

Location Composition

Category	County	% of State
2010 Population	51,155	1.08%
2010 Households	22,502	1.21%
2010 Group Quarters	687	0.55%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	27,806	54.36%	English	49,271	96.32%
Black	21,273	41.58%	Spanish	1,161	2.27%
Hispanic	1,717	3.36%	German	235	0.46%
Multiracial	1,330	2.60%	French	126	0.25%
Other race	438	0.86%	Russian	86	0.17%
Asian	184	0.36%	Hindi	67	0.13%
Nat. Amer.	105	0.21%	Japanese	50	0.10%
Hawaiian/PI	20	0.04%	Tagalog	49	0.10%

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 Russell 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: 9,619
Percent: 42.75%

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: 4,696
Percent: 20.87%

Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring Communities, truth is centered around "me" and everything is interconnected. The majority of people in this group are between the ages of 18 – 34. Sixty percent are renting singles; others live on military bases or in college dorms. Members of Aspiring Communities are four times more likely to be unemployed. Of those who work, most live in or conveniently close to metropolitan areas.



Households: 3,890
Percent: 17.29%

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: 4,203
Percent: 18.68%



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.

Households: 4,052
Percent: 18.01%



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: 3,741
Percent: 16.63%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	15,546	69.09%
Religious but NOT Evangelical	5,303	23.56%
Spiritual but NOT Evangelical	1,560	6.93%
Non-Evangelical but NOT Interested	8,893	39.52%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	13,264	39.30%
Adult High School dropouts (as % of Adults yrs 25+)	11,813	35.00%
Adult Poor or Fair Health (as % of Adults yrs 25+)	7,661	22.70%
Children in Poverty (as % of all children)	4,783	35.80%
Adult Unemployment Rate (as % of Adults yrs 25+)	2,232	10.50%
Household Violent Crime incidents (as % of all hhlds)	572	2.54%
Adult STD Incidents (as % of Adults yrs 25+)	271	0.80%

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

Motivescape: Attitudinal Indicators



Approvers

Looking for recognition

HH: 15,978
% HH: 71.01%



Creators

Looking for innovation

HH: 14,772
% HH: 65.65%



Connectors

Looking for relationship

HH: 14,447
% HH: 64.20%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	4,362	19.38%
Evangelical Protestant Heritage	15,553	69.12
Other World Religions Heritage	2,979	13.24
Mainline Protestant Heritage	2,813	12.50