

## Location Composition

Category	County	% of State
2010 Population	103,858	2.19%
2010 Households	43,347	2.32%
2010 Group Quarters	2,067	1.66%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	85,266	82.10%	English	100,741	97.00%
Black	15,627	15.05%	Spanish	2,084	2.01%
Hispanic	3,198	3.08%	French	181	0.17%
Multiracial	1,478	1.42%	German	167	0.16%
Asian	615	0.59%	Vietnamese	112	0.11%
Nat. Amer.	425	0.41%	Persian	90	0.09%
Other race	407	0.39%	Chinese	84	0.08%
Hawaiian/PI	40	0.04%	Other lang.	84	0.08%

## 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.

© Copyright 2012 by the Intercultural Institute for Contextual Ministry and its data suppliers. Additional information at [www.iicm.net](http://www.iicm.net).

## Reaching Etowah 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:



[www.iicm.net](http://www.iicm.net)



Households: 11,383  
Percent: 26.26%



Households: 9,147  
Percent: 21.1%



Households: 7,630  
Percent: 17.6%

## 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.

## 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.

## 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: 7,599  
Percent: 17.53%



### 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: 6,068  
Percent: 14%



### 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: 3,961  
Percent: 9.14%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	28,000	64.59%
Religious but NOT Evangelical	7,151	16.5%
Spiritual but NOT Evangelical	3,954	9.12%
Non-Evangelical but NOT Interested	17,108	39.47%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	22,892	32.10%
Adult High School dropouts (as % of Adults yrs 25+)	21,537	30.20%
Adult Poor or Fair Health (as % of Adults yrs 25+)	14,976	21.00%
Children in Poverty (as % of all children)	6,777	28.80%
Adult Unemployment Rate (as % of Adults yrs 25+)	4,191	9.40%
Household Violent Crime incidents (as % of all hhlds)	955	2.20%
Adult STD Incidents (as % of Adults yrs 25+)	499	0.70%

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

## Motivescape: Attitudinal Indicators



### Approvers

Looking for recognition

# HH: 32,087  
% HH: 74.02%



### Connectors

Looking for relationship

# HH: 29,732  
% HH: 68.59%



### Creators

Looking for innovation

# HH: 27,660  
% HH: 63.81%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	10,585	24.42%
Evangelical Protestant Heritage	26,112	60.24
Mainline Protestant Heritage	8,877	20.48
Other World Religions Heritage	4,179	9.64