Composition of Zipcode 36474

Category	Zip Code
2010 Population	3,114
2010 Households	1,221
2010 Group Quarters	13

Missionscape: Cultural Bridges

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	867	71%
McDonald's	749	61%
HH Uses Computer For Internet/E-mail	659	54%
Non-Presc-For Regular Headaches	590	48%
Watching Diet (Health/Weight)-Presently	571	47%
Controlling Diet		
Heartburn/Indigestion Aids/Anti-Nausea-Use	563	46%
Reading Books	511	42%

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

NOTES 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 Red Level, Alabama

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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

Religious Indicators 3

2

4

4

4

were

MISSIONAL ZIPCODE DIGEST

Zipcode 36474 Community Types



Households: 837 Percent: 68.55%



Households: 223 Percent: 18.26%



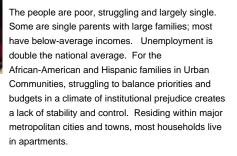
Households: 100 Percent: 8.19%







neighborhoods.



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

homes, mobile homes or trailers in rural tracts and

income bracket. Residents live in single-family

bases or in college dorms. Members of Aspiring

unemployed. Of those who work, most live in or

Communities are four times more likely to be

conveniently close to metropolitan areas.

Urban Communities



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Top Lifestyle Segments in Zipcode 36474



Coal and Crops

(61% Unreached)

(74% Unreached)

Coal and Crops comes by its name honestly. The households of this rural cluster work primarily in the mining and farming industries. Found in sparsely populated areas throughout the Midwest and South, this cluster is characterized by low-income families and single households living in small, racially mixed hamlets. More than one-quarter of the residents never completed high school, the median household incomes are nearly 40 percent below the U.S. average.

Households: 778 Percent: 63.72%

Households: 223

Percent: 18.26%

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.

Steadfast Conservatives

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.

Hinterland Families is a collection of families and couples who've settled in

households are overwhelmingly white, less educated (one-fifth never

most live in inexpensive houses, one-third reside in mobile homes.

isolated towns and villages throughout the South. These mostly middle-aged

completed high school) and working-class. They work in a variety of blue-collar

jobs in manufacturing, construction, transportation and agriculture. Though

Hinterland Families

(41% Unreached)

(68% Unreached)

(69% Unreached)



Households: 59 Percent: 4.83%



African-American Neighborhoods (70% Unreached)

Young, working-class city dwellers make up African-American Neighborhoods. About three-guarters 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: 81 Percent: 6.63%

Struggling City Centers

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: 15 Percent: 1.23%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	775	63.48%
Religious but NOT Evangelical	233	19.09%
Spiritual but NOT Evangelical	103	8.44%
Non-Evangelical but NOT Interested	440	36.03%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	322	26.33%
Inactive Evangelical HHlds	124	10.19%



Households: 61 Percent: 5%