

Location Composition

Category	0-3 MI	3-7 MI	7-10 MI
2010 Population	15,389	82,651	79,173
2010 Households	5,154	33,437	33,299
2010 Group Quarters	1,660	1,447	2,834

Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	3,931	76%
HH Uses Computer For Internet/E-mail	3,065	59%
McDonald's	2,951	57%
Watching Diet (Health/Weight)-Presently Controlling Diet	2,835	55%
Non-Presc-For Regular Headaches	2,735	53%
Reading Books	2,715	53%
Heartburn/Indigestion Aids/Anti-Nausea-Use	2,492	48%

Getting Involved

This mission site is located in the Northern Region of the Alabama State Board of Missions. 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 Evangelandscape 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 three 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 Huntsville, 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.

Location Summary

Central Street Address	119 Gristmill Rd NE
Zip Code	35811
State Region	Northern Region
GIS Latitude	34.810610
GIS Longitude	-86.545380
Sitescape Category	Townscape
Sitescape Group	Medium Towns

In partnership with:

**Intercultural Institute
for Contextual Ministry**
www.iicm.net

Top Community Types



Households: 1,623

Percent: 31.5%

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 cafe, or venture into the city to frequent comedy clubs, nightclubs and malls.



Households: 1,160

Percent: 22.51%

Urban Communities

The people are poor, struggling and largely single. Some are single parents with large families. Unemployment is double the national average. For the minority families in Urban 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. Those who drive choose economy, import, and domestic cars or small trucks. This group finds employment within food and health services, education, retail, and the entertainment industry.



Households: 1,144

Percent: 22.2%

Upscale Communities

As the wealthiest households in the nation, upscale communities boast high household incomes, significant home values and top educational achievements. Households in these exclusive suburban neighborhoods are headed by predominantly white, college educated, Baby Boomer parents. Most work as executives and white collar professionals. They are active members of the community in business clubs, environmental groups and the arts. For upscale community households, disposable income is at a peak. These families enjoy large homes, comfortable lifestyles and shopping for the latest high-tech electronics.

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	BAND HHLDs	BAND %
Unreached	3,519	68.28%
Religious but NOT Evangelical	1,018	19.75%
Spiritual but NOT Evangelical	480	9.31%
Non-Evangelical but NOT Interested	2,032	39.43%

Top Lifestyle Segments

Prime Middle America

(65% Unreached)

Prime Middle America features a mix of couples and families living in both small towns and mid-sized cities in the South and Northwest. Younger than average and upper-middle-class in status, these predominantly white dual-income households have well-paying blue-collar and white-collar jobs in transportation, manufacturing and public administration. Most of the households own their own homes and are nearly twice as likely to live in mobile homes.



Households: 1,472

Percent: 28.57%

African-American Neighborhoods

(70% Unreached)

Young, working-class city dwellers make up African-American Neighborhoods. About three-quarters of the households are African-American and one in four adults is under 35 years old. This is an economically challenged area characterized by relatively high unemployment, low educational levels and single-parent families. A majority of residents have completed high school or some college, and most are earning their paychecks through jobs in health, education and food service.



Households: 960

Percent: 18.63%

Minority Metro Communities

(74% Unreached)

Minority Metro Communities reflects the nation's growing African-American middle class. With nearly three-quarters of the residents African-American and half the households earning more than \$50,000, this cluster is a testament to high educational achievement and professional employment among African-Americans. Concentrated in inner-ring suburbs, these households earn above-average incomes from a mix of service industry and white-collar jobs.



Households: 599

Percent: 11.62%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	MI RING	RING %
Active Evangelical HHlds	1,076	20.87%
Inactive Evangelical HHlds	558	10.84%