Composition of Zipcode 36255

Category	Zip Code
2010 Population	1,059
2010 Households	410
2010 Group Quarters	0

Missionscape: Cultural Bridges

NOTES

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	288	70%
Non-Presc-For Regular Headaches	226	55%
McDonald's	218	53%
HH Uses Computer For Internet/E-mail	203	49%
Watching Diet (Health/Weight)-Presently	201	49%
Controlling Diet		
Heartburn/Indigestion Aids/Anti-Nausea-Use	194	47%
Reading Books	191	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.

Reaching Cragford, Alabama

MISSIONAL ZIPCODE DIGEST

Zipcode 36255 Community Types





Land, family and community are central to the day-to-day lives of the people in these farming and mining communities. They work hard to provide a steady, peaceful family life through farming, agriculture, education, mining and service industries. With low levels of education, these primarily white family households earn wages in the lower middle income bracket. Residents live in single-family homes, mobile homes or trailers in rural tracts and neighborhoods.

Working Communities

Country 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.

Urban Communities

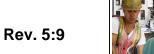
The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the African-American and Hispanic families in Urban Communities, struggling to balance priorities and budgets in a climate of institutional prejudice creates a lack of stability and control. Residing within major metropolitan cities and towns, most households live in apartments.



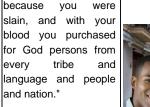
Alabama Baptist Convention State Board of Missions This resource is made possible by gifts of Alabama Baptists through the Cooperative Program.

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Households: 271



Households: 59 Percent: 14.39%



And they sang a new

song, saying: "You are

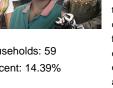
worthy to take the scroll

and to open its seals,

every

Households: 45 Percent: 10.98%

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



Top Lifestyle Segments in Zipcode 36255



Households: 249

Hinterland Families

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.

Percent: 60.73%



Steadfast Conservatives

(69% Unreached)

(41% 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: 56 Percent: 13.66%



Rugged Rural Style

(58% Unreached)

Rugged Rural Style consists of some of the most isolated communities in America. In these rural working-class households across the Southwest and Western states, predominantly older married couples and retirees live in aging houses and mobile homes. Those still working have blue-collar jobs in construction, manufacturing and agriculture-the cluster has more than four times as many farmers as the general population.

Households: 45 Percent: 10.98%

Family Convenience

Professional Urbanites

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.

Industrious Country Living

Professional Urbanites is a haven for aging singles and couples, an

professionals and managers in retail, education and health care.

upper-middle-class retirement oasis in the metropolitan sprawl. With most

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

residents over the age of 65, these households have already empty-nested,

Found in remote towns and villages across the country, Industrious Country Living consists of hard-working couples and families who earn their living from manufacturing, construction, retail and wholesale trades and home businesses. They're predominantly white, high school educated and owners of relatively new homes. They earn respectable incomes with one in three households earning more than \$75,000 per year.



Households: 21 Percent: 5.12%

(68% Unreached)

(72% Unreached)

(64% Unreached)

Households: 15 Percent: 3.66%



Households: 14 Percent: 3.41%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	208	50.72%
Religious but NOT Evangelical	34	8.19%
Spiritual but NOT Evangelical	27	6.5%
Non-Evangelical but NOT Interested	148	36.03%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	127	30.90%
Inactive Evangelical HHlds	75	18.38%