

## Location Composition

Category	County	% of State
2010 Population	51,216	1.08%
2010 Households	18,904	1.01%
2010 Group Quarters	260	0.21%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	40,498	79.07%	English	49,303	96.26%
Black	9,161	17.89%	Spanish	1,098	2.14%
Hispanic	1,188	2.32%	Korean	274	0.54%
Multiracial	748	1.46%	German	151	0.29%
Asian	335	0.65%	French	97	0.19%
Other race	312	0.61%	Portuguese	93	0.18%
Nat. Amer.	162	0.32%	Tagalog	64	0.12%
			Arabic	30	0.06%

## 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 county, the number of households, and the percent of the county.

The Lifestyle Summary identifies the top six lifestyle segments in the county, the number of households, percent of the county 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 county. 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 county.

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 Autauga County, AL

# MISSIONAL COUNTY DIGEST

## Top County 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: 6,156  
Percent: 32.56%

### 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.



Households: 3,928  
Percent: 20.78%

### Mainstay Communities

The backbone of small towns and second cities, Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community is a key identity factor for those who live there. Residents go into the city to visit clubs and malls.



Households: 2,744  
Percent: 14.52%

### 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.

## Top Lifestyle Segments



### Urban Commuter Families (67% Unreached)

Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families, Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services.

Households: 2,874  
Percent: 15.2%



### Rural Southern Living (59% Unreached)

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.

Households: 2,363  
Percent: 12.5%



### Prime Middle America (65% Unreached)

Prime Middle America features a mix of couples and families living in both small towns and mid-sized cities in the South and Northwest. Younger than average and upper-middle-class in status, these predominantly white dual-income households have well-paying blue-collar and white-collar jobs in transportation, manufacturing and public administration. Most of the households own their own homes and are nearly twice as likely to live in mobile homes.

Households: 2,359  
Percent: 12.48%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	12,590	66.6%
Religious but NOT Evangelical	3,161	16.72%
Spiritual but NOT Evangelical	2,054	10.86%
Non-Evangelical but NOT Interested	7,461	39.47%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	11,172	34.10%
Adult Poor or Fair Health (as % of Adults yrs 25+)	7,273	22.20%
Adult High School dropouts (as % of Adults yrs 25+)	5,078	15.50%
Children in Poverty (as % of all children)	2,530	17.50%
Adult Unemployment Rate (as % of Adults yrs 25+)	1,933	8.00%
Household Violent Crime incidents (as % of all hhlds)	444	2.35%
Adult STD Incidents (as % of Adults yrs 25+)	214	0.65%

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

## Motivescape: Attitudinal Indicators



### Approvers

Looking for recognition

# HH: 13,633  
% HH: 72.12%



### Connectors

Looking for relationship

# HH: 12,784  
% HH: 67.62%



### Creators

Looking for innovation

# HH: 11,912  
% HH: 63.01%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	3,959	20.94%
Evangelical Protestant Heritage	13,611	72.00%
Mainline Protestant Heritage	3,403	18.00%
Other World Religions Heritage	1,134	6.00%