## Composition of Zipcode 36475

Category	Zip Code
2010 Population	1,613
2010 Households	727
2010 Group Quarters	0

# Missionscape: Cultural Bridges

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	526	72%
McDonald's	449	62%
HH Uses Computer For Internet/E-mail	403	55%
Non-Presc-For Regular Headaches	360	50%
Heartburn/Indigestion Aids/Anti-Nausea-Use	338	47%
Watching Diet (Health/Weight)-Presently	335	46%
Controlling Diet		
Burger King	303	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 Repton, Alabama

# **MISSIONAL ZIPCODE DIGEST**

# Zipcode 36475 Community Types



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

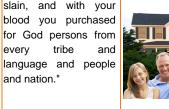
because vou

every



Households: 595 Percent: 81.84%

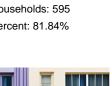




were

Households: 27 Percent: 3.71%







Households: 82 Percent: 11.28%



**Country Communities** 

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.

# 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.

## Mainstay Communities

The backbone of small towns and second cities, Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community is a key identity factor for those who live there. Residents go into the city to visit clubs and malls.



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average.

Struggling City Centers

**Rural Southern Living** 

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

nation-nearly 90 percent of all households-the cluster faces hard economic

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

Scattered in sparsely settled communities across the South, the households in

Rural Southern Living consist of young, predominantly white couples and

manufactured housing. The adults are high school educated and work at

living in mobile homes with more than half the households living in

blue-collar jobs in manufacturing, construction and transportation.

families with lower-middle-class lifestyles. No segment has more residents

challenges. One-third of households haven't finished high school, with a

neighborhoods. Home to the highest concentration of African-Americans in the

(68% Unreached)

(59% Unreached)

(64% Unreached)

# Top Lifestyle Segments in Zipcode 36475



Coal and Crops

(61% 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.



# Hinterland Families

#### (41% Unreached)

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.

Households: 107 Percent: 14.72%

Households: 467



## 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: 82 Percent: 11.28%

# Family Convenience

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.



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Households: 23 Percent: 3.16%



Households: 21 Percent: 2.89%



#### Households: 17 Percent: 2.34%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	436	59.92%
Religious but NOT Evangelical	116	15.94%
Spiritual but NOT Evangelical	61	8.41%
Non-Evangelical but NOT Interested	260	35.75%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	238	32.67%
Inactive Evangelical HHlds	54	7.41%