Composition of Zipcode 29575

Category Zip Code 2010 Population 18,450 2010 Households 9,086 2010 Group Quarters 62

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Missionscape: Cultural Bridges		
Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	6,436	71%
Watching Diet (Health/Weight)-Presently	5,578	61%
Controlling Diet		
Reading Books	5,496	60%
HH Uses Computer For Internet/E-mail	5,099	56%
Voted in fed/state/local election	4,683	52%
McDonald's	4,616	51%
Heartburn/Indigestion Aids/Anti-Nausea-Use	4,528	50%

Getting Informed

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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)

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 Myrtle Beach, SC

MISSIONAL ZIPCODE DIGEST

Zipcode 29575 Community Types

Inside Community Types Lifestyle Segments Spiritual Indicators Religious Indicators 3

Zip Composition

Cultural Bridges

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

for God persons from

language and people

In partnership with:

Intercultural Institute

www.iicm.net

tribe

and

because vou

every

and nation."

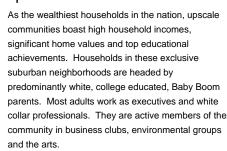
Notes

Households: 6.437 Percent: 70.85%

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.

Upscale Communities





Households: 1,331 Percent: 14.65%



Households: 788 Percent: 8.67%

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.

South Carolina

Raptist Convention

Top Lifestyle Segments in Zipcode 29575



Households: 2,271 Percent: 24.99%

Households: 2,155

Percent: 23.72%

Suburban Advantage

(67% Unreached)

When retirement looms, many Americans downsize their housing, seeking out resort-like communities within short distances to major medical facilities. In Suburban Advantage, empty-nesting couples and retirees have moved to middle-class homes and condo developments in dense retirement communities along the Atlantic and Pacific coasts. Most households have college degrees, and, if they're still in the workforce, hold white collar and managerial jobs.

Mature America

(81% Unreached)

The oldest lifestyle type in the nation, Mature America is home to the Greatest Generation. More than half the residents are 75 years of age or older and a significant percentage are mostly likely to be widows or widowers. Found mostly in city neighborhoods, they typically live in high-rise apartments and assisted living facilities. Many of these households come from humble origins, and more than half never went beyond high school.



Households: 799 Percent: 8.79%



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.

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: 744 Percent: 8.19%



American Great Outdoors

(64% Unreached)

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.

Households: 904 Percent: 9.95%

Moderate Conventionalists

(67% Unreached)

With many key demographic measures close to the national average-including age, income and education- members of Moderate Conventionalists epitomize average Americans. Scattered throughout second-tier cities in the Midwest and West Coast, these singles and couples tend to live in modest homes, semi-detached houses and apartments. Most have completed high school or some college and hold well-paying blue-collar and white-collar jobs.



Households: 506 Percent: 5.57%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	6,365	70.05%
Religious but NOT Evangelical	1,205	13.27%
Spiritual but NOT Evangelical	1,459	16.06%
Non-Evangelical but NOT Interested	3,701	40.74%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,109	12.20%
Inactive Evangelical HHlds	1,612	17.74%