# Composition of Zipcode 35130

Category	Zip Code
2010 Population	3,670
2010 Households	1,491
2010 Group Quarters	0

# Missionscape: Cultural Bridges

NOTES

Cultural Bridge	#HHIds	%HHIds	
Home Personal Computer-HH Own	1,035	69%	
McDonald's	817	55%	
Non-Presc-For Regular Headaches	810	54%	
HH Uses Computer For Internet/E-mail	736	49%	
Watching Diet (Health/Weight)-Presently	716	48%	
Controlling Diet			
Heartburn/Indigestion Aids/Anti-Nausea-Use	701	47%	
Reading Books	683	46%	

# 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.

Reaching Quinton, Alabama

# **MISSIONAL ZIPCODE DIGEST**

# Zipcode 35130 Community Types



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."



agriculture, education, mining and service industries. With low levels of education, these primarily white Households: 954 family households earn wages in the lower middle Percent: 63.98% income bracket. Residents live in single-family

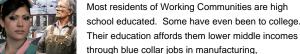


Households: 306 Percent: 20.52%



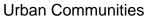
Households: 123 Percent: 8.25%

In partnership with: Intercultural Institute lor Contextual Ministry www.iicm.net



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.

neighborhoods.



**Country Communities** 

Working 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,

mining communities. They work hard to provide a

homes, mobile homes or trailers in rural tracts and

construction, health services, retail, wholesale and

The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the African-American and Hispanic 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.



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(41% Unreached)

Coal and Crops

below the U.S. average.

# Top Lifestyle Segments in Zipcode 35130



Households: 727 Percent: 48.76%

Households: 267

Percent: 17.91%

# Hinterland Families

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.

### 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.

ched) Rugged Rural Style

## (58% Unreached)

(74% Unreached)

(61% 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.

Coal and Crops comes by its name honestly. The households of this rural

populated areas throughout the Midwest and South, this cluster is

racially mixed hamlets. More than one-quarter of the residents never

cluster work primarily in the mining and farming industries. Found in sparsely

characterized by low-income families and single households living in small,

completed high school, the median household incomes are nearly 40 percent



Households: 81 Percent: 5.43%



Households: 68 Percent: 4.56%



# 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: 111 Percent: 7.44%

# Minority Metro Communities

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: 55 Percent: 3.69%

### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	807	54.15%
Religious but NOT Evangelical	165	11.05%
Spiritual but NOT Evangelical	98	6.59%
Non-Evangelical but NOT Interested	545	36.53%

### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	536	35.94%
Inactive Evangelical HHlds	148	9.92%