## Composition of Zipcode 35646

Category	Zip Code
2010 Population	5,077
2010 Households	2,049
2010 Group Quarters	3

## Missionscape: Cultural Bridges

NOTES

patterns

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	1,506	74%
McDonald's	1,165	57%
HH Uses Computer For Internet/E-mail	1,096	54%
Non-Presc-For Regular Headaches	1,058	52%
Watching Diet (Health/Weight)-Presently	1,051	51%
Controlling Diet		
Reading Books	996	49%
Heartburn/Indigestion Aids/Anti-Nausea-Use	973	48%

# 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.

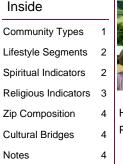
Location Composition: Listed are the total number of people and the total number of households in the county.

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 Leighton, Alabama

## MISSIONAL ZIPCODE DIGEST

## Zipcode 35646 Community Types



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

tribe

were

because vou

every

and nation."



Households: 729 Percent: 35.58%

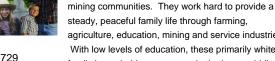


Households: 403 Percent: 19.67%



Households: 370 Percent: 18.06%

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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.

## Mainstay Communities

**Country Communities** 

Land, family and community are central to the day-to-day lives of the people in these farming and

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.



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## Top Lifestyle Segments in Zipcode 35646



Hinterland Families

#### (41% 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.

Households: 507 Percent: 24.74%



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

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.

Households: 370 Percent: 18.06%



### 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 iobs in manufacturing, retail and health.

Households: 251 Percent: 12.25% to mature singles and While many residents probably has a Latin b un to empty-nest or segment are Hispanic

**Urban Blues** 

earn upper-middle incomes.

## Struggling City Centers

**Family Convenience** 

## (68% Unreached)

(64% Unreached)

Struggling City Centers consists of very low-income households living in city neighborhoods. Home to the highest concentration of African-Americans in the nation-nearly 90 percent of all households-the cluster faces hard economic challenges. One-third of households haven't finished high school, with a similar percentage containing single-parent families. One in five adults are under 35 years old and the median household income is only half the national average.

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

Households: 220

Percent: 10.74%

#### (64% Unreached)

While many residents in this cluster may be singing the Urban Blues, the tune probably has a Latin beat. More than three-quarters of all households in this segment are Hispanic-roughly six times the U.S. average. They tend to be mostly young singles, families and single parents living in urban areas primarily in the Southwest. Their schooling is modest and their unemployment rate is more than twice the national average.

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	1,254	61.22%
Religious but NOT Evangelical	319	15.56%
Spiritual but NOT Evangelical	154	7.54%
Non-Evangelical but NOT Interested	789	38.5%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	673	32.82%
Inactive Evangelical HHlds	122	5.95%

Households: 119

Percent: 5.81%

