Composition of Zipcode 35811

Category	Zip Code
2010 Population	27,590
2010 Households	10,271
2010 Group Quarters	1,713

Missionscape: Cultural Bridges

NOTES

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	8,208	80%
HH Uses Computer For Internet/E-mail	6,604	64%
McDonald's	5,967	58%
Watching Diet (Health/Weight)-Presently	5,756	56%
Controlling Diet		
Non-Presc-For Regular Headaches	5,615	55%
Reading Books	5,502	54%
Heartburn/Indigestion Aids/Anti-Nausea-Use	5,077	49%
McDonald's Watching Diet (Health/Weight)-Presently Controlling Diet Non-Presc-For Regular Headaches Reading Books	5,967 5,756 5,615 5,502	58% 56% 55% 54%

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

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 Huntsville, Alabama

MISSIONAL ZIPCODE DIGEST

Zipcode 35811 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,

tribe

because vou

every

and nation."



Households: 4,025 Percent: 39.19%



Households: 2,742 Percent: 26.7%



Households: 1,280 Percent: 12.46%





Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage

Mainstay Communities

The backbone of small towns and second cities.

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.

Upscale Communities

As the wealthiest households in the nation, upscale communities boast high household incomes, significant home values and top educational achievements. Households in these exclusive suburban neighborhoods are headed by predominantly white, college educated, Baby Boom 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.

Urban Communities

The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the African-American and Hispanic families in Urban Communities, struggling to balance priorities and budgets in a climate of institutional prejudice creates a lack of stability and control. Residing within major metropolitan cities and towns, most households live in apartments.



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Top Lifestyle Segments in Zipcode 35811



Prime Middle America

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.



Households: 3,106 Percent: 30.24%

Households: 1,585

Percent: 15.43%

Urban Commuter Families

(67% Unreached)

(65% Unreached)

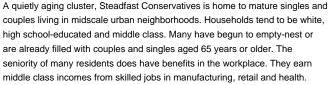
Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families. Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income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

African-American Neighborhoods (70% Unreached)

Young, working-class city dwellers make up African-American Neighborhoods. About three-quarters of the households are African-American and one in four adults is under 35 years old. This is an economically challenged area characterized by relatively high unemployment, low educational levels and single-parent families. A majority of residents have completed high school or some college, and most are earning their paychecks through jobs in health, education and food service.

Steadfast Conservatives

(69% Unreached)



Households: 811 Percent: 7.9%

Households: 870

Percent: 8.47%



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: 910 Percent: 8.86%

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)



Households: 635 Percent: 6.18%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	6,928	67.45%
Religious but NOT Evangelical	1,771	17.24%
Spiritual but NOT Evangelical	1,102	10.73%
Non-Evangelical but NOT Interested	4,072	39.65%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	2,201	21.43%
Inactive Evangelical HHlds	1,142	11.12%