Composition of Zipcode 36585

Category	Zip Code
2010 Population	1,005
2010 Households	425
2010 Group Quarters	0

Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	290	68%
McDonald's	238	56%
Watching Diet (Health/Weight)-Presently	221	52%
Controlling Diet		
Non-Presc-For Regular Headaches	210	50%
Reading Books	203	48%
Heartburn/Indigestion Aids/Anti-Nausea-Use	197	46%
HH Uses Computer For Internet/E-mail	192	45%

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 Wagarville, Alabama

MISSIONAL ZIPCODE DIGEST

Zipcode 36585 Community Types

Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring

everything is interconnected. The majority of people in this group are between the ages of 18 - 34. Sixty

Communities, truth is centered around "me" and

percent are renting singles; others live on military

bases or in college dorms. Members of Aspiring

unemployed. Of those who work, most live in or

Communities are four times more likely to be

conveniently close to metropolitan areas.



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

blood you purchased

for God persons from

language and people

tribe

were

and

because vou

every

and nation."



Households: 173 Percent: 40.71%

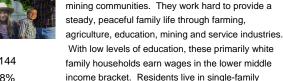


Households: 144 Percent: 33.88%



Households: 108 Percent: 25.41%

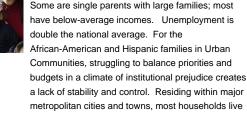
In partnership with: A Intercultural Institute lor Contextual Ministry www.iicm.net



neighborhoods.

in apartments.

homes, mobile homes or trailers in rural tracts and



Urban Communities

The people are poor, struggling and largely single.



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(74% Unreached)

(41% Unreached)

Top Lifestyle Segments in Zipcode 36585

Minority Metro Communities



Households: 173 Percent: 40.71%

Households: 117

Percent: 27.53%

Households: 97

Percent: 22.82%



Hinterland Families

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.

Minority Metro Communities reflects the nation's growing African-American

middle class. With nearly three-quarters of the residents African-American and

African-Americans. Concentrated in inner-ring suburbs, these households earn

above-average incomes from a mix of service industry and white-collar jobs.

half the households earning more than \$50,000, this cluster is a testament to

high educational achievement and professional employment among

Coal and Crops

Coal and Crops comes by its name honestly. The households of this rural cluster work primarily in the mining and farming industries. Found in sparsely populated areas throughout the Midwest and South, this cluster is characterized by low-income families and single households living in small, racially mixed hamlets. More than one-quarter of the residents never completed high school, the median household incomes are nearly 40 percent below the U.S. average.

Industrious Country Living

(68% Unreached)

(61% 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 households earning more than \$75,000 per year.



Households: 12 Percent: 2.82%



Struggling City Centers

(68% Unreached)

Struggling City Centers consists of very low-income households living in city neighborhoods. Home to the highest concentration of African-Americans in the nation-nearly 90 percent of all households-the cluster faces hard economic challenges. One-third of households haven't finished high school, with a similar percentage containing single-parent families. One in five adults are under 35 years old and the median household income is only half the national average.

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.

(58% Unreached)



Households: 11 Percent: 2.59%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	266	62.52%
Religious but NOT Evangelical	88	20.78%
Spiritual but NOT Evangelical	20	4.76%
Non-Evangelical but NOT Interested	163	38.25%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	110	25.85%
Inactive Evangelical HHlds	49	11.63%