

Location Composition

| Category | 0-3 MI | 3-7 MI | 7-10 MI |
|---------------------|--------|--------|---------|
| 2010 Population | 6,627 | 59,420 | 31,041 |
| 2010 Households | 2,547 | 23,882 | 11,743 |
| 2010 Group Quarters | 197 | 338 | 1,189 |

Missionscape: Cultural Bridges

| Cultural Bridge | #HHlds | %HHlds |
|---|--------|--------|
| Home Personal Computer-HH Own | 2,087 | 82% |
| HH Uses Computer For Internet/E-mail | 1,709 | 67% |
| Watching Diet (Health/Weight)-Presently | 1,447 | 57% |
| Controlling Diet | | |
| McDonald's | 1,443 | 57% |
| Reading Books | 1,442 | 57% |
| Non-Presc-For Regular Headaches | 1,393 | 55% |
| Voted in fed/state/local election | 1,326 | 52% |

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 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 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 Decatur, Alabama

MISSION SITE DIGEST

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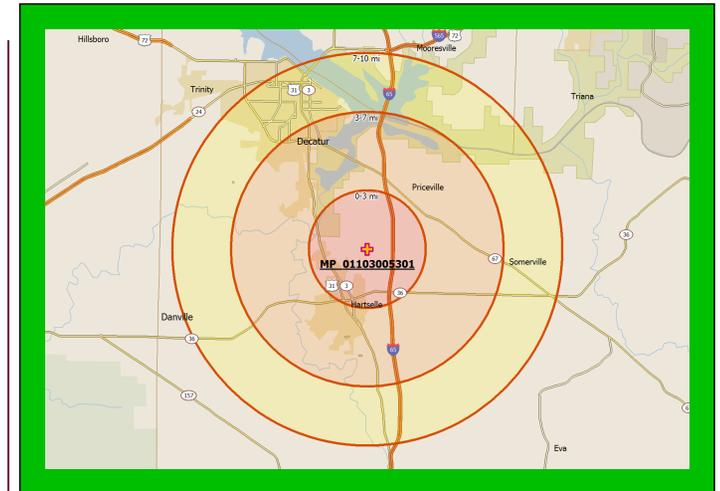
Acts 10:9-10

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.

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This location has been identified as one of the areas in Alabama in need of new ministries or 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 | 1-287 Lyons Rd |
| Zip Code | 35603 |
| State Region | Northern Region |
| GIS Latitude | 34.500260 |
| GIS Longitude | -86.941150 |
| Sitescape Category | Townscape |
| Sitescape Group | Small Towns |

Top Community Types



Households: 1,080
Percent: 42.44%

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.



Households: 464
Percent: 18.23%

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: 366
Percent: 14.38%

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.

Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR | BAND HHLDS | BAND % |
|------------------------------------|------------|--------|
| Unreached | 1,695 | 66.54% |
| Religious but NOT Evangelical | 390 | 15.31% |
| Spiritual but NOT Evangelical | 290 | 11.39% |
| Non-Evangelical but NOT Interested | 1,015 | 39.84% |

Top Lifestyle Segments

Small-town Success

(69% Unreached)

Small-town Success is typically home to the families of the most prominent citizens in their exurban communities. White-collar, college educated and upscale, they live in recently developed subdivisions outside the nation's beltways in the Midwest and West. Most of these households contain white, middle-aged working couples who have positions as executives and professionals in health care, retail and education.



Households: 567
Percent: 22.28%

Urban Commuter Families

(67% Unreached)

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: 454
Percent: 17.84%

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: 249
Percent: 9.78%

Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR | MI RING | RING % |
|----------------------------|---------|--------|
| Active Evangelical HHlds | 560 | 21.98% |
| Inactive Evangelical HHlds | 291 | 11.42% |