

Location Composition

Category	0-3 MI	3-7 MI	7-10 MI
2010 Population	13,243	27,813	33,940
2010 Households	5,487	11,006	13,001
2010 Group Quarters	126	237	663

Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	4,385	80%
HH Uses Computer For Internet/E-mail	3,617	66%
Watching Diet (Health/Weight)-Presently	3,115	57%
Controlling Diet		
McDonald's	3,075	56%
Reading Books	3,070	56%
Non-Presc-For Regular Headaches	3,000	55%
Voted in fed/state/local election	2,754	50%

Getting Involved

This mission site is located in the Gulf Coast Region of the Alabama State Board of Mission. For more information about this need, contact the regional Church Planting Strategist: Otis Corbitt (ocorbitt@alsbom.org)

NOTES:

The Location Summary identifies the center of the smallest ring in the map above. The location data provides various types of identification to better describe the location. The GIS data can be used to map the location in Google maps or Google Earth.

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. The last item in this section reveals how many churches are needed in order to have a minimum of one church for every 2000 hhlds (4000-5000 people).

Location Composition: Listed are the total number of people and the total number of households corresponding to each of the 3 bands indicated on the map on page one.

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 Fairhope, Alabama

MISSION SITE DIGEST

Inside

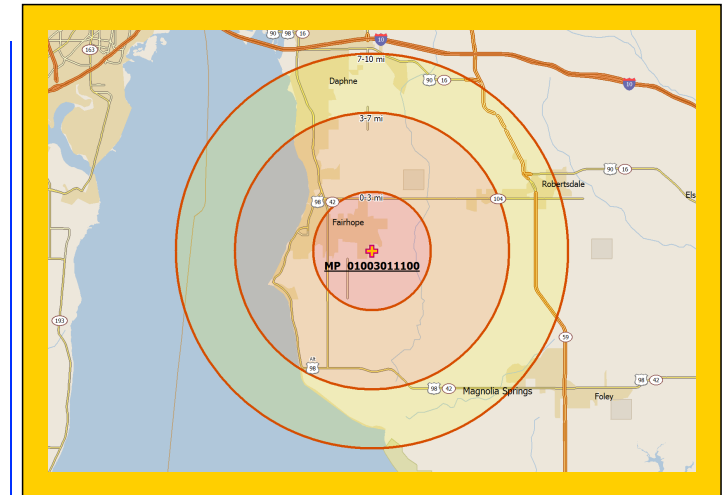
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Acts 10:9-10

During the night a vision appeared to Paul: a Macedonian man was standing and pleading with him, "Cross over to Macedonia and help us!" After he had seen the vision, we immediately made efforts to set out for Macedonia, concluding that God had called us to evangelize them.

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This location has been identified as one of the top areas in Alabama in need of new churches. This report has been written to assist you in gaining an understanding of where God has gathered concentrations of people in need of Him in order that your church can focus your efforts and resources where He is at work and the need is greatest. May this report assist your church in hearing God's invitation to join Him where He is calling.

Location Summary

Central Street Address	312 S Tee Dr
Zip Code	36532
State Region	Gulf Coast Region
GIS Latitude	30.504230
GIS Longitude	-87.846350
Sitescape Category	Townscape
Sitescape Group	Small Towns

Top Community Types



Households: 1,817
Percent: 33.13%

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. Outside the nation's larger metro areas, residents can savor the familiarity of the small town café, or venture into the city to frequent comedy clubs, nightclubs and malls.



Households: 1,458
Percent: 26.59%

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 work as executives and white collar professionals. They are active members of the community in business clubs, environmental groups and the arts. For upscale community households, disposable income is at a peak. These families enjoy large homes, comfortable lifestyles and shopping for the latest high-tech electronics.



Households: 865
Percent: 15.77%

Country Communities

Land, family and community are central to the day-to-day lives of the people. They work hard to provide a steady, peaceful family life through farming, agriculture, education, mining and service industries. With low levels of education, these primarily white family households earn wages in the lower middle income bracket. Residents live in single-family homes, mobile homes or trailers in rural tracts and neighborhoods. Pickup trucks, sedans and compact cars are the most common vehicles of choice. More than two-thirds are middle-aged households who do not have children living at home.

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	BAND HHLDS	BAND %
Unreached	3,626	66.09%
Religious but NOT Evangelical	785	14.3%
Spiritual but NOT Evangelical	661	12.04%
Non-Evangelical but NOT Interested	2,184	39.8%

Top Lifestyle Segments

Urban Commuter Families

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: 1,359
Percent: 24.78%

Family Convenience

Family Convenience is a collection of sprawling families living in remote towns and military bases. Most of the households contain dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment earn upper-middle incomes.



Households: 689
Percent: 12.56%

Comfy Country Living

In Comfy Country Living, empty-nesting couples and retirees reside in quiet exurban communities. These households, predominantly white, married and college educated, are above-average in age with roughly one in four being 65 years or older. They're solidly middle-class from a mix of well-paying white-collar and blue-collar jobs in manufacturing, retail and food services. Many residents are pursuing the good life in relatively new houses and mobile homes.



Households: 621
Percent: 11.32%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	MI RING	RING %
Active Evangelical HHlds	815	14.86%
Inactive Evangelical HHlds	1,043	19.01%
# New Churches Needed	1	