### Zipcode 29910 Community Types



Notes

Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

slain, and with your

blood you purchased

tribe

were

because vou

every

and nation."



Households: 6.269 Percent: 53.25%



Households: 2,835 Percent: 24.08%



Households: 2,537 Percent: 21.55%

In partnership with: Intercultural Institute lor Contextual Ministry www.iicm.net

#### 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

Mainstay Communities

The backbone of small towns and second cities.

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.

#### **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.

(72% Unreached)

(74% Unreached)

### Top Lifestyle Segments in Zipcode 29910



Households: 2,964 Percent: 25.18%



#### Minority Metro Communities

**Professional Urbanites** 

#### 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 African-Americans. Concentrated in inner-ring suburbs, these households earn above-average incomes from a mix of service industry and white-collar jobs.

#### American Great Outdoors

#### A rugged blend of rural couples and retirees makes up American Great Outdoors. Scattered in remote communities around the country, this segment is characterized by aging households-about half are over 65- who like an outdoor lifestyle. These singles and couples live in modest homes, small apartment buildings and mobile homes. There's little emphasis on educational achievement, and one in five did not complete high school.

Young Cosmopolitans is a collection of households where many adults are

a number of college towns-these upscale young people live in luxury

under 35 years old, single and earning above average incomes as white-collar

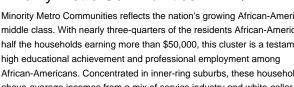
professionals, managers and executives. In their fast-growing cities- including

apartments and condos, commuting to work in sporty subcompacts. Nearly

half hold college degrees, and they are almost twice the average for grad



Households: 1,182 Percent: 10.04%



Professional Urbanites is a haven for aging singles and couples, an

professionals and managers in retail, education and health care.

upper-middle-class retirement oasis in the metropolitan sprawl. With most

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

residents over the age of 65, these households have already empty-nested,

Households: 1,551 Percent: 13.18%

Households: 1,319

Percent: 11.2%



#### 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.

#### Status-conscious Consumer

Young Cosmopolitans

degrees.

suburban neighborhoods within a manageable commute to well-paying city jobs. Predominantly white and Asian, these middle-aged Baby Boomer households have turned their college educations into lucrative executive positions in information, finance and other managerial professions. Most of the adults live as couples or in households with few children.

#### (70% Unreached)

(64% Unreached)

(78% Unreached)

A haven for big spenders, Status-conscious Consumers is a cluster of new



Households: 693 Percent: 5.89%

Households: 724

Percent: 6.15%

#### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	8,296	70.47%
Religious but NOT Evangelical	1,959	16.64%
Spiritual but NOT Evangelical	1,562	13.27%
Non-Evangelical but NOT Interested	4,775	40.56%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	981	8.33%
Inactive Evangelical HHlds	2,495	21.20%