Composition of Zipcode 35613

| Category | Zip Code |
|---------------------|----------|
| 2010 Population | 17,535 |
| 2010 Households | 5,729 |
| 2010 Group Quarters | 0 |

Missionscape: Cultural Bridges

NOTES:

patterns

| Cultural Bridge | #HHIds | %HHIds |
|---|--------|--------|
| Home Personal Computer-HH Own | 4,807 | 84% |
| HH Uses Computer For Internet/E-mail | 4,041 | 71% |
| McDonald's | 3,485 | 61% |
| Non-Presc-For Regular Headaches | 3,266 | 57% |
| Watching Diet (Health/Weight)-Presently | 3,255 | 57% |
| Controlling Diet | | |
| Reading Books | 3,093 | 54% |
| Voted in fed/state/local election | 2,921 | 51% |
| | | |

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.

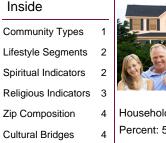
Location Composition: Listed are the total number of people and the total number of households in the county.

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 Athens, Alabama

MISSIONAL ZIPCODE DIGEST

Zipcode 35613 Community Types



4

were

Inside

Notes

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

because vou

every

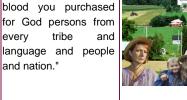
and nation."



Percent: 53.01%



Households: 1,423 Percent: 24.84%

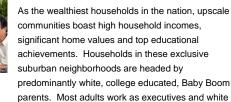


Households: 705 Percent: 12.31%





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.



Mainstay Communities

The backbone of small towns and second cities. Mainstay Communities are established

relational ties. These moderately educated wage earners are employed in well-paying blue collar and

Residents go into the city to visit clubs and malls.

neighborhoods where residents enjoy strong

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.

Country Communities

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.



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(64% Unreached)

Top Lifestyle Segments in Zipcode 35613



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: 1,651 Percent: 28.82%

Households: 1,265 Percent: 22.08%

Prime Middle America

(65% Unreached)

Prime Middle America features a mix of couples and families living in both small towns and mid-sized cities in the South and Northwest. Younger than average and upper-middle-class in status, these predominantly white dual-income households have well-paying blue-collar and white-collar jobs in transportation, manufacturing and public administration. Most of the households own their own homes and are nearly twice as likely to live in mobile homes.

Urban Commuter Families

Hinterland Families

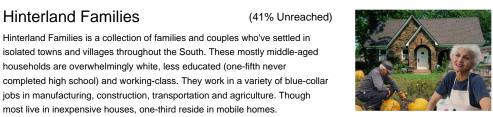
Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families, Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services.

households are overwhelmingly white, less educated (one-fifth never

most live in inexpensive houses, one-third reside in mobile homes.



Households: 523 Percent: 9.13%



Households: 330 Percent: 5.76%



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: 589 Percent: 10.28%

Minority Metro Communities

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.

(74% Unreached)

(67% Unreached)



Households: 206 Percent: 3.6%

Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR | ZIP HHLDS | ZIP % |
|------------------------------------|-----------|--------|
| Unreached | 3,712 | 64.8% |
| Religious but NOT Evangelical | 681 | 11.89% |
| Spiritual but NOT Evangelical | 727 | 12.69% |
| Non-Evangelical but NOT Interested | 2,304 | 40.22% |

Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR | ZIP | ZIP % |
|----------------------------|-------|--------|
| Active Evangelical HHIds | 1,454 | 25.38% |
| Inactive Evangelical HHlds | 563 | 9.82% |