

Composition of Zipcode 29576

Category	Zip Code
2010 Population	24,704
2010 Households	11,761
2010 Group Quarters	71

Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	8,704	74%
HH Uses Computer For Internet/E-mail	6,985	59%
Watching Diet (Health/Weight)-Presently	6,879	58%
Controlling Diet		
Reading Books	6,612	56%
McDonald's	6,160	52%
Voted in fed/state/local election	5,776	49%
Heartburn/Indigestion Aids/Anti-Nausea-Use	5,586	48%

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).

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 Murrells Inlet, SC

MISSIONAL ZIPCODE DIGEST

Zipcode 29576 Community Types

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Rev. 5:9

And they sang a new song, saying: "You are worthy to take the scroll and to open its seals, because you were slain, and with your blood you purchased for God persons from every tribe and language and people and nation."

In partnership with:



Households: 7,685
Percent: 65.34%

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.



Households: 2,171
Percent: 18.46%

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.



Households: 870
Percent: 7.4%

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.

Top Lifestyle Segments in Zipcode 29576



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: 3,443
Percent: 29.27%



Young Cosmopolitans (78% Unreached)

Young Cosmopolitans is a collection of households where many adults are under 35 years old, single and earning above average incomes as white-collar professionals, managers and executives. In their fast-growing cities- including a number of college towns-these upscale young people live in luxury apartments and condos, commuting to work in sporty subcompacts. Nearly half hold college degrees, and they are almost twice the average for grad degrees.

Households: 2,012
Percent: 17.11%



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.

Households: 1,965
Percent: 16.71%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	8,129	69.12%
Religious but NOT Evangelical	1,266	10.76%
Spiritual but NOT Evangelical	2,013	17.12%
Non-Evangelical but NOT Interested	4,850	41.24%

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.



Households: 1,275
Percent: 10.84%

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: 675
Percent: 5.74%

Steadfast Conservatives (69% Unreached)

A quietly aging cluster, Steadfast Conservatives is home to mature singles and couples living in midscale urban neighborhoods. Households tend to be white, high school-educated and middle class. Many have begun to empty-nest or are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in manufacturing, retail and health.



Households: 629
Percent: 5.35%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,480	12.59%
Inactive Evangelical HHlds	2,152	18.30%