## Composition of Zipcode 36790

Category	Zip Code
2010 Population	306
2010 Households	118
2010 Group Quarters	0

# Missionscape: Cultural Bridges

# 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

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.

Reaching Stanton, Alabama

# MISSIONAL ZIPCODE DIGEST

# Zipcode 36790 Community Types



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

every



Households: 99 Percent: 83.9%



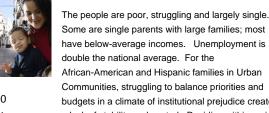
Households: 10 Percent: 8.47%

because vou were slain, and with your blood you purchased for God persons from tribe and language and people and nation."

> Households: 9 Percent: 7.63%







neiahborhoods.

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.

# Working Communities

**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

income bracket. Residents live in single-family

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.



© Copyright 2012 by IICM and its data suppliers.

# Top Lifestyle Segments in Zipcode 36790



Households: 82 Percent: 69.49%



Households: 10 Percent: 8.47%

# Coal and Crops

#### (61% Unreached)

(41% Unreached)

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.

# Rugged Rural Style consists of some of the most isolated communities in

Rugged Rural Style

**Rural Southern Living** 

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.

Scattered in sparsely settled communities across the South, the households in

Rural Southern Living consist of young, predominantly white couples and

manufactured housing. The adults are high school educated and work at

living in mobile homes with more than half the households living in

blue-collar jobs in manufacturing, construction and transportation.

families with lower-middle-class lifestyles. No segment has more residents



(58% Unreached)

(59% Unreached)

(68% Unreached)



Households: 7 Percent: 5.93%



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: 9 Percent: 7.63%

## Struggling City Centers

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.

Households: 2 Percent: 1.69%

### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	56	47.53%
Religious but NOT Evangelical	10	8.19%
Spiritual but NOT Evangelical	6	4.74%
Non-Evangelical but NOT Interested	41	34.7%

### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	37	31.25%
Inactive Evangelical HHIds	25	21.22%