Composition of Zipcode 36830

Zip Code Category 2010 Population 33.835 2010 Households 15,842 2010 Group Quarters 743

| Missionscape: Cultural Bridges | | |
|--|--------|--------|
| Cultural Bridge | #HHIds | %HHIds |
| Home Personal Computer-HH Own | 12,935 | 82% |
| HH Uses Computer For Internet/E-mail | 11,493 | 73% |
| Reading Books | 9,093 | 57% |
| Watching Diet (Health/Weight)-Presently | 8,974 | 57% |
| Controlling Diet | | |
| Non-Presc-For Regular Headaches | 8,109 | 51% |
| McDonald's | 7,911 | 50% |
| Heartburn/Indigestion Aids/Anti-Nausea-Use | 7,515 | 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.

© Copyright 2012 by IICM and its data suppliers.

Reaching Auburn, Alabama

MISSIONAL ZIPCODE DIGEST

Zipcode 36830 Community Types

Inside

Community Types Lifestyle Segments Spiritual Indicators Religious Indicators 3 Zip Composition **Cultural Bridges** Notes

Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

slain, and with your

blood you purchased

for God persons from

language and people

In partnership with:

Intercultural Institute

lor Contextual Ministry

www.iicm.net

tribe

and

because vou

every

and nation."



Households: 6,348 Percent: 40.07%

Households: 5,065 Percent: 31.97%



Mainstay Communities

Urban Communities

double the national average. For the

Upscale Communities

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

have below-average incomes. Unemployment is

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

As the wealthiest households in the nation, upscale communities boast high household incomes, significant home values and top educational

predominantly white, college educated, Baby Boom

parents. Most adults work as executives and white

collar professionals. They are active members of the

community in business clubs, environmental groups

achievements. Households in these exclusive suburban neighborhoods are headed by



Households: 1.269

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.

in apartments.

and the arts.

Percent: 8.01%



Top Lifestyle Segments in Zipcode 36830

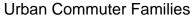


Unattached Multi-cultures

(69% Unreached)

Unattached Multi-cultures is filled with multi-ethnic singles, single parents and unmarried couples living in downtown neighborhoods in cities. Nearly two-thirds of the adults are under 35 years old and more than a third of the residents are minorities. Living in low-income urban areas, these less educated households possess median incomes barely above the poverty line with home values only half the national average.

Households: 2,841 Percent: 17.93%



(67% Unreached)

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: 1,487 Percent: 9.39%



College Town Communities

(83% Unreached)

Students are the center of community life in College Town Communities. About one in nine residents lives in a dormitory. In this cluster of towns dominated by college campuses residents are primarily young, single and college educated. Because of their youth, many of these recent graduates still report entry-level jobs and low-end incomes which are less than the national average.

Households: 2,681 Percent: 16.92%

Comfy Country Living

(61% Unreached)

In Comfy Country Living, empty-nesting couples and retirees reside in quiet exurban communities. These households, predominantly white, married and college educated, are above-average in age with roughly one in four being 65 years or older. They're solidly middle-class from a mix of well-paying white-collar and blue-collar jobs in manufacturing, retail and food services. Many residents are pursuing the good life in relatively new houses and mobile homes.



Households: 959 Percent: 6.05%



Dream Weavers

(72% Unreached)

Dream Weavers is home to well-off families living an affluent, suburban version of the American Dream. Ranked second in terms of wealth, they live in new-money subdivisions, possess high incomes, have college degrees and own large houses valued at more than twice the national average. Many households contain families with school-aged children-no segment has a higher rate of married residents-and more than half contain dual-income couples.

Households: 1,597 Percent: 10.08%

Small-town Success

(69% Unreached)

Small-town Success is typically home to the families of the most prominent citizens in their exurban communities. White-collar, college educated and upscale, they live in recently developed subdivisions outside the nation's beltways in the Midwest and West. Most of these households contain white, middle-aged working couples who have positions as executives and professionals in health care, retail and education.



Households: 882 Percent: 5.57%

Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR | ZIP HHLDS | ZIP % |
|------------------------------------|-----------|--------|
| Unreached | 11,365 | 71.74% |
| Religious but NOT Evangelical | 3,246 | 20.49% |
| Spiritual but NOT Evangelical | 2,029 | 12.81% |
| Non-Evangelical but NOT Interested | 6,106 | 38.54% |

Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR | ZIP | ZIP % |
|----------------------------|-------|--------|
| Active Evangelical HHlds | 4,211 | 26.58% |
| Inactive Evangelical HHlds | 266 | 1.68% |