Composition of Zipcode 36502

Category	Zip Code
2010 Population	17,852
2010 Households	6,044
2010 Group Quarters	2,802

Missionscape: Cultural Bridges

NOTES

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	4,207	70%
McDonald's	3,464	57%
Watching Diet (Health/Weight)-Presently	3,184	53%
Controlling Diet		
Reading Books	2,941	49%
Non-Presc-For Regular Headaches	2,934	49%
Heartburn/Indigestion Aids/Anti-Nausea-Use	2,928	48%
HH Uses Computer For Internet/E-mail	2,888	48%

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

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 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

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 Atmore, Alabama

MISSIONAL ZIPCODE DIGEST

Zipcode 36502 Community Types

Urban Communities

double the national average. For the

The people are poor, struggling and largely single. Some are single parents with large families; most

have below-average incomes. Unemployment is

metropolitan cities and towns, most households live

Most residents of Working Communities are high school educated. Some have even been to college. Their education affords them lower middle incomes

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.

Aspiring Communities

conveniently close to metropolitan areas.

through blue collar jobs in manufacturing, construction, health services, retail, wholesale and

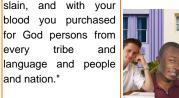




Households: 2,085 Percent: 34.5%



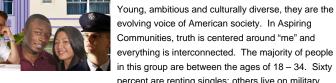
Households: 1,498 Percent: 24.78%



were

Households: 1,254 Percent: 20.75%



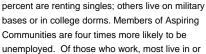




Alabama Baptist Convention State Board of Missions This resource is made possible by gifts of Alabama Baptists through the Cooperative Program.

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

in apartments.



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

and nation."

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Top Lifestyle Segments in Zipcode 36502



Households: 1,895 Percent: 31.35%

Households: 1,204

Percent: 19.92%

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.



Minority Metro Communities

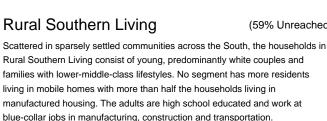
Minority Metro Communities reflects the nation's growing African-American middle class. With nearly three-quarters of the residents African-American and

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.

Urban Commuter Families

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: 259 Percent: 4.29%



(59% Unreached)

Households: 197



Steadfast Conservatives

(69% Unreached)

(74% 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: 1,011 Percent: 16.73%

Grass-roots Living

families and divorced men and women living in lower-middle-class

(70% Unreached)

(67% Unreached)

Located in rural villages and aging industrial towns throughout the Midwest and South, Grass-roots Living consists of a racially diverse mix of couples, circumstances. Educational levels are low, and nearly a quarter of households did not finish high school. Those still in the workforce tend to have low-paying jobs in manufacturing, construction or agriculture.

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	4,090	67.66%
Religious but NOT Evangelical	1,346	22.28%
Spiritual but NOT Evangelical	414	6.85%
Non-Evangelical but NOT Interested	2,435	40.29%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,593	26.36%
Inactive Evangelical HHlds	361	5.98%



Households: 184 Percent: 3.04%