Composition of Zipcode 35466

Category	Zip Code
2010 Population	4,855
2010 Households	2,120
2010 Group Quarters	0

Missionscape: Cultural Bridges

NOTES

patterns

lifestyle segments.

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	1,555	73%
McDonald's	1,223	58%
HH Uses Computer For Internet/E-mail	1,144	54%
Watching Diet (Health/Weight)-Presently	1,105	52%
Controlling Diet		
Non-Presc-For Regular Headaches	1,094	52%
Reading Books	1,031	49%
Heartburn/Indigestion Aids/Anti-Nausea-Use	1,006	47%

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 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 Gordo, Alabama

MISSIONAL ZIPCODE DIGEST

Zipcode 35466 Community Types



Rev. 5:9

song, saying: "You are

worthy to take the scroll

and to open its seals,

tribe

because vou

every

and nation."





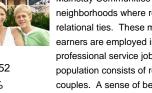
Households: 412 Percent: 19.43%



Households: 352 Percent: 16.6%







earners are employed in well-paying blue collar and couples. A sense of belonging within the community Residents go into the city to visit clubs and malls.



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were

Households: 836 Percent: 39.43%

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.

Aspiring Communities

Country 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.

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 professional service jobs. The aging adult population consists of retired American singles and is a key identity factor for those who live there.

Top Lifestyle Segments in Zipcode 35466

Minority Metro Communities



Households: 412 Percent: 19.43%



Coal and Crops

below the U.S. average.

Households: 346 Percent: 16.32%

Households: 303 Percent: 14.29%

Hinterland Families

(41% Unreached)

(61% Unreached)

(74% 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.

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

Minority Metro Communities reflects the nation's growing African-American

middle class. With nearly three-quarters of the residents African-American and

African-Americans. Concentrated in inner-ring suburbs, these households earn

above-average incomes from a mix of service industry and white-collar jobs.

half the households earning more than \$50,000, this cluster is a testament to

high educational achievement and professional employment among

Family Convenience

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: 201 Percent: 9.48%

Steadfast Conservatives

(69% Unreached)

(64% 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: 169 Percent: 7.97%

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: 162 Percent: 7.64%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	1,317	62.1%
Religious but NOT Evangelical	321	15.14%
Spiritual but NOT Evangelical	189	8.9%
Non-Evangelical but NOT Interested	812	38.28%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	504	23.76%
Inactive Evangelical HHlds	300	14.14%