

## Composition of Zipcode 36582

| Category            | Zip Code |
|---------------------|----------|
| 2010 Population     | 21,890   |
| 2010 Households     | 8,319    |
| 2010 Group Quarters | 63       |

## Missionscape: Cultural Bridges

| Cultural Bridge  | #HHlds | %HHlds |
|--|--------|--------|
| Home Personal Computer-HH Own                            | 6,330  | 76%    |
| HH Uses Computer For Internet/E-mail                     | 4,868  | 59%    |
| McDonald's   | 4,785  | 58%    |
| Reading Books  | 4,386  | 53%    |
| Watching Diet (Health/Weight)-Presently Controlling Diet | 4,326  | 52%    |
| Non-Presc-For Regular Headaches                          | 4,320  | 52%    |
| Heartburn/Indigestion Aids/Anti-Nausea-Use               | 4,014  | 48%    |

## 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 ALSBOM [Missional Resources](http://MissionalResources.org) 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](http://www.alsbom.org/churchplanting)

### 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 Theodore, Alabama

# MISSIONAL ZIPCODE DIGEST

## Zipcode 36582 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: 2,207  
Percent: 26.53%



Households: 1,812  
Percent: 21.78%



Households: 1,807  
Percent: 21.72%

## 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.

## 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.

## 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.

## Top Lifestyle Segments in Zipcode 36582



### 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: 2,079

Percent: 24.99%



### Rural Southern Living

(59% Unreached)

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.

Households: 1,411

Percent: 16.96%



### 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.

Households: 634

Percent: 7.62%

## Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR             | ZIP HHLDS | ZIP %  |
|------------------------------------|-----------|--------|
| Unreached                          | 5,526     | 66.43% |
| Religious but NOT Evangelical      | 1,469     | 17.66% |
| Spiritual but NOT Evangelical      | 866       | 10.41% |
| Non-Evangelical but NOT Interested | 3,200     | 38.47% |

### African-American Neighborhoods (70% Unreached)

Young, working-class city dwellers make up African-American Neighborhoods. About three-quarters of the households are African-American and one in four adults is under 35 years old. This is an economically challenged area characterized by relatively high unemployment, low educational levels and single-parent families. A majority of residents have completed high school or some college, and most are earning their paychecks through jobs in health, education and food service.



Households: 632

Percent: 7.6%

### Minority Metro Communities

(74% Unreached)

Minority Metro Communities reflects the nation's growing African-American middle class. With nearly three-quarters of the residents African-American and half the households earning more than \$50,000, this cluster is a testament to high educational achievement and professional employment among African-Americans. Concentrated in inner-ring suburbs, these households earn above-average incomes from a mix of service industry and white-collar jobs.



Households: 604

Percent: 7.26%

### 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: 500

Percent: 6.01%

## Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR     | ZIP   | ZIP %  |
|----------------------------|-------|--------|
| Active Evangelical HHlds   | 1,576 | 18.94% |
| Inactive Evangelical HHlds | 1,217 | 14.63% |