Composition of Zipcode 35904

Category	Zip Code
2010 Population	14,705
2010 Households	6,278
2010 Group Quarters	346

Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHlds
Home Personal Computer-HH Own	4,726	75%
McDonald's	3,523	56%
Reading Books	3,262	52%
Non-Presc-For Regular Headaches	3,245	52%
HH Uses Computer For Internet/E-mail	3,160	50%
Heartburn/Indigestion Aids/Anti-Nausea-Use	3,100	49%
Watching Diet (Health/Weight)-Presently	3,096	49%
Controlling Diet		

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 Gadsden, Alabama

MISSIONAL ZIPCODE DIGEST

Zipcode 35904 Community Types

Working Communities

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,

and married homeowners dwells in densely populated areas and small-town suburbs.

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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,

slain, and with your

blood you purchased

for God persons from

language and people

tribe

were

and

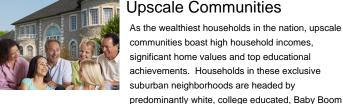
because vou

every

and nation."



construction, health services, retail, wholesale and food service. These jobs provide a stable household Households: 4.040 economy supporting personal and family pursuits in Percent: 64.35% everyday life. This ethnically diverse mix of single



Households: 747 Percent: 11.9%



Households: 517 Percent: 8.24%





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.

The people are poor, struggling and largely single.



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Top Lifestyle Segments in Zipcode 35904



Steadfast Conservatives

(69% Unreached)

A guietly 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.

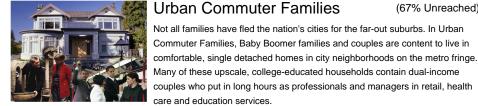
Households: 2,190 Percent: 34.88%



Grass-roots Living

families and divorced men and women living in lower-middle-class circumstances. Educational levels are low, and nearly a quarter of households did not finish high school. Those still in the workforce tend to have low-paying jobs in manufacturing, construction or agriculture.

Households: 1,595 Percent: 25.41%



Households: 747 Percent: 11.9%

(70% Unreached)

(67% Unreached)

Located in rural villages and aging industrial towns throughout the Midwest and South, Grass-roots Living consists of a racially diverse mix of couples,

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.

Family Convenience

(64% Unreached)

(76% Unreached)

(41% Unreached)

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: 321 Percent: 5.11%



Households: 230 Percent: 3.66%

Getting By

Getting By stands at the bottom rung of the socioeconomic ladder, a financially challenged cluster of young high school-educated and mainly African-American households where the median income is lowest in the nation. Much of the housing consists of older rowhouses and low-rise apartments worth less than half the national average. Located in dense neighborhoods, these single and single-parent minority households struggle with high unemployment and low paying jobs.

Households: 199 Percent: 3.17%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	4,223	67.27%
Religious but NOT Evangelical	986	15.71%
Spiritual but NOT Evangelical	703	11.19%
Non-Evangelical but NOT Interested	2,544	40.52%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,288	20.52%
Inactive Evangelical HHlds	766	12.21%