

Location Composition

Category	0-3 MI	3-7 MI	7-10 MI
2010 Population	12,148	25,090	75,637
2010 Households	4,488	9,168	30,371
2010 Group Quarters	0	1,675	1,677

Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	3,877	86%
HH Uses Computer For Internet/E-mail	3,329	74%
McDonald's	2,791	62%
Non-Presc-For Regular Headaches	2,620	58%
Watching Diet (Health/Weight)-Presently	2,605	58%
Controlling Diet		
Reading Books	2,443	54%
HH Uses Computer For Word Processing	2,354	52%

Getting Involved

This mission site is located in the Northern 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.

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 Huntsville, Alabama

MISSION SITE DIGEST

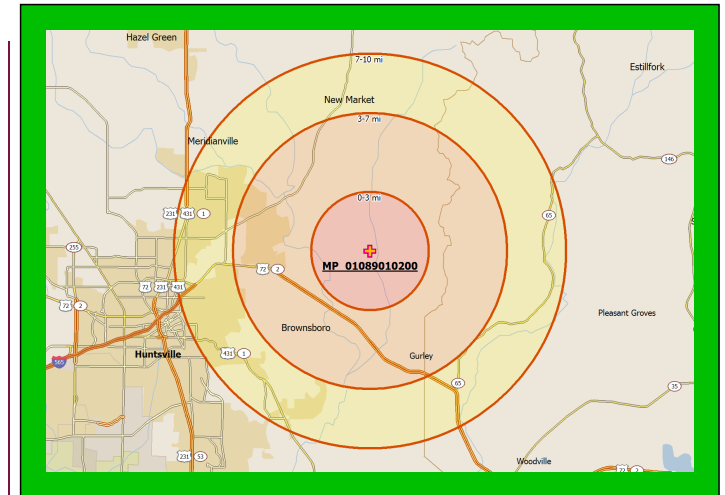
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Acts 10:9-10

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.

In partnership with:



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	4062-4064 Maysville Rd NE
Zip Code	35811
State Region	Northern Region
GIS Latitude	34.793100
GIS Longitude	-86.451170
Sitescape Category	Townscape
Sitescape Group	Small Towns

Top Community Types



Households: 2,664
Percent: 59.36%

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: 1,391
Percent: 30.99%

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: 158
Percent: 3.52%

Working Communities

Most residents 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 that 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. Adherence to traditional family values and resistance to authority are key aspects of their psychological nature.

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	BAND HHLDS	BAND %
Unreached	2,985	66.5%
Religious but NOT Evangelical	613	13.65%
Spiritual but NOT Evangelical	591	13.17%
Non-Evangelical but NOT Interested	1,781	39.68%

Top Lifestyle Segments

Prime Middle America

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: 2,408
Percent: 53.65%

Small-town Success

Small-town Success is typically home to the families of the most prominent citizens in their exurban communities. White-collar, college educated and upscale, they live in recently developed subdivisions outside the nation's beltways in the Midwest and West. Most of these households contain white, middle-aged working couples who have positions as executives and professionals in health care, retail and education.



Households: 1,015
Percent: 22.62%

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: 298
Percent: 6.64%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	MI RING	RING %
Active Evangelical HHlds	990	22.05%
Inactive Evangelical HHlds	514	11.45%