# Composition of Zipcode 35555

Category	Zip Code
2010 Population	10,753
2010 Households	4,818
2010 Group Quarters	331

## Missionscape: Cultural Bridges

NOTES

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	3,461	72%
McDonald's	2,744	57%
HH Uses Computer For Internet/E-mail	2,522	52%
Non-Presc-For Regular Headaches	2,506	52%
Watching Diet (Health/Weight)-Presently	2,435	51%
Controlling Diet		
Heartburn/Indigestion Aids/Anti-Nausea-Use	2,396	50%
Reading Books	2,381	49%

# 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.

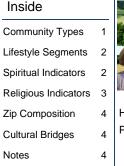
Location Composition: Listed are the total number of people and the total number of households in the county.

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 Fayette, Alabama

# **MISSIONAL ZIPCODE DIGEST**

# Zipcode 35555 Community Types



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

tribe

were

because vou

every

and nation."



Households: 1,650 Percent: 34.25%

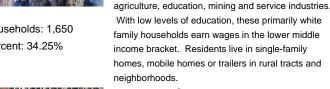


Households: 1,505 Percent: 31.24%



Households: 555 Percent: 11.52%





Most residents of Working Communities are high school educated. Some have even been to college. Their education affords them lower middle incomes through blue collar jobs in manufacturing, construction, health services, retail, wholesale and food service. These jobs provide a stable household economy supporting personal and family pursuits in

**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,

mining communities. They work hard to provide a



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.

everyday life. This ethnically diverse mix of single

and married homeowners dwells in densely



**Family Convenience** 

earn upper-middle incomes.

Coal and Crops

below the U.S. average.

# Top Lifestyle Segments in Zipcode 35555



**Hinterland Families** 

#### (41% 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.

Households: 1,045 Percent: 21.69%



### Steadfast Conservatives

#### (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: 690 Percent: 14.32%



## Minority Metro Communities

#### (74% Unreached)

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: 555 Percent: 11.52% Small-city Endeavors Small-city Endeavors has a split personality, reflecting the cluster's mix of

young and old, singles, families and single parent households. In these diverse working-class communities concentrated primarily in the Midwest, newcomers share blocks with longtime residents, drawn to the affordable housing and short commutes to work. Many of the adults never went beyond high school, and the employment base largely consists of low-wage blue-collar jobs.

Family Convenience is a collection of sprawling families living in remote towns

working at skilled blue-collar jobs in manufacturing and construction as well as

general population. Despite moderate educations, the adults in this segment

and military bases. Most of the households contain dual-income couples

in the military. Service families are six times as likely to live here than the

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: 424 Percent: 8.8%

(64% Unreached)

(61% Unreached)

(67% Unreached)



Households: 340 Percent: 7.06%



Households: 339 Percent: 7.04%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	2,963	61.5%
Religious but NOT Evangelical	676	14.03%
Spiritual but NOT Evangelical	424	8.81%
Non-Evangelical but NOT Interested	1,872	38.86%

### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,454	30.17%
Inactive Evangelical HHlds	401	8.33%