#### Composition of Zipcode 35051

Category	Zip Code
2010 Population	8,355
2010 Households	3,161
2010 Group Quarters	172

#### Missionscape: Cultural Bridges

NOTES

patterns

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	2,522	80%
HH Uses Computer For Internet/E-mail	1,931	61%
McDonald's	1,875	59%
Non-Presc-For Regular Headaches	1,681	53%
Watching Diet (Health/Weight)-Presently	1,624	51%
Controlling Diet		
Reading Books	1,606	51%
Heartburn/Indigestion Aids/Anti-Nausea-Use	1,593	50%

# Getting Informed

More zip information may be found on the 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

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

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

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.

Reaching Columbiana, Alabama

## **MISSIONAL ZIPCODE DIGEST**

#### Zipcode 35051 Community Types

**Country Communities** 

Land, family and community are central to the day-to-day lives of the people in these farming and

steady, peaceful family life through farming, agriculture, education, mining and service industries.

through blue collar jobs in manufacturing, construction, health services, retail, wholesale and

food service. These jobs provide a stable household

economy supporting personal and family pursuits in

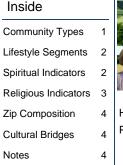
everyday life. This ethnically diverse mix of single

and married homeowners dwells in densely

populated areas and small-town suburbs.

mining communities. They work hard to provide a

With low levels of education, these primarily white



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

tribe

were

because vou

every

and nation."



Households: 1,156 Percent: 36.57%



Households: 704 Percent: 22.27%

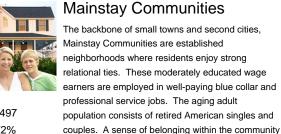


Households: 497 Percent: 15.72%





#### Most residents of Working Communities are high school educated. Some have even been to college. Their education affords them lower middle incomes



is a key identity factor for those who live there.

Residents go into the city to visit clubs and malls.

© Copyright 2012 by IICM and its data suppliers.

### Top Lifestyle Segments in Zipcode 35051



Rural Southern Living

Scattered in sparsely settled communities across the South, the households in Rural Southern Living consist of young, predominantly white couples and families with lower-middle-class lifestyles. No segment has more residents living in mobile homes with more than half the households living in manufactured housing. The adults are high school educated and work at blue-collar jobs in manufacturing, construction and transportation.

Households: 996 Percent: 31.51%

Households: 587

Percent: 18.57%

Households: 225

Percent: 7.12%

#### Steadfast Conservatives

#### (69% Unreached)

(59% 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.

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.

#### Family Convenience

#### (64% Unreached)

(58% Unreached)

(67% 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: 164 Percent: 5.19%



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.

#### Rugged Rural Style

Rugged Rural Style consists of some of the most isolated communities in America. In these rural working-class households across the Southwest and Western states, predominantly older married couples and retirees live in aging houses and mobile homes. Those still working have blue-collar jobs in construction, manufacturing and agriculture-the cluster has more than four times as many farmers as the general population.



Households: 142 Percent: 4.49%

#### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	2,024	64.03%
Religious but NOT Evangelical	473	14.96%
Spiritual but NOT Evangelical	364	11.52%
Non-Evangelical but NOT Interested	1,192	37.71%

#### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	499	15.79%
Inactive Evangelical HHIds	638	20.19%