

## Composition of Zipcode 35007

| Category            | Zip Code |
|---------------------|----------|
| 2010 Population     | 27,422   |
| 2010 Households     | 10,025   |
| 2010 Group Quarters | 358      |

## Missionscape: Cultural Bridges

| Cultural Bridge                         | #HHlds | %HHlds |
|---|--------|--------|
| Home Personal Computer-HH Own           | 8,622  | 86%    |
| HH Uses Computer For Internet/E-mail    | 7,314  | 73%    |
| McDonald's                              | 6,075  | 61%    |
| Watching Diet (Health/Weight)-Presently | 5,750  | 57%    |
| Controlling Diet                        |        |        |
| Non-Presc-For Regular Headaches         | 5,629  | 56%    |
| Reading Books                           | 5,367  | 54%    |
| HH Uses Computer For Word Processing    | 5,097  | 51%    |

## Getting Informed

More zip information may be found on the [MissionalCorps.org](http://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](http://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.

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## Reaching Alabaster, Alabama

# MISSIONAL ZIPCODE DIGEST

## Zipcode 35007 Community Types

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## Rev. 5:9

And they sang a new song, saying: "You are worthy to take the scroll and to open its seals, because you were slain, and with your blood you purchased for God persons from every tribe and people and language and nation."

In partnership with:



Households: 4,165  
Percent: 41.55%

## 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. Residents go into the city to visit clubs and malls.



Households: 4,155  
Percent: 41.45%

## 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 adults work as executives and white collar professionals. They are active members of the community in business clubs, environmental groups and the arts.



Households: 1,337  
Percent: 13.34%

## Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring Communities, truth is centered around "me" and everything is interconnected. The majority of people in this group are between the ages of 18 – 34. Sixty percent are renting singles; others live on military bases or in college dorms. Members of Aspiring Communities are four times more likely to be unemployed. Of those who work, most live in or conveniently close to metropolitan areas.



Alabama Baptist Convention  
State Board of Missions  
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## Top Lifestyle Segments in Zipcode 35007



### 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: 3,462

Percent: 34.53%



### New Suburbia Families

(68% Unreached)

Young couples with pre-school children have turned New Suburbia Families into a booming lifestyle. Concentrated in fast-growing, metro fringe communities mainly in the West and Southwest, the segment's population has more than tripled since 1990. With many households under 35 years old, these young families are making the most of their new subdivisions. More than half the housing has a median value worth nearly 50 percent above the U.S. average.

Households: 2,441

Percent: 24.35%



### 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: 963

Percent: 9.61%

## Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR             | ZIP HHLDS | ZIP %  |
|------------------------------------|-----------|--------|
| Unreached                          | 6,752     | 67.35% |
| Religious but NOT Evangelical      | 1,478     | 14.75% |
| Spiritual but NOT Evangelical      | 1,282     | 12.79% |
| Non-Evangelical but NOT Interested | 4,004     | 39.94% |

### 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: 731

Percent: 7.29%

### Family Convenience

(64% Unreached)

Family Convenience is a collection of sprawling families living in remote towns and military bases. Most of the households contain dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment earn upper-middle incomes.



Households: 479

Percent: 4.78%

### Aspiring Hispania

(67% Unreached)

A cluster of urban gateway communities, Aspiring Hispania is the first stop for many relatively young Hispanics striving for better lives in America. More than half the residents are Hispanic and split fairly evenly between married and single households. Many of these newcomers have large families and feel squeezed between high rents and lower-middle-class incomes. With their modest educations-more than one-quarter have not completed high school.



Households: 476

Percent: 4.75%

## Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR     | ZIP   | ZIP %  |
|----------------------------|-------|--------|
| Active Evangelical HHlds   | 1,437 | 14.33% |
| Inactive Evangelical HHlds | 1,837 | 18.32% |