Composition of Zipcode 36043

Category	Zip Code
2010 Population	4,093
2010 Households	1,661
2010 Group Quarters	44

Missionscape: Cultural Bridges					
Cultural Bridge	#HHIds	%HHIds			
Home Personal Computer-HH Own	1,173	71%			
McDonald's	933	56%			
Watching Diet (Health/Weight)-Presently	931	56%			
Controlling Diet					
Reading Books	878	53%			
Urban Contemporary	826	50%			
HH Uses Computer For Internet/E-mail	786	47%			
Non-Presc-For Regular Headaches	779	47%			

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 Hope Hull, Alabama

MISSIONAL ZIPCODE DIGEST

Zipcode 36043 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,

tribe

because vou

every

and nation."

Notes

Households: 1,138 Percent: 68.51%

Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring Communities, truth is centered around "me" and everything is interconnected. The majority of people in this group are between the ages of 18 - 34. Sixty percent are renting singles; others live on military bases or in college dorms. Members of Aspiring Communities are four times more likely to be unemployed. Of those who work, most live in or conveniently close to metropolitan areas.

The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is

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



Households: 397 Percent: 23.9%

Upscale Communities

in apartments.

and the arts.

Urban Communities

double the national average. For the



Households: 84 Percent: 5.06%

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

In partnership with:

Intercultural Institute www.iicm.net



Top Lifestyle Segments in Zipcode 36043



Minority Metro Communities (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: 1,138 Percent: 68.51%



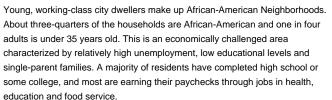
Households: 281 Percent: 16.92%

Struggling City Centers

(68% Unreached)

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

African-American Neighborhoods (70% Unreached)



Households: 116 Percent: 6.98%

America's Wealthiest

(80% Unreached)

America's Wealthiest consists of the nation's most affluent households found in well established suburban communities. With incomes well above the national average, residents represent both old and new wealth, enjoying very comfortable lifestyles and the finer things in life. These households are more than six times likely to be earning \$250,000 or more. Most of the adults are married, middle aged, college educated and predominantly white.



Households: 53 Percent: 3.19%

Dream Weavers

(72% Unreached)

Dream Weavers is home to well-off families living an affluent, suburban version of the American Dream. Ranked second in terms of wealth, they live in new-money subdivisions, possess high incomes, have college degrees and own large houses valued at more than twice the national average. Many households contain families with school-aged children-no segment has a higher rate of married residents-and more than half contain dual-income couples.



Households: 28 Percent: 1.69%

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: 27 Percent: 1.63%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	1,208	72.71%
Religious but NOT Evangelical	476	28.64%
Spiritual but NOT Evangelical	96	5.78%
Non-Evangelical but NOT Interested	652	39.24%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	341	20.53%
Inactive Evangelical HHlds	112	6.76%