Composition of Zipcode 36351

Category	Zip Code
2010 Population	3,128
2010 Households	1,243
2010 Group Quarters	163

Missionscape: Cultural Bridges

NOTES

Cultural Bridge	#HHIds	%HHlds
Home Personal Computer-HH Own	894	72%
Non-Presc-For Regular Headaches	685	55%
McDonald's	680	55%
HH Uses Computer For Internet/E-mail	648	52%
Watching Diet (Health/Weight)-Presently	616	50%
Controlling Diet		
Reading Books	588	47%
Heartburn/Indigestion Aids/Anti-Nausea-Use	586	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

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 Communities Summary identifies the top three types of communities in the zip code, the

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 New Brockton, AL

MISSIONAL ZIPCODE DIGEST

Zipcode 36351 Community Types



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

tribe

were

because vou

every

and nation."



Households: 773 Percent: 62.19%

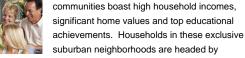


Households: 126 Percent: 10.14%



Households: 113 Percent: 9.09%

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



neighborhoods.

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 and the arts.

Working Communities

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

income bracket. Residents live in single-family

Most residents of Working Communities 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. 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.



© Copyright 2012 by IICM and its data suppliers.

Rugged Rural Style

Small-town Success

times as many farmers as the general population.

professionals in health care, retail and education.

Rugged Rural Style consists of some of the most isolated communities in

houses and mobile homes. Those still working have blue-collar jobs in

construction, manufacturing and agriculture-the cluster has more than four

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

middle-aged working couples who have positions as executives and

beltways in the Midwest and West. Most of these households contain white,

America. In these rural working-class households across the Southwest and

Western states, predominantly older married couples and retirees live in aging

(58% Unreached)

(69% Unreached)

(64% Unreached)

Top Lifestyle Segments in Zipcode 36351



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: 620 Percent: 49.88%



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: 83 Percent: 6.68%



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: 70 Percent: 5.63%

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.



Page 3

Households: 67 Percent: 5.39%



Households: 67 Percent: 5.39%



Households: 65 Percent: 5.23%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	668	53.76%
Religious but NOT Evangelical	124	9.96%
Spiritual but NOT Evangelical	91	7.3%
Non-Evangelical but NOT Interested	455	36.58%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHIds	414	33.34%
Inactive Evangelical HHlds	160	12.90%