#### Composition of Zipcode 35160

Category	Zip Code
2010 Population	28,239
2010 Households	10,429
2010 Group Quarters	2,853

#### Missionscape: Cultural Bridges

NOTES

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	7,113	68%
McDonald's	5,934	57%
Watching Diet (Health/Weight)-Presently	5,578	53%
Controlling Diet		
Reading Books	5,193	50%
Heartburn/Indigestion Aids/Anti-Nausea-Use	4,963	48%
Non-Presc-For Regular Headaches	4,907	47%
HH Uses Computer For Internet/E-mail	4,837	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

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 Communities Summary identifies the top three types of communities in the zip code, the

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 Talladega, Alabama

## **MISSIONAL ZIPCODE DIGEST**

### Zipcode 35160 Community Types

Inside Community Types Lifestyle Segments Spiritual Indicators Religious Indicators 3 **Zip Composition** 4 **Cultural Bridges** 4 Notes 4

Rev. 5:9

song, saying: "You are

worthy to take the scroll

and to open its seals,

tribe

were

because vou

every

and nation."



Households: 3,842 Percent: 36.84%



Households: 3,617 Percent: 34.68%



Households: 1,194 Percent: 11.45%





#### Urban Communities 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

Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring

everything is interconnected. The majority of people in this group are between the ages of 18 - 34. Sixty

Communities, truth is centered around "me" and

percent are renting singles; others live on military

bases or in college dorms. Members of Aspiring

unemployed. Of those who work, most live in or

Communities are four times more likely to be

conveniently close to metropolitan areas.

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.

#### **Country Communities**

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



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education and food service.

Coal and Crops

below the U.S. average.

## Top Lifestyle Segments in Zipcode 35160



Households: 3,802 Percent: 36.46%

## **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: 2,948 Percent: 28.27%

## Struggling City Centers

Steadfast Conservatives

#### (68% Unreached)

(74% Unreached)

Struggling City Centers consists of very low-income households living in city neighborhoods. Home to the highest concentration of African-Americans in the nation-nearly 90 percent of all households-the cluster faces hard economic challenges. One-third of households haven't finished high school, with a similar percentage containing single-parent families. One in five adults are under 35 years old and the median household income is only half the national average.

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: 564 Percent: 5.41%

#### **Hinterland Families** (69% 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.

adults is under 35 years old. This is an economically challenged area

single-parent families. A majority of residents have completed high school or

some college, and most are earning their paychecks through jobs in health,

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

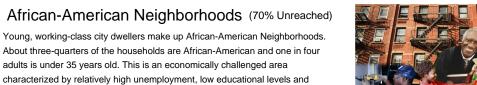
populated areas throughout the Midwest and South, this cluster is

racially mixed hamlets. More than one-guarter 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: 490 Percent: 4.7%

(61% Unreached)

(41% Unreached)



Households: 377 Percent: 3.61%



Households: 332 Percent: 3.18%

# Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	7,173	68.78%
Religious but NOT Evangelical	2,553	24.48%
Spiritual but NOT Evangelical	635	6.09%
Non-Evangelical but NOT Interested	4,150	39.79%

#### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	2,041	19.57%
Inactive Evangelical HHlds	1,214	11.64%