

## Composition of Zipcode 29577

| Category            | Zip Code |
|---------------------|----------|
| 2010 Population     | 27,254   |
| 2010 Households     | 12,930   |
| 2010 Group Quarters | 156      |

## Missionscape: Cultural Bridges

| Cultural Bridge                            | #HHlds | %HHlds |
|--|--------|--------|
| Home Personal Computer-HH Own              | 9,207  | 71%    |
| Reading Books                              | 7,098  | 55%    |
| HH Uses Computer For Internet/E-mail       | 7,068  | 55%    |
| Watching Diet (Health/Weight)-Presently    | 6,959  | 54%    |
| Controlling Diet                           |        |        |
| McDonald's                                 | 6,878  | 53%    |
| Non-Presc-For Regular Headaches            | 6,140  | 47%    |
| Heartburn/Indigestion Aids/Anti-Nausea-Use | 6,052  | 47%    |

## Getting Informed

More zip information may be found on the [MissionalCorps.org](http://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](mailto: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 29577 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 people and language and people and nation."

In partnership with:



Households: 3,490  
Percent: 26.99%

### Urban Communities

The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the 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 in apartments.



Households: 2,835  
Percent: 21.93%

### 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: 2,365  
Percent: 18.29%

### 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.

## Top Lifestyle Segments in Zipcode 29577



### Urban Diversity (72% Unreached)

With nearly half of households containing minorities, Urban Diversity is known as a transient world of young, multi-ethnic singles and single-parent families. In these inter-city neighborhoods, residents struggle against challenging economics in a mix of rowhouses and high-rise apartment buildings. Most adults have completed high school or some college, with many working at entry-level jobs in retail, health care and food services.

Households: 1,429  
Percent: 11.05%



### 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: 1,030  
Percent: 7.97%



### 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: 1,026  
Percent: 7.94%

## Evangeliscope: Spiritual Indicators

| SPIRITUALITY INDICATOR             | ZIP HHLDS | ZIP %  |
|------------------------------------|-----------|--------|
| Unreached                          | 9,054     | 70.02% |
| Religious but NOT Evangelical      | 2,124     | 16.43% |
| Spiritual but NOT Evangelical      | 1,590     | 12.3%  |
| Non-Evangelical but NOT Interested | 5,369     | 41.52% |

### 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: 966  
Percent: 7.47%

### Stable Careers (72% Unreached)

Stable Careers is a collection of young and ethnically diverse singles living in big-city metros as Los Angeles, CA, Philadelphia, PA and Miami, FL. A quarter of the households are of Hispanic and Asian and are slightly less affluent than others dominated by Generation Y residents. More than half of households have gone to college and most have landed white-collar jobs in retail, health services and professional offices.



Households: 962  
Percent: 7.44%

### 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: 740  
Percent: 5.72%

## Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR     | ZIP   | ZIP %  |
|----------------------------|-------|--------|
| Active Evangelical HHlds   | 1,580 | 12.22% |
| Inactive Evangelical HHlds | 2,297 | 17.76% |