Composition of Zipcode 35184

| Category | Zip Code |
|---------------------|----------|
| 2010 Population | 5,867 |
| 2010 Households | 2,151 |
| 2010 Group Quarters | 0 |

Missionscape: Cultural Bridges

NOTES

| Cultural Bridge | #HHIds | %HHIds |
|--|--------|--------|
| Home Personal Computer-HH Own | 1,542 | 72% |
| McDonald's | 1,199 | 56% |
| Non-Presc-For Regular Headaches | 1,176 | 55% |
| HH Uses Computer For Internet/E-mail | 1,104 | 51% |
| Watching Diet (Health/Weight)-Presently | 1,026 | 48% |
| Controlling Diet | | |
| Heartburn/Indigestion Aids/Anti-Nausea-Use | 1,012 | 47% |
| Reading Books | 978 | 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.

Reaching West Blocton, AL

MISSIONAL ZIPCODE DIGEST

Zipcode 35184 Community Types

Country Communities

Land, family and community are central to the day-to-day lives of the people in these farming and

steady, peaceful family life through farming, agriculture, education, mining and service industries.

mining communities. They work hard to provide a

With low levels of education, these primarily white

family households earn wages in the lower middle

homes, mobile homes or trailers in rural tracts 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

Most residents of Working Communities are high

Working Communities

income bracket. Residents live in single-family





Households: 1,461 Percent: 67.92%



Households: 271 Percent: 12.6%



Households: 199 Percent: 9.25%

In partnership with: Intercultural Institute lor Contextual Ministry www.iicm.net

Rev. 5:9

song, saying: "You are

worthy to take the scroll

and to open its seals,

slain, and with your

tribe

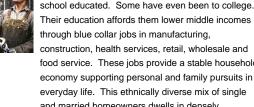
were

because vou

every

and nation."





in apartments.

neiahborhoods.

construction, health services, retail, wholesale and 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.



Top Lifestyle Segments in Zipcode 35184



Hinterland Families

(41% Unreached)

(59% 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: 972 Percent: 45.19%



Rural Southern Living

Scattered in sparsely settled communities across the South, the households in Rural Southern Living consist of young, predominantly white couples and families with lower-middle-class lifestyles. No segment has more residents living in mobile homes with more than half the households living in manufactured housing. The adults are high school educated and work at blue-collar jobs in manufacturing, construction and transportation.

Family Convenience

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.

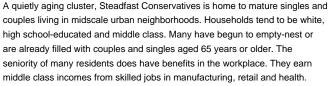


Households: 154 Percent: 7.16%

Steadfast Conservatives

(69% Unreached)

(64% Unreached)



Households: 115 Percent: 5.35%



Households: 158 Percent: 7.35%

Households: 275

Percent: 12,78%

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.

Industrious Country Living

(68% Unreached)

Found in remote towns and villages across the country, Industrious Country Living consists of hard-working couples and families who earn their living from manufacturing, construction, retail and wholesale trades and home businesses. They're predominantly white, high school educated and owners of relatively new homes. They earn respectable incomes with one in three households earning more than \$75,000 per year.



Households: 109 Percent: 5.07%

Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR | ZIP HHLDS | ZIP % |
|------------------------------------|-----------|--------|
| Unreached | 1,155 | 53.68% |
| Religious but NOT Evangelical | 233 | 10.83% |
| Spiritual but NOT Evangelical | 145 | 6.73% |
| Non-Evangelical but NOT Interested | 786 | 36.54% |

Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR | ZIP | ZIP % |
|----------------------------|-----|--------|
| Active Evangelical HHlds | 625 | 29.04% |
| Inactive Evangelical HHlds | 372 | 17.28% |