## Composition of Zipcode 35771

Category	Zip Code
2010 Population	3,854
2010 Households	1,485
2010 Group Quarters	0

## Missionscape: Cultural Bridges

NOTES

patterns

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	1,065	72%
Non-Presc-For Regular Headaches	816	55%
McDonald's	808	54%
HH Uses Computer For Internet/E-mail	774	52%
Watching Diet (Health/Weight)-Presently	734	49%
Controlling Diet		
Reading Books	703	47%
Heartburn/Indigestion Aids/Anti-Nausea-Use	701	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

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 Section, Alabama

# MISSIONAL ZIPCODE DIGEST

# Zipcode 35771 Community Types



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."



Households: 860 Percent: 57.91%



Households: 213 Percent: 14.34%

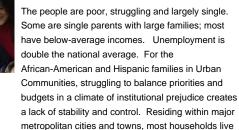


Households: 188 Percent: 12.66%









**Country Communities** 

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

steady, peaceful family life through farming, agriculture, education, mining and service industries.

mining communities. They work hard to provide a

With low levels of education, these primarily white

family households earn wages in the lower middle

homes, mobile homes or trailers in rural tracts and

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

income bracket. Residents live in single-family

neighborhoods.

in apartments.

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

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# Top Lifestyle Segments in Zipcode 35771



**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: 737 Percent: 49.63%

Households: 213

Percent: 14.34%



# (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.

### Rugged Rural Style

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: 110 Percent: 7.41%



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

# Industrious Country Living

(68% Unreached)

(58% Unreached)



Households: 84 Percent: 5.66%



#### 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: 139 Percent: 9.36%

#### New Generation Activists

(67% Unreached)

Concentrated in the nation's inner cities, New Generation Activists is often the first home-on-their-own cluster for young singles and single-parent families. More than a third of the households are under 35 years old and nearly nine out of 10 are single. This segment reflects a majority minority populace with high numbers of Hispanics and African Americans. With their modest educations and high unemployment rate, households earn about half the national average.



Households: 43 Percent: 2.9%

#### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	795	53.54%
Religious but NOT Evangelical	129	8.67%
Spiritual but NOT Evangelical	113	7.63%
Non-Evangelical but NOT Interested	553	37.24%

### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	368	24.76%
Inactive Evangelical HHlds	322	21.70%