Composition of Zipcode 35057

Category Zip Code 2010 Population 12.395 2010 Households 4,548 2010 Group Quarters 0

| Missionscape: Cultural Bridges | | | | |
|--|--------|--------|--|--|
| Cultural Bridge | #HHIds | %HHlds | | |
| Home Personal Computer-HH Own | 3,393 | 75% | | |
| HH Uses Computer For Internet/E-mail | 2,553 | 56% | | |
| McDonald's | 2,544 | 56% | | |
| Non-Presc-For Regular Headaches | 2,513 | 55% | | |
| Watching Diet (Health/Weight)-Presently | 2,317 | 51% | | |
| Controlling Diet | | | | |
| Reading Books | 2,217 | 49% | | |
| Heartburn/Indigestion Aids/Anti-Nausea-Use | 2,181 | 48% | | |

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

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 Cullman, Alabama

MISSIONAL ZIPCODE DIGEST

Zipcode 35057 Community Types

Inside Community Types Lifestyle Segments Spiritual Indicators Religious Indicators 3

Zip Composition

Cultural Bridges

Rev. 5:9

because vou

every

and nation."

for God persons from

language and people

In partnership with:

Intercultural Institute

lor Contextual Ministry

www.iicm.net

tribe

and

Notes

Households: 2,161 Percent: 47.52%



Working Communities

neighborhoods.

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.

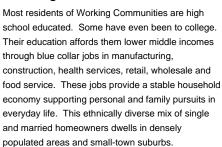
mining communities. They work hard to provide a

With low levels of education, these primarily white

family households earn wages in the lower middle

homes, mobile homes or trailers in rural tracts and

income bracket. Residents live in single-family





song, saying: "You are Households: 1,098 worthy to take the scroll Percent: 24.14% and to open its seals, slain, and with your blood you purchased



Households: 754

Percent: 16.58%

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.



Top Lifestyle Segments in Zipcode 35057



Hinterland Families

(41% Unreached)

Hinterland Families is a collection of families and couples who've settled in isolated towns and villages throughout the South. These mostly middle-aged households are overwhelmingly white, less educated (one-fifth never completed high school) and working-class. They work in a variety of blue-collar jobs in manufacturing, construction, transportation and agriculture. Though most live in inexpensive houses, one-third reside in mobile homes.

Households: 1,665 Percent: 36.61%



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: 1,033 Percent: 22.71%



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: 540 Percent: 11.87%

Industrious Country Living

(68% Unreached)

Found in remote towns and villages across the country, Industrious Country Living consists of hard-working couples and families who earn their living from manufacturing, construction, retail and wholesale trades and home businesses. They're predominantly white, high school educated and owners of relatively new homes. They earn respectable incomes with one in three households earning more than \$75,000 per year.



Households: 287 Percent: 6.31%

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: 207 Percent: 4.55%

Rugged Rural Style

(58% Unreached)

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: 192 Percent: 4.22%

Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR | ZIP HHLDS | ZIP % |
|------------------------------------|-----------|--------|
| Unreached | 2,591 | 56.98% |
| Religious but NOT Evangelical | 474 | 10.42% |
| Spiritual but NOT Evangelical | 400 | 8.8% |
| Non-Evangelical but NOT Interested | 1,717 | 37.76% |

Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR | ZIP | ZIP % |
|----------------------------|-------|--------|
| Active Evangelical HHlds | 1,411 | 31.02% |
| Inactive Evangelical HHlds | 546 | 12.00% |