#### Composition of Zipcode 36567

Category	Zip Code
2010 Population	13,457
2010 Households	5,285
2010 Group Quarters	37

### Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	4,259	81%
HH Uses Computer For Internet/E-mail	3,367	64%
McDonald's	3,201	61%
Non-Presc-For Regular Headaches	2,882	55%
Watching Diet (Health/Weight)-Presently	2,809	53%
Controlling Diet		
Reading Books	2,680	51%
Heartburn/Indigestion Aids/Anti-Nausea-Use	2,660	50%

# 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

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

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.

Reaching Robertsdale, Alabama

# **MISSIONAL ZIPCODE DIGEST**

# Zipcode 36567 Community Types

Mainstay Communities

The backbone of small towns and second cities. Mainstay Communities are established

relational ties. These moderately educated wage earners are employed in well-paying blue collar and

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.

Most residents of Working Communities are high school educated. Some have even been to college. Their education affords them lower middle incomes

food service. These jobs provide a stable household

economy supporting personal and family pursuits in

everyday life. This ethnically diverse mix of single

through blue collar jobs in manufacturing, construction, health services, retail, wholesale and

neighborhoods where residents enjoy strong

professional service jobs. The aging adult



4

were



Households: 1.995 Percent: 37.75%



Households: 1,486 Percent: 28.12%



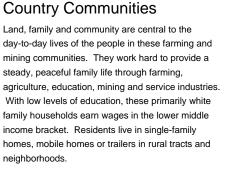
Households: 1,198 Percent: 22.67%







and married homeowners dwells in densely populated areas and small-town suburbs.





© Copyright 2012 by IICM and its data suppliers.

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."

# Top Lifestyle Segments in Zipcode 36567



Steadfast Conservatives

#### (69% Unreached)

A guietly 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: 1,454 Percent: 27.51%



#### Households: 1,023 Percent: 19.36%

#### Prime Middle America

#### (65% Unreached)

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 average and upper-middle-class in status, these predominantly white dual-income households have well-paying blue-collar and white-collar jobs in transportation, manufacturing and public administration. Most of the households own their own homes and are nearly twice as likely to live in mobile homes.

### **Family Convenience**

Industrious Country Living

households earning more than \$75,000 per year.

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: 831 Percent: 15.72%

#### (68% Unreached) Found in remote towns and villages across the country, Industrious Country Living consists of hard-working couples and families who earn their living from manufacturing, construction, retail and wholesale trades and home businesses. They're predominantly white, high school educated and owners of relatively new homes. They earn respectable incomes with one in three

(64% Unreached)

(58% Unreached)

Households: 195 Percent: 3.69%

#### Rugged Rural Style (59% Unreached)

Rugged Rural Style consists of some of the most isolated communities in America. In these rural working-class households across the Southwest and Western states, predominantly older married couples and retirees live in aging houses and mobile homes. Those still working have blue-collar jobs in construction, manufacturing and agriculture-the cluster has more than four times as many farmers as the general population.



Households: 172 Percent: 3.25%

Households: 916 Percent: 17.33%

#### **Rural Southern Living** Scattered in sparsely settled communities across the South, the households in

Rural Southern Living consist of young, predominantly white couples and families with lower-middle-class lifestyles. No segment has more residents living in mobile homes with more than half the households living in manufactured housing. The adults are high school educated and work at blue-collar jobs in manufacturing, construction and transportation.

# Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	3,420	64.71%
Religious but NOT Evangelical	701	13.26%
Spiritual but NOT Evangelical	663	12.54%
Non-Evangelical but NOT Interested	2,056	38.9%

# Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	819	15.49%
Inactive Evangelical HHlds	1,047	19.80%