

## Location Composition

| Category            | 0-3 MI | 3-7 MI | 7-10 MI |
|---------------------|--------|--------|---------|
| 2010 Population     | 8,795  | 11,813 | 11,211  |
| 2010 Households     | 3,207  | 4,157  | 4,180   |
| 2010 Group Quarters | 382    | 0      | 0       |

## Missionscape: Cultural Bridges

| Cultural Bridge                            | #HHids | %HHids |
|--|--------|--------|
| Home Personal Computer-HH Own              | 2,328  | 73%    |
| McDonald's                                 | 1,766  | 55%    |
| Reading Books                              | 1,635  | 51%    |
| Watching Diet (Health/Weight)-Presently    | 1,603  | 50%    |
| Controlling Diet                           |        |        |
| Non-Presc-For Regular Headaches            | 1,602  | 50%    |
| Heartburn/Indigestion Aids/Anti-Nausea-Use | 1,590  | 50%    |
| HH Uses Computer For Internet/E-mail       | 1,585  | 49%    |

## 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 Fort Payne, Alabama

# MISSION SITE DIGEST

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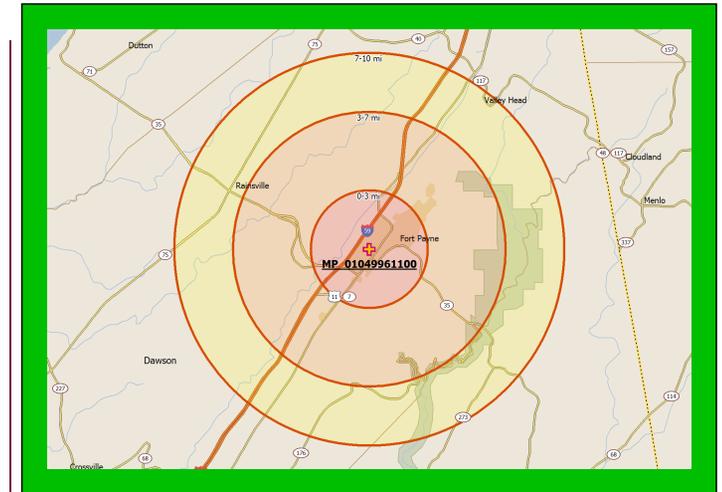
### Acts 10:9-10

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.

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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 | 301 4th St NW   |
| Zip Code               | 35967           |
| State Region           | Northern Region |
| GIS Latitude           | 34.444660       |
| GIS Longitude          | -85.722400      |
| Sitescape Category     | Townscape       |
| Sitescape Group        | Small Towns     |

## Top Community Types



### 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.

Households: 1,548  
Percent: 48.27%



### 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: 720  
Percent: 22.45%



### Country Communities

Land, family and community are central to the day-to-day lives of the people. 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. Pickup trucks, sedans and compact cars are the most common vehicles of choice. More than two-thirds are middle-aged households who do not have children living at home.

Households: 425  
Percent: 13.25%

## Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR             | BAND HHLDS | BAND % |
|------------------------------------|------------|--------|
| Unreached                          | 2,112      | 65.85% |
| Religious but NOT Evangelical      | 444        | 13.85% |
| Spiritual but NOT Evangelical      | 348        | 10.86% |
| Non-Evangelical but NOT Interested | 1,324      | 41.29% |

## Top Lifestyle Segments

### Steadfast Conservatives

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: 781  
Percent: 24.35%

### Grass-roots Living

Located in rural villages and aging industrial towns throughout the Midwest and South, Grass-roots Living consists of a racially diverse mix of couples, families and divorced men and women living in lower-middle-class circumstances. Educational levels are low, and nearly a quarter of households did not finish high school. Those still in the workforce tend to have low-paying jobs in manufacturing, construction or agriculture.



Households: 453  
Percent: 14.13%

### Urban Blues

While many residents in this cluster may be singing the Urban Blues, the tune probably has a Latin beat. More than three-quarters of all households in this segment are Hispanic—roughly six times the U.S. average. They tend to be mostly young singles, families and single parents living in urban areas primarily in the Southwest. Their schooling is modest and their unemployment rate is more than twice the national average.



Households: 285  
Percent: 8.89%

## Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR     | MI RING | RING % |
|----------------------------|---------|--------|
| Active Evangelical HHlds   | 618     | 19.27% |
| Inactive Evangelical HHlds | 477     | 14.88% |