

## Composition of Zipcode 36267

| Category            | Zip Code |
|---------------------|----------|
| 2010 Population     | 58       |
| 2010 Households     | 19       |
| 2010 Group Quarters | 0        |

## Missionscape: Cultural Bridges

| Cultural Bridge                            | #HHlds | %HHlds |
|--|--------|--------|
| Home Personal Computer-HH Own              | 13     | 69%    |
| Non-Presc-For Regular Headaches            | 11     | 56%    |
| McDonald's                                 | 10     | 52%    |
| Watching Diet (Health/Weight)-Presently    | 9      | 47%    |
| Controlling Diet                           |        |        |
| HH Uses Computer For Internet/E-mail       | 9      | 46%    |
| Heartburn/Indigestion Aids/Anti-Nausea-Use | 9      | 46%    |
| Reading Books                              | 8      | 44%    |

## Getting Informed

More zip information may be found on the [MissionalCorps.org](http://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](http://www.alsbom.org/churchplanting)

### NOTES:

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 Millerville, Alabama

# MISSIONAL ZIPCODE DIGEST

## Zipcode 36267 Community Types

### Inside

|                      |   |
|----------------------|---|
| Community Types      | 1 |
| Lifestyle Segments   | 2 |
| Spiritual Indicators | 2 |
| Religious Indicators | 3 |
| Zip Composition      | 4 |
| Cultural Bridges     | 4 |
| Notes                | 4 |

## Rev. 5:9

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

In partnership with:

 **Intercultural Institute**  
for Contextual Ministry  
[www.iicm.net](http://www.iicm.net)



Households: 16  
Percent: 84.21%

## 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 neighborhoods.



Households: 3  
Percent: 15.79%

## 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.



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

## Top Lifestyle Segments in Zipcode 36267



### Hinterland Families

Households: 16      Percent: 84.21%  
Unreached: 41%

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.



### Minority Metro Communities

Households: 3      Percent: 15.79%  
Unreached: 74%

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.

## Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR             | ZIP HHLDS | ZIP %  |
|------------------------------------|-----------|--------|
| Unreached                          | 9         | 46.29% |
| Religious but NOT Evangelical      | 2         | 9.01%  |
| Spiritual but NOT Evangelical      | 1         | 2.84%  |
| Non-Evangelical but NOT Interested | 7         | 34.44% |

## Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR     | ZIP | ZIP %  |
|----------------------------|-----|--------|
| Active Evangelical HHlds   | 7   | 38.73% |
| Inactive Evangelical HHlds | 3   | 14.98% |