# Composition of Zipcode 36480

Category	Zip Code
2010 Population	1,552
2010 Households	702
2010 Group Quarters	0

# Missionscape: Cultural Bridges

NOTES

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	501	71%
McDonald's	405	58%
Watching Diet (Health/Weight)-Presently	360	51%
Controlling Diet		
HH Uses Computer For Internet/E-mail	356	51%
Non-Presc-For Regular Headaches	350	50%
Heartburn/Indigestion Aids/Anti-Nausea-Use	336	48%
Reading Books	331	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 Uriah, Alabama

# **MISSIONAL ZIPCODE DIGEST**

# Zipcode 36480 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."



agriculture, education, mining and service industries. With low levels of education, these primarily white Households: 287 family households earn wages in the lower middle Percent: 40.88% income bracket. Residents live in single-family

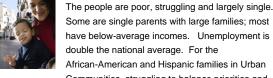


Households: 194 Percent: 27.64%



Households: 118 Percent: 16.81%

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neiahborhoods.

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.

# Aspiring Communities

**Country Communities** 

Land, family and community are central to the day-to-day lives of the people in these farming and

steady, peaceful family life through farming,

mining communities. They work hard to provide a

homes, mobile homes or trailers in rural tracts and

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.



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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# Top Lifestyle Segments in Zipcode 36480



Households: 151 Percent: 21.51%

# Coal and Crops

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.

# Rugged Rural Style

#### (58% Unreached)

(61% 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: 134 Percent: 19.09%



#### **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: 118 Percent: 16.81%

### Steadfast Conservatives

average.

**Struggling City Centers** 

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.

# 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.

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

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

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



Households: 118 Percent: 16.81%

(74% Unreached)

(68% Unreached)

(69% Unreached)



Households: 58 Percent: 8.26%



#### Households: 51 Percent: 7.26%

# **Evangelscape:** Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	427	60.79%
Religious but NOT Evangelical	106	15.13%
Spiritual but NOT Evangelical	63	8.97%
Non-Evangelical but NOT Interested	261	37.16%

# Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	224	31.96%
Inactive Evangelical HHlds	51	7.25%