#### Composition of Zipcode 36532

Category	Zip Code
2010 Population	28,290
2010 Households	12,211
2010 Group Quarters	373

#### Missionscape: Cultural Bridges

NOTES:

patterns

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	9,880	81%
HH Uses Computer For Internet/E-mail	8,224	67%
Reading Books	7,076	58%
Watching Diet (Health/Weight)-Presently	7,043	58%
Controlling Diet		
McDonald's	6,760	55%
Non-Presc-For Regular Headaches	6,598	54%
Voted in fed/state/local election	6,262	51%

# 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 ALSBOM Missional Resources web page.

# Getting Involved

To contact us or learn more about church planting in your area, please go to our website: www.alsbom.org/churchplanting

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

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

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 Fairhope, Alabama

## **MISSIONAL ZIPCODE DIGEST**

#### Zipcode 36532 Community Types



4

were

Inside

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

tribe

because vou

every

and nation."

Households: 4.761 Percent: 38.99%



Households: 3,242 Percent: 26.55%



Percent: 15.62%







Households: 1,907

#### Alabama Baptist Convention State Board of Missions This resource is made possible by gifts of Alabama Baptists through the Cooperative Program.

# Mainstay Communities

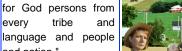
The backbone of small towns and second cities. Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired 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

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.

#### **Country Communities**

Land, family and community are central to the day-to-day lives of the people in these farming and mining communities. 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.



homes.

mobile homes.

Comfy Country Living

Prime Middle America

In Comfy Country Living, empty-nesting couples and retirees reside in guiet

exurban communities. These households, predominantly white, married and

college educated, are above-average in age with roughly one in four being 65

Many residents are pursuing the good life in relatively new houses and mobile

white-collar and blue-collar jobs in manufacturing, retail and food services.

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

dual-income households have well-paying blue-collar and white-collar jobs in

average and upper-middle-class in status, these predominantly white

transportation, manufacturing and public administration. Most of the

households own their own homes and are nearly twice as likely to live in

years or older. They're solidly middle-class from a mix of well-paying

## Top Lifestyle Segments in Zipcode 36532



#### **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.

# Percent: 17.25%

Households: 2,106

### Family Convenience

#### (64% Unreached)

(67% Unreached)

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: 1,252 Percent: 10.25%



#### 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: 1,206 Percent: 9.88%

## Steadfast Conservatives

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: 1,187 Percent: 9.72%

(61% Unreached)

(65% Unreached)

(69% Unreached)



Households: 1,093 Percent: 8.95%



#### Households: 732 Percent: 5.99%

#### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	8,192	67.08%
Religious but NOT Evangelical	1,878	15.38%
Spiritual but NOT Evangelical	1,444	11.83%
Non-Evangelical but NOT Interested	4,881	39.97%

#### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,764	14.45%
Inactive Evangelical HHIds	2,255	18.47%