

Location Composition

Category	County	% of State
2010 Population	334,713	7.06%
2010 Households	131,781	7.07%
2010 Group Quarters	7,684	6.19%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	233,992	69.91%	English	312,217	93.28%
Black	78,796	23.54%	Spanish	10,491	3.13%
Hispanic	13,503	4.03%	German	1,796	0.54%
Multiracial	8,570	2.56%	Chinese	1,357	0.41%
Asian	8,150	2.44%	Korean	980	0.29%
Other race	2,911	0.87%	Other Asian	828	0.25%
Nat. Amer.	1,962	0.59%	French	806	0.24%
Hawaiian/PI	332	0.10%	Vietnamese	742	0.22%

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 Madison 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."

In partnership with:



Households: 45,529
Percent: 34.55%



Households: 24,469
Percent: 18.57%



Households: 23,378
Percent: 17.74%

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.

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.

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.

Top Lifestyle Segments



Households: 14,233
Percent: 10.8%

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: 13,794
Percent: 10.47%

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: 12,095
Percent: 9.18%

African-American Neighborhoods (70% Unreached)

Young, working-class city dwellers make up African-American Neighborhoods. About three-quarters of the households are African-American and one in four adults is under 35 years old. This is an economically challenged area characterized by relatively high unemployment, low educational levels and single-parent families. A majority of residents have completed high school or some college, and most are earning their paychecks through jobs in health, education and food service.

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	90,812	68.91%
Religious but NOT Evangelical	24,922	18.91%
Spiritual but NOT Evangelical	13,277	10.07%
Non-Evangelical but NOT Interested	52,881	40.13%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	69,799	31.40%
Adult High School dropouts (as % of Adults yrs 25+)	56,240	25.30%
Adult Poor or Fair Health (as % of Adults yrs 25+)	30,232	13.60%
Children in Poverty (as % of all children)	14,164	18.00%
Adult Unemployment Rate (as % of Adults yrs 25+)	12,405	7.30%
Household Violent Crime incidents (as % of all hhlds)	4,707	3.57%
Adult STD Incidents (as % of Adults yrs 25+)	1,570	0.71%

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

Motivescape: Attitudinal Indicators



Approvers

Looking for recognition

HH: 97,696
% HH: 74.14%



Connectors

Looking for relationship

HH: 90,160
% HH: 68.42%



Creators

Looking for innovation

HH: 84,984
% HH: 64.49%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	26,971	20.47%
Evangelical Protestant Heritage	59,381	45.06%
Other World Religions Heritage	22,851	17.34%
Mainline Protestant Heritage	18,344	13.92%