#### Composition of Zipcode 35651

Category	Zip Code
2010 Population	1,280
2010 Households	494
2010 Group Quarters	0

#### Missionscape: Cultural Bridges

NOTES

Cultural Bridge	#HHIds	%HHIds	
Home Personal Computer-HH Own	350	71%	
Non-Presc-For Regular Headaches	275	56%	
McDonald's	266	54%	
HH Uses Computer For Internet/E-mail	246	50%	
Watching Diet (Health/Weight)-Presently	237	48%	
Controlling Diet			
Heartburn/Indigestion Aids/Anti-Nausea-Use	233	47%	
Reading Books	222	45%	

# 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.

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Reaching Mount Hope, Alabama

### MISSIONAL ZIPCODE DIGEST

#### Zipcode 35651 Community Types

#### **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 neiahborhoods.

#### 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.

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

# Rev. 5:9

Notes

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Community Types

Lifestyle Segments

Spiritual Indicators

**Zip Composition** 

**Cultural Bridges** 

Religious Indicators 3

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And they sang a new song, saying: "You are worthy to take the scroll and to open its seals, because vou were slain, and with your blood you purchased for God persons from tribe every and language and people and nation."





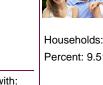
Percent: 9.92%

Households: 361

Percent: 73.08%



Households: 47 Percent: 9.51%



(41% Unreached)

(58% Unreached)

Coal and Crops

below the U.S. average.

Steadfast Conservatives

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

seniority of many residents does have benefits in the workplace. They earn

middle class incomes from skilled jobs in manufacturing, retail and health.

Coal and Crops comes by its name honestly. The households of this rural

populated areas throughout the Midwest and South, this cluster is

racially mixed hamlets. More than one-guarter of the residents never

cluster work primarily in the mining and farming industries. Found in sparsely

characterized by low-income families and single households living in small,

completed high school, the median household incomes are nearly 40 percent

are already filled with couples and singles aged 65 years or older. The

#### Top Lifestyle Segments in Zipcode 35651

**Hinterland Families** 



Households: 334 Percent: 67.61%



# Rugged Rural Style

#### 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.

Hinterland Families is a collection of families and couples who've settled in

households are overwhelmingly white, less educated (one-fifth never

most live in inexpensive houses, one-third reside in mobile homes.

isolated towns and villages throughout the South. These mostly middle-aged

completed high school) and working-class. They work in a variety of blue-collar

jobs in manufacturing, construction, transportation and agriculture. Though

Households: 49 Percent: 9.92%



#### Family Convenience

#### (64% Unreached)

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.

Households: 46 Percent: 9.31%

#### 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: 24 Percent: 4.86%

(69% Unreached)

(61% Unreached)

(74% Unreached)



Households: 12 Percent: 2.43%



#### Households: 7 Percent: 1.42%

#### **Evangelscape:** Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	238	48.23%
Religious but NOT Evangelical	35	7.01%
Spiritual but NOT Evangelical	28	5.72%
Non-Evangelical but NOT Interested	175	35.51%

#### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	152	30.84%
Inactive Evangelical HHIds	103	20.93%