Composition of Zipcode 36020

Category	Zip Code
2010 Population	1,375
2010 Households	442
2010 Group Quarters	0

Missionscape: Cultural Bridges

NOTES

patterns

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	299	68%
McDonald's	250	56%
Watching Diet (Health/Weight)-Presently	243	55%
Controlling Diet		
Urban Contemporary	234	53%
Reading Books	224	51%
Non-Presc-For Regular Headaches	203	46%
Heartburn/Indigestion Aids/Anti-Nausea-Use	203	46%

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.

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Reaching Coosada, Alabama

MISSIONAL ZIPCODE DIGEST

Zipcode 36020 Community Types

Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring

everything is interconnected. The majority of people in this group are between the ages of 18 - 34. Sixty

Communities, truth is centered around "me" and

percent are renting singles; others live on military

bases or in college dorms. Members of Aspiring

unemployed. Of those who work, most live in or

Communities are four times more likely to be

conveniently close to metropolitan areas.



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."



Households: 283 Percent: 64.03%

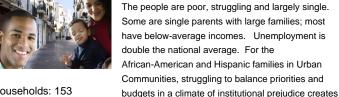


Households: 153 Percent: 34.62%



Percent: 0.9%

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in apartments.



school educated. Some have even been to college. Their education affords them lower middle incomes through blue collar jobs in manufacturing, construction, health services, retail, wholesale and food service. These jobs provide a stable household economy supporting personal and family pursuits in everyday life. This ethnically diverse mix of single and married homeowners dwells in densely

a lack of stability and control. Residing within major

metropolitan cities and towns, most households live

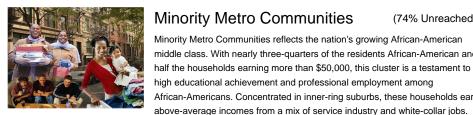
Most residents of Working Communities are high

Working Communities

populated areas and small-town suburbs.

(68% Unreached)

Top Lifestyle Segments in Zipcode 36020



Households: 283 Percent: 64.03%

Households: 115

Percent: 26.02%



Struggling City Centers consists of very low-income households living in city

average.

Struggling City Centers

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

middle class. With nearly three-quarters of the residents African-American and

African-Americans. Concentrated in inner-ring suburbs, these households earn

high educational achievement and professional employment among

Steadfast Conservatives (74% Unreached)

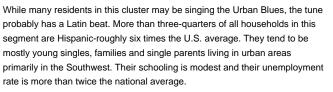
A guietly aging cluster, Steadfast Conservatives is home to mature singles and couples living in midscale urban neighborhoods. Households tend to be white, high school-educated and middle class. Many have begun to empty-nest or are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in manufacturing, retail and health.

Urban Blues

(64% Unreached)

(60% Unreached)

(69% Unreached)





Households: 3 Percent: 0.68%



Households: 2 Percent: 0.45%



African-American Neighborhoods (70% Unreached)

Young, working-class city dwellers make up African-American Neighborhoods. About three-guarters 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.

Households: 38 Percent: 8.6%

Working Rural Communities

There's a grittiness to life in Working Rural Communities. In these older, industrial towns, aging residents hold skilled blue-collar jobs in manufacturing and construction. Most households are filled with empty-nesting couples, middle-aged families and single seniors. They reside in 40-year-old homes valued at below-average prices. Their inexpensive housing allows their middle-class incomes to go far in these predominantly Midwestern towns.



Households: 1 Percent: 0.23%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	318	71.96%
Religious but NOT Evangelical	128	29.07%
Spiritual but NOT Evangelical	21	4.8%
Non-Evangelical but NOT Interested	175	39.56%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	74	16.70%
Inactive Evangelical HHIds	50	11.34%