

## Location Composition

Category	0-3 MI	3-7 MI	7-10 MI
2010 Population	51,257	14,348	20,653
2010 Households	20,690	5,443	7,807
2010 Group Quarters	1,110	313	12

## Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	15,335	74%
HH Uses Computer For Internet/E-mail	11,680	56%
McDonald's	11,617	56%
Watching Diet (Health/Weight)-Presently	11,094	54%
Controlling Diet		
Reading Books	10,772	52%
Non-Presc-For Regular Headaches	10,625	51%
Heartburn/Indigestion Aids/Anti-Nausea-Use	10,054	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](mailto: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 Decatur, 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.

In partnership with:



[www.iicm.net](http://www.iicm.net)



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	1638-1798 7th Ave SW
Zip Code	35601
State Region	Northern Region
GIS Latitude	34.580860
GIS Longitude	-86.997270
Sitescape Category	Townscape
Sitescape Group	Large 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: 6,903  
Percent: 33.36%



### 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: 4,477  
Percent: 21.64%



### 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 Boom 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.

Households: 3,991  
Percent: 19.29%

## Evangeliscope: Spiritual Indicators

SPIRITUALITY INDICATOR	BAND HHLDS	BAND %
Unreached	14,142	68.35%
Religious but NOT Evangelical	3,764	18.19%
Spiritual but NOT Evangelical	1,968	9.51%
Non-Evangelical but NOT Interested	8,490	41.04%

## 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: 4,999  
Percent: 24.16%

### Urban Commuter Families

Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families, Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services.



Households: 2,432  
Percent: 11.75%

### Prime Middle America

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: 1,759  
Percent: 8.5%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	MI RING	RING %
Active Evangelical HHlds	4,311	20.84%
Inactive Evangelical HHlds	2,237	10.81%