

Location Composition

Category	State
2010 Population	4,744,111
2010 Households	1,864,866
2010 Group Quarters	124,154

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	3,315,906	69.90%	English	4,511,016	95.09%
Black	1,240,552	26.15%	Spanish	148,018	3.12%
Hispanic	163,455	3.45%	German	10,774	0.23%
Multiracial	61,780	1.30%	Chinese	8,867	0.19%
Asian	51,561	1.09%	French	8,321	0.18%
Other race	46,546	0.98%	Korean	6,303	0.13%
Nat. Amer.	25,986	0.55%	Vietnamese	6,148	0.13%
Hawaiian/PI	1,781	0.04%	Arabic	4,183	0.09%

Getting Involved

To learn more about this location, please contact Otis Corbitt (ocorbitt@alsbom.org).

NOTES:

The Communities Summary identifies the top three types of communities in the state, the number of households, and the percent of the state.

The Lifestyle Summary identifies the top six lifestyle segments in the state, the number of households, percent of the state households, and the percent of households that are unreached.

The numbers in the Evangelscape communicate the most compelling reasons why this community needs churches and believers to intercede in missional prayer and activity.

Churchscape indicators reveal a snapshot of the extent of evangelical presence in the state. The last three items provide the household percent that is "affiliated" with the top religious groups. "Other World Religions" include religions other than Islam, Hinduism, Buddhism, and Christianity.

Location Composition: Listed are the total number of people and the total number of households in the state.

Race/Ethnicity gives the population count and percentage of population for each of the race / ethnicity categories. The language section gives the population count age 5 yrs+ that speaks the language at home.

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Reaching Alabama

MISSIONAL STATE DIGEST

Top State Communities

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Luke 10:2

Jesus told them, "The harvest is plentiful, but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field."

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Households: 423,532
Percent: 22.71%

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.



Households: 310,274
Percent: 16.64%

Working Communities

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.



Households: 309,956
Percent: 16.62%

Upscale Communities

As the wealthiest households in the nation, upscale communities boast high household incomes, significant home values and top educational achievements. Households in these exclusive suburban neighborhoods are headed by 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.

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: 227,689
Percent: 12.21%



Minority Metro Communities (74% Unreached)

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.

Households: 191,784
Percent: 10.28%



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.

Households: 184,478
Percent: 9.89%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	STATE HOUSEHOLDS	STATE %
Unreached	1,237,485	66.36%
Religious but NOT Evangelical	343,661	18.43%
Spiritual but NOT Evangelical	167,107	8.96%
Non-Evangelical but NOT Interested	737,340	39.54%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	1,037,614	32.84%
Adult High School dropouts (as % of Adults yrs 25+)	948,501	30.02%
Adult Poor or Fair Health (as % of Adults yrs 25+)	614,145	19.44%
Children in Poverty (as % of all children)	305,290	27.37%
Adult Unemployment Rate (as % of Adults yrs 25+)	202,153	9.63%
Household Violent Crime incidents (as % of all hhlds)	58,562	3.14%
Adult STD Incidents (as % of Adults yrs 25+)	25,928	0.82%

Note: A "0" means that this particular data item is not available for this state.

Motivescape: Attitudinal Indicators



Approvers
Looking for recognition

HH: 1,367,543
% HH: 73.33%



Connectors
Looking for relationship

HH: 1,266,970
% HH: 67.94%



Creators
Looking for innovation

HH: 1,195,381
% HH: 64.10%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	STATE HOUSEHOLDS	STATE %
Active Evangelical HHlds	416,655	22.34%
Evangelical Protestant Heritage	1,017,904	54.58%
Mainline Protestant Heritage	368,820	19.78%
Other World Religions Heritage	228,564	12.26%