Composition of Zipcode 36024

Category Zip Code 2010 Population 5.796 2010 Households 2,110 2010 Group Quarters 0

Missionscape: Cultural Bridges		
Cultural Bridge	#HHIds	%HHlds
Home Personal Computer-HH Own	1,633	77%
HH Uses Computer For Internet/E-mail	1,259	60%
McDonald's	1,199	57%
Watching Diet (Health/Weight)-Presently	1,177	56%
Controlling Diet		
Reading Books	1,136	54%
Non-Presc-For Regular Headaches	1,093	52%
Heartburn/Indigestion Aids/Anti-Nausea-Use	1,017	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

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.

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Reaching Eclectic, Alabama

MISSIONAL ZIPCODE DIGEST

Zipcode 36024 Community Types

Inside Community Types Lifestyle Segments Spiritual Indicators Religious Indicators 3 Zip Composition

Cultural Bridges

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

In partnership with:

Intercultural Institute

lor Contextual Ministry

www.iicm.net

tribe

and

because vou

every

and nation."

Notes

Households: 591 Percent: 28.01%



homes, mobile homes or trailers in rural tracts and neighborhoods. Mainstay Communities

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

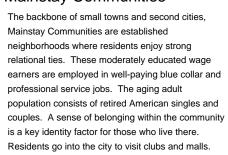
steady, peaceful family life through farming, agriculture, education, mining and service industries.

mining communities. They work hard to provide a

With low levels of education, these primarily white

family households earn wages in the lower middle

income bracket. Residents live in single-family





Households: 575 Percent: 27.25%



Households: 446 Percent: 21.14%

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, 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 populated areas and small-town suburbs.



Top Lifestyle Segments in Zipcode 36024



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 jobs in manufacturing, retail and health.

Households: 445 Percent: 21.09%

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: 213 Percent: 10.09%



Minority Metro Communities

ities (74% Unreached)

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: 298 Percent: 14.12%

Hinterland Families

(41% 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: 210 Percent: 9.95%



Professional Urbanites

(72% Unreached)

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 cluster boast college degrees with above-average incomes as white-collar professionals and managers in retail, education and health care.

Households: 252 Percent: 11.94%

Hardy Rural Families

(61% Unreached)

Far beyond the nation's beltways in tiny towns and isolated villages, the households of Hardy Rural Families are thriving. Predominantly white and middle-class, these older Americans have crafted rustic lifestyles in older single-family houses and mobile homes. Most of the households comprise married couples with a single wage earner who are high school educated and have blue-collar jobs in agriculture, construction and transportation.



Households: 154 Percent: 7.3%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	1,380	65.41%
Religious but NOT Evangelical	349	16.53%
Spiritual but NOT Evangelical	231	10.95%
Non-Evangelical but NOT Interested	801	37.98%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	435	20.61%
Inactive Evangelical HHlds	295	13.99%