Composition of Zipcode 36560

| Category | Zip Code |
|---------------------|----------|
| 2010 Population | 4,645 |
| 2010 Households | 1,555 |
| 2010 Group Quarters | 417 |

Missionscape: Cultural Bridges

NOTES:

| Cultural Bridge | #HHIds | %HHIds |
|--|--------|--------|
| Home Personal Computer-HH Own | 1,029 | 66% |
| McDonald's | 884 | 57% |
| Watching Diet (Health/Weight)-Presently | 852 | 55% |
| Controlling Diet | | |
| Urban Contemporary | 831 | 53% |
| Reading Books | 768 | 49% |
| Heartburn/Indigestion Aids/Anti-Nausea-Use | 720 | 46% |
| Non-Presc-For Regular Headaches | 708 | 46% |
| | | |

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 Mount Vernon, AL

MISSIONAL ZIPCODE DIGEST

Zipcode 36560 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."



Households: 809 Percent: 52.03%



Households: 730 Percent: 46.95%



Percent: 0.96%



Households: 15

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.

Urban Communities

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.

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.



Top Lifestyle Segments in Zipcode 36560



Percent: 52.03%

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.

Households: 809

Households: 630 Percent: 40.51%

Struggling City Centers

(68% Unreached)

(74% 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.

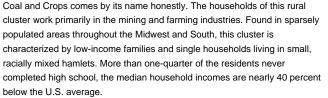
Suburban Optimists

With its concentration of Asian, Hawaiian and white residents, Suburban Optimists presents a portrait of middle-class diversity. Most of the households contain middle-aged couples and families living in older suburban homes, duplexes and apartments located in coastal states and Hawaii. There's an even distribution of residents who have graduated from high school or completed some college, resulting in both blue-collar and white-collar jobs.

Coal and Crops

(61% Unreached)

(69% Unreached)





Households: 1 Percent: 0.06%

Households: 15

Percent: 0.96%



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: 100 Percent: 6.43%

Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR | ZIP HHLDS | ZIP % |
|------------------------------------|-----------|--------|
| Unreached | 1,107 | 71.2% |
| Religious but NOT Evangelical | 451 | 29.01% |
| Spiritual but NOT Evangelical | 61 | 3.9% |
| Non-Evangelical but NOT Interested | 631 | 40.56% |

Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR | ZIP | ZIP % |
|----------------------------|-----|--------|
| Active Evangelical HHlds | 309 | 19.86% |
| Inactive Evangelical HHIds | 139 | 8.94% |