

## Composition of Zipcode 36446

Category	Zip Code
2010 Population	163
2010 Households	57
2010 Group Quarters	0

## Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	40	70%
McDonald's	35	61%
HH Uses Computer For Internet/E-mail	31	54%
Non-Presc-For Regular Headaches	29	50%
Heartburn/Indigestion Aids/Anti-Nausea-Use	26	46%
Watching Diet (Health/Weight)-Presently	25	44%
Controlling Diet		
Burger King	24	43%

## 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.

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## Reaching Fulton, Alabama

# MISSIONAL ZIPCODE DIGEST

## Zipcode 36446 Community Types

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## 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."

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



Households: 54  
Percent: 94.74%

## 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: 5.26%

## 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.



Alabama Baptist Convention  
State Board of Missions  
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## Top Lifestyle Segments in Zipcode 36446



### Coal and Crops

Households: 39

Percent: 68.42%

Unreached: 61%

Coal and Crops comes by its name honestly. The households of this rural cluster work primarily in the mining and farming industries. Found in sparsely populated areas throughout the Midwest and South, this cluster is characterized by low-income families and single households living in small, racially mixed hamlets. More than one-quarter of the residents never completed high school, the median household incomes are nearly 40 percent below the U.S. average.

### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	32	56.11%
Religious but NOT Evangelical	7	12.58%
Spiritual but NOT Evangelical	5	8.21%
Non-Evangelical but NOT Interested	20	35.33%



### 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: 15

Percent: 26.32%



### New Generation Activists

(67% Unreached)

Concentrated in the nation's inner cities, New Generation Activists is often the first home-on-their-own cluster for young singles and single-parent families. More than a third of the households are under 35 years old and nearly nine out of 10 are single. This segment reflects a majority minority populace with high numbers of Hispanics and African Americans. With their modest educations and high unemployment rate, households earn about half the national average.

Households: 3

Percent: 5.26%

### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	22	38.53%
Inactive Evangelical HHlds	3	5.36%