

## Composition of Zipcode 35213

Category	Zip Code
2010 Population	12,644
2010 Households	5,789
2010 Group Quarters	36

## Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	5,149	89%
HH Uses Computer For Internet/E-mail	4,474	77%
Reading Books	3,937	68%
Watching Diet (Health/Weight)-Presently	3,781	65%
Controlling Diet		
HH Uses Computer For Word Processing	3,524	61%
Voted in fed/state/local election	3,377	58%
Non-Presc-For Regular Headaches	3,111	54%

## Getting Informed

More zip information may be found on the [MissionalCorps.org](http://MissionalCorps.org) website and more specific data for each lifestyle segment may be accessed at the ALSBOM [MissionalResources.org](http://MissionalResources.org) 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](http://www.alsbom.org/churchplanting)

### NOTES:

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 Birmingham, Alabama

# MISSIONAL ZIPCODE DIGEST

## Zipcode 35213 Community Types

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## Rev. 5:9

And they sang a new song, saying: "You are worthy to take the scroll and to open its seals, because you were slain, and with your blood you purchased for God persons from every tribe and people and language and people and nation."

In partnership with:



Households: 4,667  
Percent: 80.62%



Households: 741  
Percent: 12.8%



Households: 179  
Percent: 3.09%

## Upscale Communities

As the wealthiest households in the nation, upscale communities boast high household incomes, significant home values and top educational achievements. Households in these exclusive suburban neighborhoods are headed by predominantly white, college educated, Baby Boom parents. Most adults work as executives and white collar professionals. They are active members of the community in business clubs, environmental groups and the arts.

## 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.

## Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring Communities, truth is centered around "me" and everything is interconnected. The majority of people in this group are between the ages of 18 – 34. Sixty percent are renting singles; others live on military bases or in college dorms. Members of Aspiring Communities are four times more likely to be unemployed. Of those who work, most live in or conveniently close to metropolitan areas.

## Top Lifestyle Segments in Zipcode 35213



### Dream Weavers

(72% Unreached)

Dream Weavers is home to well-off families living an affluent, suburban version of the American Dream. Ranked second in terms of wealth, they live in new-money subdivisions, possess high incomes, have college degrees and own large houses valued at more than twice the national average. Many households contain families with school-aged children-no segment has a higher rate of married residents-and more than half contain dual-income couples.

Households: 1,390

Percent: 24.01%



### America's Wealthiest

(80% Unreached)

America's Wealthiest consists of the nation's most affluent households found in well established suburban communities. With incomes well above the national average, residents represent both old and new wealth, enjoying very comfortable lifestyles and the finer things in life. These households are more than six times likely to be earning \$250,000 or more. Most of the adults are married, middle aged, college educated and predominantly white.

Households: 1,261

Percent: 21.78%



### Upscale Suburbanites

(83% Unreached)

Upscale Suburbanites is a portrait of pleasant living, a cluster of middle-aged and empty nesting couples and singles. In these established suburbs, mostly white and Asian households live in older homes and luxury condominiums only a short commute from in-town jobs. More than half the residents are college graduates and, if they're still in the workforce, earn high incomes from white-collar jobs in health, education, and public administration.

Households: 690

Percent: 11.92%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	4,330	74.8%
Religious but NOT Evangelical	1,150	19.86%
Spiritual but NOT Evangelical	706	12.19%
Non-Evangelical but NOT Interested	2,475	42.76%

### Small-town Success

(69% Unreached)

Small-town Success is typically home to the families of the most prominent citizens in their exurban communities. White-collar, college educated and upscale, they live in recently developed subdivisions outside the nation's beltways in the Midwest and West. Most of these households contain white, middle-aged working couples who have positions as executives and professionals in health care, retail and education.



Households: 549

Percent: 9.48%

### Professional Urbanites

(72% Unreached)

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.



Households: 475

Percent: 8.21%

### 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: 403

Percent: 6.96%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,097	18.96%
Inactive Evangelical HHlds	361	6.24%