Composition of Zipcode 36116

| Category | Zip Code |
|---------------------|----------|
| 2010 Population | 41,130 |
| 2010 Households | 16,691 |
| 2010 Group Quarters | 539 |

Missionscape: Cultural Bridges

NOTES

lifestyle segments.

| Cultural Bridge | | #HHIds | %HHIds |
|-----------------------------|------------------|--------|--------|
| Home Personal Compute | r-HH Own | 11,393 | 68% |
| McDonald's | | 9,043 | 54% |
| Reading Books | | 8,881 | 53% |
| Watching Diet (Health/We | eight)-Presently | 8,807 | 53% |
| Controlling Diet | | | |
| HH Uses Computer For I | nternet/E-mail | 8,069 | 48% |
| Non-Presc-For Regular H | leadaches | 7,945 | 48% |
| Voted in fed/state/local el | ection | 7,267 | 44% |
| 1 | | | |

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 patterns

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 Montgomery, AL

MISSIONAL ZIPCODE DIGEST

Zipcode 36116 Community Types



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: 7,097 Percent: 42.52%



Households: 6,742 Percent: 40.39%



Households: 2,394 Percent: 14.34%

In partnership with: Intercultural Institute lor Contextual Ministry www.iicm.net



have below-average incomes. Unemployment is double the national average. For the African-American and Hispanic families in Urban

Urban Communities

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. Some are single parents with large families; most

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.

Upscale Communities

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 and the arts.



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(74% Unreached)

Top Lifestyle Segments in Zipcode 36116

Getting By



Minority Metro Communities

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: 5,913 Percent: 35.43%



Households: 4,300 Percent: 25.76%

African-American Neighborhoods (70% Unreached)

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

(76% Unreached)

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: 1,641 Percent: 9.83%

Young Cosmopolitans Young Cosmopolitans is a collection of households where many adults are under 35 years old, single and earning above average incomes as white-collar professionals, managers and executives. In their fast-growing cities- including

degrees.

a number of college towns-these upscale young people live in luxury apartments and condos, commuting to work in sporty subcompacts. Nearly half hold college degrees, and they are almost twice the average for grad

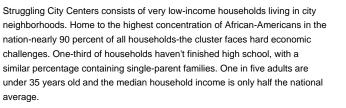
Dream Weavers

(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

Struggling City Centers

(68% Unreached)



Households: 1,341

Percent: 8.03%

Households: 1,141 Percent: 6.84%



Households: 656 Percent: 3.93%

Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR | ZIP HHLDS | ZIP % |
|------------------------------------|-----------|--------|
| Unreached | 12,081 | 72.38% |
| Religious but NOT Evangelical | 4,683 | 28.06% |
| Spiritual but NOT Evangelical | 1,054 | 6.32% |
| Non-Evangelical but NOT Interested | 6,407 | 38.39% |

Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR | ZIP | ZIP % |
|----------------------------|-------|--------|
| Active Evangelical HHlds | 3,468 | 20.78% |
| Inactive Evangelical HHlds | 1,141 | 6.84% |