Composition of Zipcode 35205

Category	Zip Code
2010 Population	19,139
2010 Households	10,700
2010 Group Quarters	1,654

Missionscape: Cultural Bridges

NOTES

patterns

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	7,734	72%
Reading Books	6,192	58%
HH Uses Computer For Internet/E-mail	5,926	55%
Watching Diet (Health/Weight)-Presently	5,710	53%
Controlling Diet		
McDonald's	5,635	53%
Non-Presc-For Regular Headaches	5,019	47%
Heartburn/Indigestion Aids/Anti-Nausea-Use	4,616	43%

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 Birmingham, Alabama

MISSIONAL ZIPCODE DIGEST

Zipcode 35205 Community Types

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

a lack of stability and control. Residing within major

metropolitan cities and towns, most households live

Most residents of Working Communities are high

everyday life. This ethnically diverse mix of single

and married homeowners dwells in densely

populated areas and small-town suburbs.

Working Communities

Communities are four times more likely to be

conveniently close to metropolitan areas.

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

Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

slain, and with your

blood you purchased

for God persons from

tribe

were

because vou

every

and nation."



Households: 4,691 Percent: 43.84%

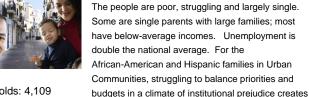


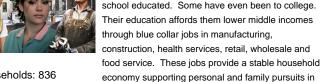
Households: 4,109 Percent: 38.4%



Households: 836 Percent: 7.81%

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





in apartments.

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Getting By

Top Lifestyle Segments in Zipcode 35205



Young Cosmopolitans

Struggling City Centers

(78% Unreached)

(68% Unreached)

Young Cosmopolitans is a collection of households where many adults are under 35 years old, single and earning above average incomes as white-collar professionals, managers and executives. In their fast-growing cities- including a number of college towns-these upscale young people live in luxury apartments and condos, commuting to work in sporty subcompacts. Nearly half hold college degrees, and they are almost twice the average for grad degrees.

Struggling City Centers consists of very low-income households living in city

nation-nearly 90 percent of all households-the cluster faces hard economic

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

challenges. One-third of households haven't finished high school, with a

neighborhoods. Home to the highest concentration of African-Americans in the



Households: 1,607

Households: 1,607 Percent: 15.02%

Households: 2,640

Percent: 24.67%



Stable Careers

average.

(72% Unreached)

Stable Careers is a collection of young and ethnically diverse singles living in big-city metros as Los Angeles, CA, Philadelphia, PA and Miami, FL. A quarter of the households are of Hispanic and Asian and are slightly less affluent than others dominated by Generation Y residents. More than half of households have gone to college and most have landed white-collar jobs in retail, health services and professional offices.

Households: 1,091 Percent: 10.2%

Professional Urbanites

average.

Professional Urbanites is a haven for aging singles and couples, an upper-middle-class retirement oasis in the metropolitan sprawl. With most residents over the age of 65, these households have already empty-nested, with their children having gone off to college and work. The adults in this cluster boast college degrees with above-average incomes as white-collar professionals and managers in retail, education and health care.

Getting By stands at the bottom rung of the socioeconomic ladder, a financially

African-American households where the median income is lowest in the

neighborhoods, these single and single-parent minority households struggle

Students are the center of community life in College Town Communities.

dominated by college campuses residents are primarily young, single and

college educated. Because of their youth, many of these recent graduates still

report entry-level jobs and low-end incomes which are less than the national

About one in nine residents lives in a dormitory. In this cluster of towns

nation. Much of the housing consists of older rowhouses and low-rise apartments worth less than half the national average. Located in dense

challenged cluster of young high school-educated and mainly

with high unemployment and low paying jobs.

College Town Communities



Households: 973 Percent: 9.09%

(76% Unreached)

(83% Unreached)

(72% Unreached)



Households: 828 Percent: 7.74%

t ferre

Households: 624 Percent: 5.83%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	7,945	74.26%
Religious but NOT Evangelical	2,070	19.35%
Spiritual but NOT Evangelical	1,352	12.64%
Non-Evangelical but NOT Interested	4,612	43.1%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	2,073	19.37%
Inactive Evangelical HHlds	682	6.37%