### Composition of Zipcode 35622

Category	Zip Code
2010 Population	7,396
2010 Households	2,636
2010 Group Quarters	345

#### Missionscape: Cultural Bridges

NOTES

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	1,908	72%
Non-Presc-For Regular Headaches	1,445	55%
McDonald's	1,431	54%
HH Uses Computer For Internet/E-mail	1,359	52%
Watching Diet (Health/Weight)-Presently	1,284	49%
Controlling Diet		
Heartburn/Indigestion Aids/Anti-Nausea-Use	1,260	48%
Reading Books	1,227	47%

# 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

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.

Reaching Falkville, Alabama

# MISSIONAL ZIPCODE DIGEST

# Zipcode 35622 Community Types





Households: 1,571 Percent: 59.6%



Households: 629 Percent: 23.86%



Households: 283 Percent: 10.74%



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

tribe

were

because vou

every

and nation."

**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.

## 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.

#### 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.



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# Top Lifestyle Segments in Zipcode 35622



Hinterland Families

#### (41% Unreached)

Hinterland Families is a collection of families and couples who've settled in isolated towns and villages throughout the South. These mostly middle-aged households are overwhelmingly white, less educated (one-fifth never completed high school) and working-class. They work in a variety of blue-collar jobs in manufacturing, construction, transportation and agriculture. Though most live in inexpensive houses, one-third reside in mobile homes.

Households: 1,451 Percent: 55.05%



#### 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.

Rural Southern Living

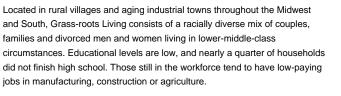
Scattered in sparsely settled communities across the South, the households in Rural Southern Living consist of young, predominantly white couples and families with lower-middle-class lifestyles. No segment has more residents living in mobile homes with more than half the households living in manufactured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

## Grass-roots Living

(70% Unreached)

(67% Unreached)

(59% Unreached)





Households: 63 Percent: 2.39%

Households: 64

Percent: 2.43%



Family Convenience

#### (64% 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: 189 Percent: 7.17%

Households: 563

Percent: 21.36%

#### 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: 54 Percent: 2.05%

#### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	1,390	52.71%
Religious but NOT Evangelical	243	9.24%
Spiritual but NOT Evangelical	176	6.69%
Non-Evangelical but NOT Interested	970	36.79%

#### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	821	31.13%
Inactive Evangelical HHlds	426	16.16%