

## Location Composition

Category	County	% of State
2010 Population	36,614	0.77%
2010 Households	14,864	0.80%
2010 Group Quarters	523	0.42%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	31,058	84.83%	English	35,797	97.77%
Black	4,709	12.86%	Spanish	562	1.54%
Hispanic	488	1.33%	Chinese	115	0.31%
Other race	299	0.82%	Vietnamese	76	0.21%
Multiracial	237	0.65%	French	25	0.07%
Asian	183	0.50%	Italian	12	0.03%
Nat. Amer.	79	0.22%	Arabic	11	0.03%
Hawaiian/PI	50	0.14%	German	10	0.03%

## 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 Covington County, AL

# MISSIONAL COUNTY DIGEST

## Top County Communities

### Inside

Communities	1
Lifestyles	2
Evangelscape	2
Needscape	3
Churchscape	3
Composition	4
Ethnoscape	4
Notes	4

## 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."

In partnership with:



Households: 4,620  
Percent: 31.08%



Households: 3,779  
Percent: 25.42%



Households: 3,273  
Percent: 22.02%

## 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.

## 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.

## 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.

## Top Lifestyle Segments



### 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: 2,565  
Percent: 17.26%



### Rugged Rural Style (58% Unreached)

Rugged Rural Style consists of some of the most isolated communities in America. In these rural working-class households across the Southwest and Western states, predominantly older married couples and retirees live in aging houses and mobile homes. Those still working have blue-collar jobs in construction, manufacturing and agriculture-the cluster has more than four times as many farmers as the general population.

Households: 2,164  
Percent: 14.56%



### Coal and Crops (61% Unreached)

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.

Households: 2,005  
Percent: 13.49%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	9,390	63.18%
Religious but NOT Evangelical	2,393	16.1%
Spiritual but NOT Evangelical	1,420	9.55%
Non-Evangelical but NOT Interested	5,651	38.02%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	9,352	36.40%
Adult High School dropouts (as % of Adults yrs 25+)	7,245	28.20%
Adult Poor or Fair Health (as % of Adults yrs 25+)	5,395	21.00%
Children in Poverty (as % of all children)	2,532	30.20%
Adult Unemployment Rate (as % of Adults yrs 25+)	1,475	9.10%
Household Violent Crime incidents (as % of all hhlds)	323	2.17%
Adult STD Incidents (as % of Adults yrs 25+)	166	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: 10,651  
% HH: 71.66%



**Connectors**  
Looking for relationship

# HH: 9,995  
% HH: 67.24%



**Creators**  
Looking for innovation

# HH: 9,569  
% HH: 64.38%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	3,947	26.55%
Evangelical Protestant Heritage	10,617	71.43
Mainline Protestant Heritage	2,124	14.29
Other World Religions Heritage	1,274	8.57