Composition of Zipcode 35906

Category	Zip Code
2010 Population	9,652
2010 Households	4,238
2010 Group Quarters	12

Missionscape: Cultural Bridges

NOTES

patterns

lifestyle segments.

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	3,326	78%
HH Uses Computer For Internet/E-mail	2,755	65%
McDonald's	2,391	56%
Watching Diet (Health/Weight)-Presently	2,385	56%
Controlling Diet		
Reading Books	2,364	56%
Non-Presc-For Regular Headaches	2,258	53%
Voted in fed/state/local election	2,191	52%

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 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 Rainbow City, AL

MISSIONAL ZIPCODE DIGEST

Zipcode 35906 Community Types

Upscale Communities

As the wealthiest households in the nation, upscale communities boast high household incomes,

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

economy supporting personal and family pursuits in

everyday life. This ethnically diverse mix of single

and married homeowners dwells in densely

Residents go into the city to visit clubs and malls.

populated areas and small-town suburbs.

Mainstay Communities

significant home values and top educational

achievements. Households in these exclusive suburban neighborhoods are headed by



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

tribe

were

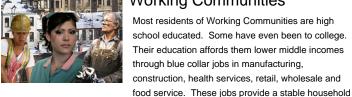
because vou

every

and nation."



Households: 1,914 Percent: 45.16%



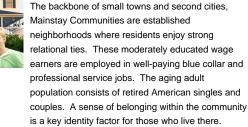
Households: 1,082 Percent: 25.53%



Households: 746 Percent: 17.6%







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Small-city Endeavors

Top Lifestyle Segments in Zipcode 35906



Urban Commuter 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: 1,388 Percent: 32.75%



Steadfast Conservatives

(69% Unreached)

(67% 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.

Professional Urbanites (72% Unreach Professional Urbanites is a haven for aging singles and couples, an upper-middle-class retirement oasis in the metropolitan sprawl. With most residents over the age of 65, these households have already empty-nested, with their children having gone off to college and work. The adults in this

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

share blocks with longtime residents, drawn to the affordable housing and

and the employment base largely consists of low-wage blue-collar jobs.

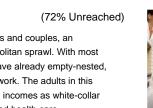
short commutes to work. Many of the adults never went beyond high school,

working-class communities concentrated primarily in the Midwest, newcomers

with their children having gone off to college and work. The adults in this cluster boast college degrees with above-average incomes as white-collar professionals and managers in retail, education and health care.



Households: 431 Percent: 10.17%



(67% Unreached)

Households: 268 Percent: 6.32%



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: 522 Percent: 12.32%

Households: 573

Percent: 13.52%

Family Convenience

(64% 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: 236 Percent: 5.57%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	2,855	67.36%
Religious but NOT Evangelical	647	15.27%
Spiritual but NOT Evangelical	462	10.91%
Non-Evangelical but NOT Interested	1,745	41.18%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	954	22.51%
Inactive Evangelical HHlds	429	10.13%