# Composition of Zipcode 35553

Category	Zip Code
2010 Population	4,984
2010 Households	1,891
2010 Group Quarters	197

# Missionscape: Cultural Bridges

NOTES

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	1,321	70%
Non-Presc-For Regular Headaches	1,029	54%
McDonald's	996	53%
Watching Diet (Health/Weight)-Presently	909	48%
Controlling Diet		
HH Uses Computer For Internet/E-mail	902	48%
Heartburn/Indigestion Aids/Anti-Nausea-Use	893	47%
Reading Books	861	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 Double Springs, AL

# MISSIONAL ZIPCODE DIGEST

# Zipcode 35553 Community Types

**Country 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, agriculture, education, mining and service industries.

mining communities. They work hard to provide a

With low levels of education, these primarily white

family households earn wages in the lower middle

homes, mobile homes or trailers in rural tracts and

The people are poor, struggling and largely single.

budgets in a climate of institutional prejudice creates

a lack of stability and control. Residing within major

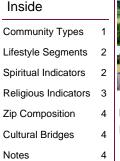
metropolitan cities and towns, most households live

double the national average. For the

income bracket. Residents live in single-family

neiahborhoods.

in apartments.





Households: 1,347 Percent: 71.23%



Households: 289 Percent: 15.28%



Households: 105 Percent: 5.55%

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



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.



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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 vou were slain, and with your blood you purchased

tribe

every

and nation."

(41% Unreached)

(58% Unreached)

# Top Lifestyle Segments in Zipcode 35553



Households: 1,255 Percent: 66.37%

# **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.

### Households: 268 Percent: 14.17%

Households: 80

Percent: 4.23%

# **Rugged Rural Style**

### 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.

# **Family Convenience**

Steadfast Conservatives

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: 61 Percent: 3.23%

### (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.

Households: 55 Percent: 2.91%



Coal and Crops

### (61% Unreached)

Coal and Crops comes by its name honestly. The households of this rural cluster work primarily in the mining and farming industries. Found in sparsely populated areas throughout the Midwest and South, this cluster is characterized by low-income families and single households living in small, racially mixed hamlets. More than one-guarter of the residents never completed high school, the median household incomes are nearly 40 percent below the U.S. average.

### America's Wealthiest

(80% Unreached)

(64% 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: 44 Percent: 2.33%

# Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	921	48.73%
Religious but NOT Evangelical	147	7.76%
Spiritual but NOT Evangelical	107	5.66%
Non-Evangelical but NOT Interested	669	35.35%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	547	28.93%
Inactive Evangelical HHlds	422	22.34%