### Composition of Zipcode 36330

Missionscape: Cultural Bridges

Non-Presc-For Regular Headaches

Category Zip Code 2010 Population 32.488 2010 Households 13.206 2010 Group Quarters 274

Missionscape. Oditarai Dhages		
Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	9,996	76%
HH Uses Computer For Internet/E-mail	7,611	58%
McDonald's	7,456	56%
Watching Diet (Health/Weight)-Presently	7,144	54%
Controlling Diet		
Reading Books	7,060	53%

# 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

Heartburn/Indigestion Aids/Anti-Nausea-Use

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.

6.783

6.529

51%

49%

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 Enterprise, Alabama

### MISSIONAL ZIPCODE DIGEST

### **Zipcode 36330 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

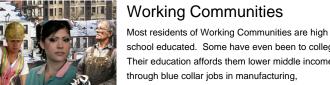
because vou

every

and nation."

Notes

Households: 4,114 Percent: 31.15%



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.

As the wealthiest households in the nation, upscale communities boast high household incomes,

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

significant home values and top educational

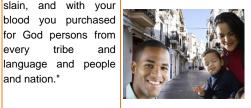
achievements. Households in these exclusive suburban neighborhoods are headed by

Households: 2,746 Percent: 20.79%

**Urban Communities** 

and the arts.

Upscale Communities



Households: 2,215 Percent: 16.77%

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.

In partnership with: Intercultural Institute

www.iicm.net

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## Top Lifestyle Segments in Zipcode 36330



#### Steadfast Conservatives

(69% 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.

Households: 1,871 Percent: 14.17%

## Moderate Conventionalists

(67% Unreached)

With many key demographic measures close to the national average-including age, income and education- members of Moderate Conventionalists epitomize average Americans. Scattered throughout second-tier cities in the Midwest and West Coast, these singles and couples tend to live in modest homes, semi-detached houses and apartments. Most have completed high school or some college and hold well-paying blue-collar and white-collar jobs.



Households: 1,231 Percent: 9.32%



#### Urban Commuter Families

(67% Unreached)

Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families. Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services.

Households: 1,507 Percent: 11.41%

#### 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



Households: 1,193 Percent: 9.03%



#### 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: 1,259 Percent: 9.53%

#### 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.



Households: 662 Percent: 5.01%

#### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	8,933	67.64%
Religious but NOT Evangelical	2,460	18.63%
Spiritual but NOT Evangelical	1,223	9.26%
Non-Evangelical but NOT Interested	5,316	40.26%

#### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	2,411	18.26%
Inactive Evangelical HHlds	1,862	14.10%