

Location Composition

| Category | 0-3 MI | 3-7 MI | 7-10 MI |
|---------------------|--------|--------|---------|
| 2010 Population | 2,270 | 4,498 | 5,660 |
| 2010 Households | 1,064 | 2,037 | 2,531 |
| 2010 Group Quarters | 66 | 133 | 11 |

Missionscape: Cultural Bridges

| Cultural Bridge | #HHlds | %HHlds |
|--|--------|--------|
| Home Personal Computer-HH Own | 763 | 72% |
| McDonald's | 587 | 55% |
| Watching Diet (Health/Weight)-Presently | 545 | 51% |
| Controlling Diet | | |
| Non-Presc-For Regular Headaches | 542 | 51% |
| HH Uses Computer For Internet/E-mail | 534 | 50% |
| Reading Books | 533 | 50% |
| Heartburn/Indigestion Aids/Anti-Nausea-Use | 526 | 49% |

Getting Involved

This mission site is located in the Northern Region of the Alabama State Board of Missions. For more information about this need, contact the regional Church Planting Strategist: Otis Corbitt (ocorbitt@alsbom.org)

NOTES:

The Location Summary identifies the center of the smallest ring in the map above. The location data provides various types of identification to better describe the location. The GIS data can be used to map the location in Google maps or Google Earth.

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 corresponding to each of the three bands indicated on the map on page one.

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 Guin, Alabama

MISSION SITE DIGEST

Inside

| | |
|--------------|---|
| Location | 1 |
| Communities | 2 |
| Evangelscape | 2 |
| Lifestyles | 3 |
| Churchscape | 3 |
| Composition | 4 |
| Missionscape | 4 |
| Notes | 4 |

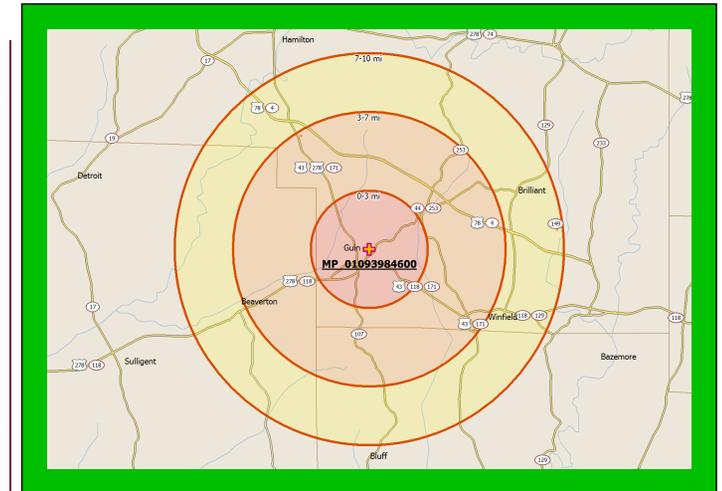
Acts 10:9-10

During the night a vision appeared to Paul: a Macedonian man was standing and pleading with him, "Cross over to Macedonia and help us!" After he had seen the vision, we immediately made efforts to set out for Macedonia, concluding that God had called us to evangelize them.

In partnership with:



www.iicm.net



This location has been identified as one of the areas in Alabama in need of new ministries or new churches. This report has been written to assist you in gaining an understanding of where God has gathered concentrations of people in need of Him in order that your church can focus your efforts and resources where He is at work and the need is greatest. May this report assist your church in hearing God's invitation to join Him where He is calling.

Location Summary

| | |
|------------------------|-----------------|
| Central Street Address | 209 Knight Rd |
| Zip Code | 35563 |
| State Region | Northern Region |
| GIS Latitude | 33.975980 |
| GIS Longitude | -87.927800 |
| Sitescape Category | Townscape |
| Sitescape Group | Small Towns |

Top Community Types



Working Communities

Most residents are high school educated; some have even been to college. Their education affords them lower middle incomes through blue collar jobs in manufacturing, construction, health services, retail, wholesale and food service that 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. Adherence to traditional family values and resistance to authority are key aspects of their psychological nature.

Households: 448
Percent: 42.11%



Country Communities

Land, family and community are central to the day-to-day lives of the people. 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 neighborhoods. Pickup trucks, sedans and compact cars are the most common vehicles of choice. More than two-thirds are middle-aged households who do not have children living at home.

Households: 281
Percent: 26.41%



Urban Communities

The people are poor, struggling and largely single. Some are single parents with large families. Unemployment is double the national average. For the minority 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. Those who drive choose economy, import, and domestic cars or small trucks. This group finds employment within food and health services, education, retail, and the entertainment industry.

Households: 173
Percent: 16.26%

Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR | BAND HHLDS | BAND % |
|------------------------------------|------------|--------|
| Unreached | 662 | 62.23% |
| Religious but NOT Evangelical | 151 | 14.15% |
| Spiritual but NOT Evangelical | 102 | 9.63% |
| Non-Evangelical but NOT Interested | 411 | 38.6% |

Top Lifestyle Segments

Steadfast Conservatives

(69% 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: 318
Percent: 29.89%

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: 205
Percent: 19.27%

Rugged Rural Style

(58% 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: 118
Percent: 11.09%

Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR | MI RING | RING % |
|----------------------------|---------|--------|
| Active Evangelical HHlds | 340 | 31.97% |
| Inactive Evangelical HHlds | 62 | 5.80% |